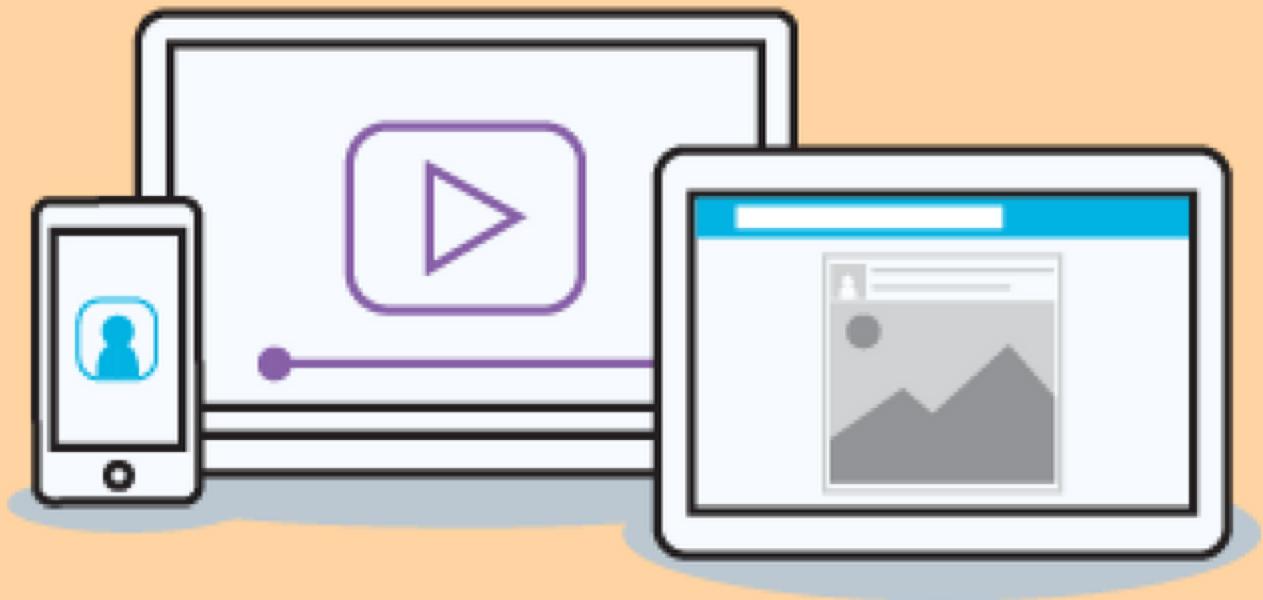


Project 2

Market your Content





Step 1

Getting Started

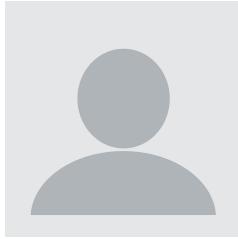
Marketing Objective

To get 100 visits within 3 months of publishing the blog post.

KPI

To measure the number of visits within the mentioned time or period.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age 20's• Single• Interested in Marketing	 Sarah	<ul style="list-style-type: none">• To be updated in Marketing and attend qualified courses.• meet people with same interest.• Career consultation to help find the right job or career path
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Enjoying free time at home either reading, cooking,etc• Learning new skills by attending courses• Hanging out playing sports or shopping.	<ul style="list-style-type: none">• Start Career• Be successful in what I do• Settle down and make family• Learn new skills from time to time	<ul style="list-style-type: none">• Courses costs.• Time Management• Easy, fun platforms to learn from.



Step 2

Write a Blog Post

What is the theme and framework of your blog post?

1. Blog post Theme is :

- *Why have you decided to take the Digital Marketing Nanodegree Program?*

2. Frame work :

- *Pixar Framework*

Blog post

Have you checked the new online program (Digital Marketing NanoDegree)?



Media source : <https://pixabay.com/illustrations/social-media-manager-online-woman-1966010/>

Blog Post

Once there was a lady called Sarah.

Sarah is a Fresh Graduate majored in Marketing.

Everyday, Sarah goes to her work at a successful marketing & advertising agency as a Marketing Specialist.

She is a determined person and a self-learner who loves to be updated and to develop new skills and hobbies from time to time. Usually, She likes to attend new events or workshops or courses to meet new people, make new friends and to make new professional connections in addition to learning and developing her self.

Until one day, She realized that she became too busy at work lately and her personal responsibilities specially to her family are taking most of her time.

Because of that, She did not have that much of time and energy for attending new events and workshops as much as she usually did.

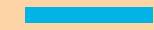
Until one day, she saw an advertisement on social media for a new online platform called (Udacity) that is providing a lot of qualified programs and courses in different topics, including a new program (Digital Marketing NanoDegree Program), She was so satisfied and happy that finally she can learn new skills and achieve her goals from home without spending a lot of time on the road.

Also, that DMND program is related to her major and she have always wanted to learn more about the function of digital marketing, Since it has been an important skill for every Marketer to have.

Ever since then, Online courses, Webinars and online workshops become her favorite learning methods.

URL:

<https://cutt.ly/AynMg6O>

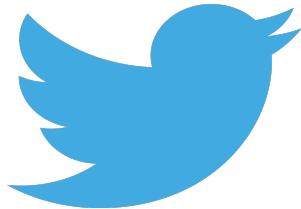


Step 3

Craft Social Media
Posts

Twitter

Twitter is a worldwide popular platform specially in Saudi Arabia, You can find on Twitter different nationalities and different cultures and people in different ages , Successful Ads and campaigns can go viral on Twitter!



(UDACITY Digital Marketing Nanodegree Program is a professional, Qualified program.

I Highly recommend the program i learned a lot of great new skills in Digital Marketing, I think it is an important opportunity to take an advantage from. Check out my Post !

<https://cutt.ly/AynMg6O>

Instagram

Instagram is another worldwide popular platform, Everyone shares their Photos and people write comments and be active.

Also you can make Campaigns and ads and reach the wanted Market Segment on Instagram.



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Digital Marketing Nanodegree program from UDACITY will provide you with most important and updated skills, Tools and lessons in Digital Marketing.

I have written about my experience with the program on a Blog post, Check it out! <https://cutt.ly/AynMg6O>

Linked in

Linked in is a professional platform, where you can make new professional connections, Learn new skills from Linked in courses and to find more about available jobs worldwide from different companies and organizations.



Digital Marketing Nanodegree program from UDACITY will provide you with the updated skills, Tools and lessons you need in Digital Marketing.

Learn, Grow , Fill your CV with great skills to get closer to your dream job.

I have written about my experience with the program on a Blog post, Check it out! <https://cutt.ly/AynMg6O>