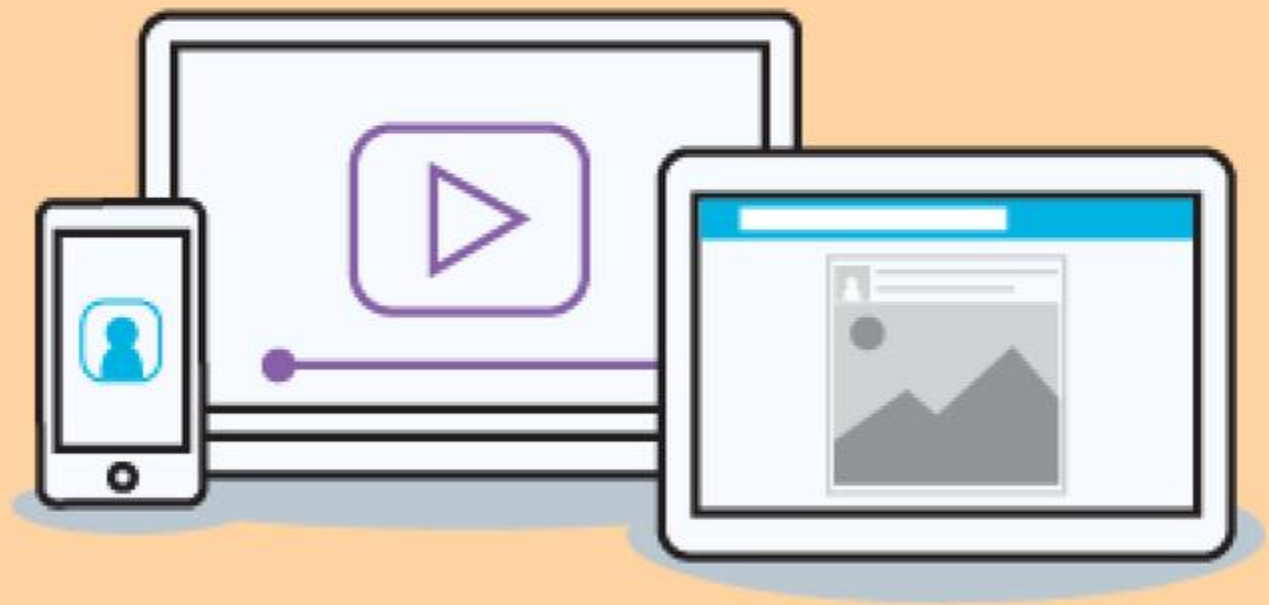


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective

- *60 blog viewer in from 11 july 2022 to 31 july 2022*


Reviewer: Awesome work! Your marketing Objective is SMART and contains all elements of good Marketing objective.

KPI

- *The number of viewers in blog goined in 31 july 2022*

Reviewer: Awesome! Great, relevant KPI that is aligned with the Marketing Objective.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age 21• Male• Single• Studying at university• Unemployed• Lives in a mid-size us city	<div>Mohamed</div> <div></div>	<ul style="list-style-type: none">• Online study• Valuable content that qualifies for the labor market
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Football• Reading• Learning a new language	<ul style="list-style-type: none">• Become a freelancer• Get a job with high salary• Market his own products	<ul style="list-style-type: none">• Not having enough money for the course• Not sure that is a good introduction for digital marketing

Reviewer: Excellent work with the target persona! It is very compelling and, it also aligns the needs and goals well with the content that we are trying to market here.



Step 2

Write a Blog Post

What is the theme and framework of your blog post?

- *My blog post will talk about*
Digital marketing course from udacity
- Via
- ***Pixar framework***

Reviewer: Great! Thanks for mentioning the topic of your blog and what you have decided to write about.

Reviewer: Great! Thanks for mentioning the framework used for your blog post.

Blog Post

It is about a fictional story that motivates students to enter the field of digital marketing



<https://bit.ly/3yWTEsX>

Reviewer: Excellent work on your blog title. It is compelling and it creates interest which is important factor to drive readers to read the rest of the blog.

Reviewer: Awesome work on the blog post.

It has a clear structure, good flow and follows the Pixar framework that you decided to use.



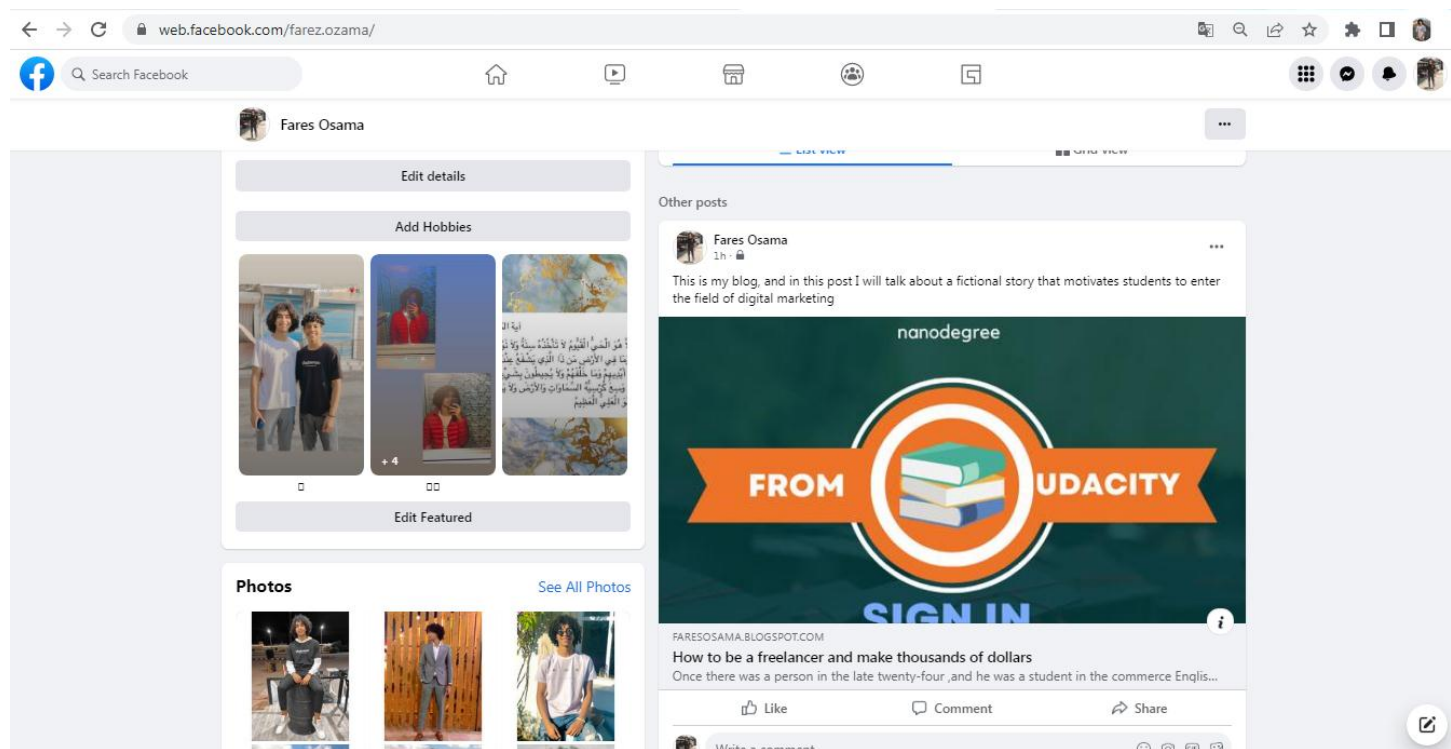
Step 3

Craft Social Media Posts

Platform 1 and Post

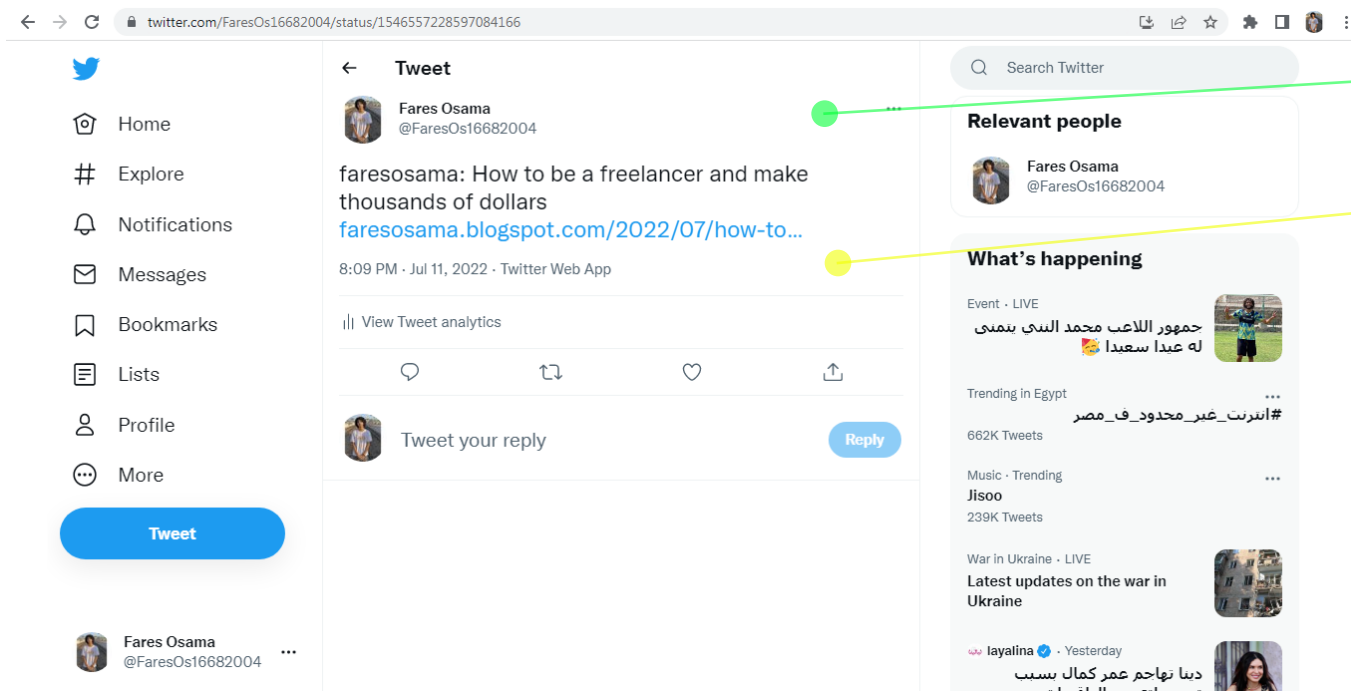
Facebook is the largest social media platform with more than 1.7 billion monthly active users

Reviewer: Great! Thanks for explaining your reasoning for chosen social networks. It makes total sense considering your target audience.



Platform 2 and Post

Twitter is a social media site, and its primary purpose is to connect people and allow people to share their thoughts with a big audience. it has more than 330 million monthly active users.



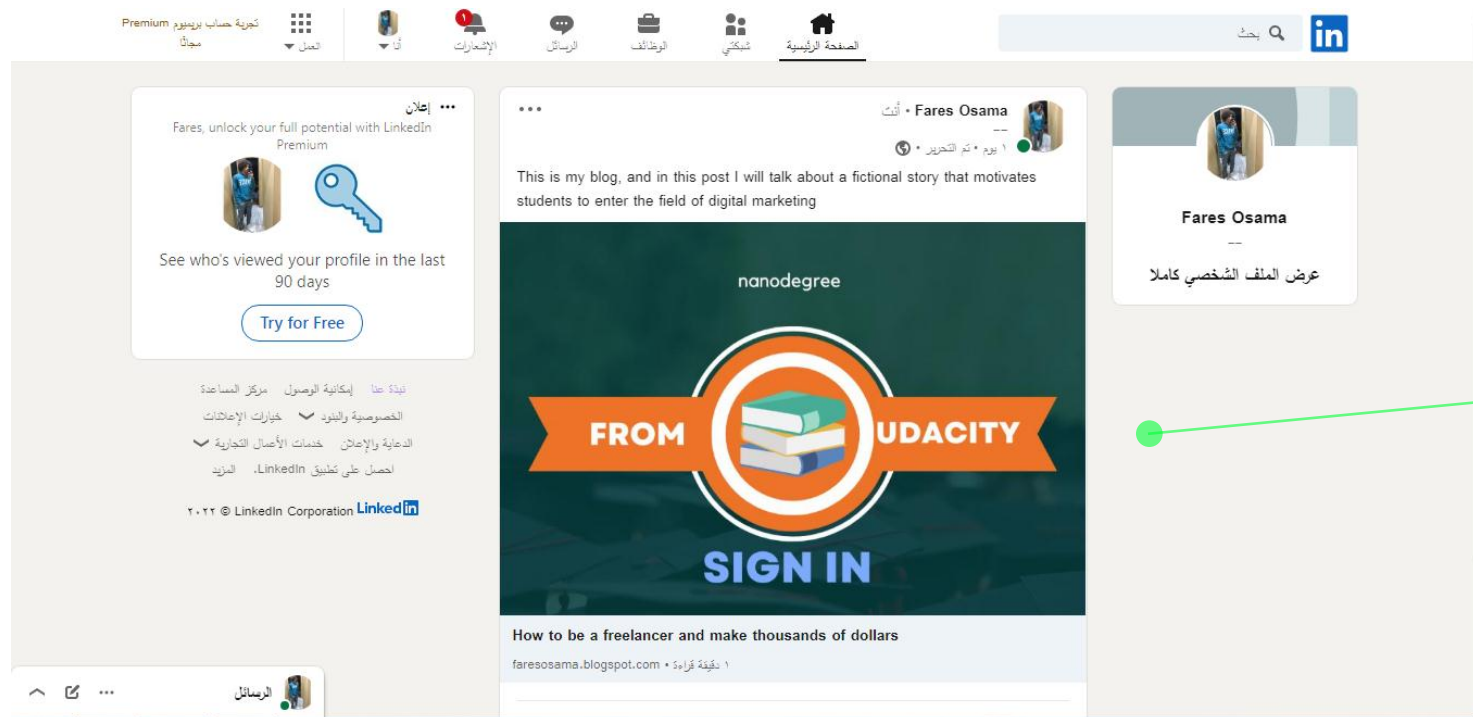
Reviewer: Great work on texts for your social media posts. They are short and pique interest in readers.

Reviewer: Suggestion:
It is always good idea to include some relevant hashtags, especially on Instagram and Twitter.

Hashtags can boost our reach considerably and is always good idea to include 2-5 hashtags in our posts.

Platform 3 and Post

LinkedIn the world's largest professional network with more than 830 million members in more than 200 countries and territories worldwide.



Reviewer: Great work! Images are compelling and would fit nicely on your chosen social media channels.

Extra Credit

Extra Credit: Post Online & Share Your Results

Put your social media plan to action and promote your blog on the platforms you chose. Share your results in the table below.

Platform	Traffic	Likes	Shares	Comments	Notes
Blog					
Social Platform					
Social Platform					
Social Platform					

Extra Credit: Analysis

What would you do differently based on your results?

What other topics might you feature on your blog and in social?