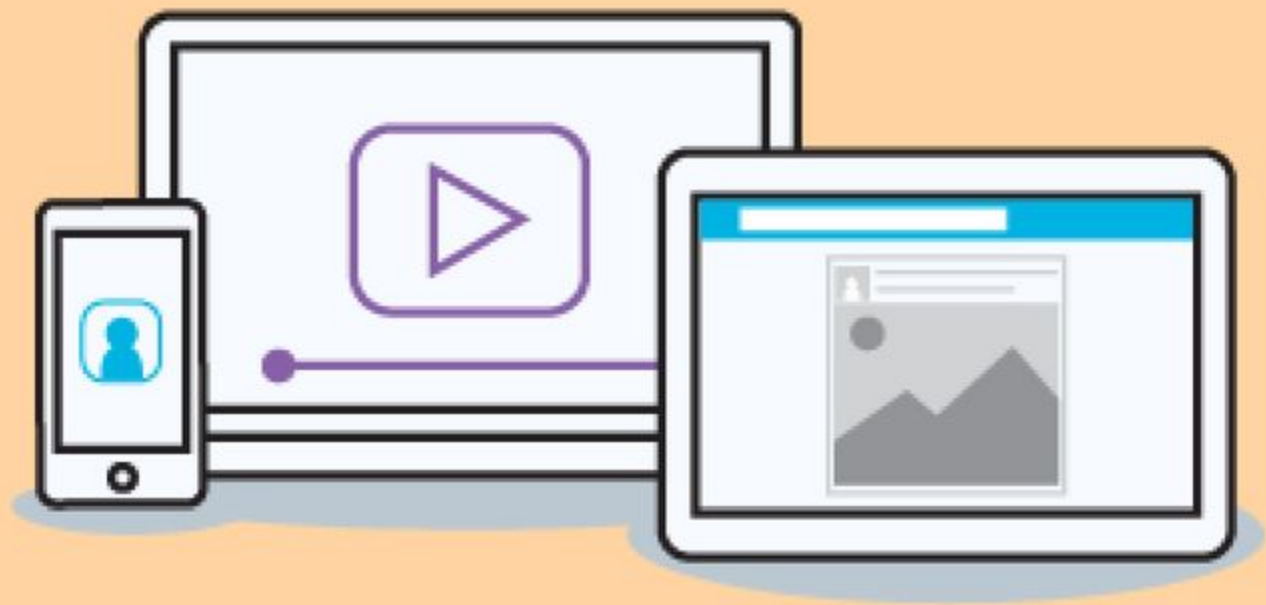


Project 2

Market your Content



Marketing Objective

- Achieve sales for any business of \$1 million, which will give a 15 percent market share within Edtech industry.
- Increase the number of customers engagement for +120 customers.
- Increase the average purchase by 10 percent.

KPI

- *Increase sales revenue*
- *increase organic traffic and online presence*
- *Increase number of leads*
- *Institute new sales pipelines*
- *Increase cost per click and cost per share*

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Students or professionals• Have a very good internet access and mental shape that can learn according to HEXACO PI test..	Eyad	<ul style="list-style-type: none">• They want to create money online without official college degree barrier.• A trigger to maximize their economic benefit per hour.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Watching investigating movie and TV series.• Have at least 1 to 3 extracurricular during period activities besides the job or college.	<ul style="list-style-type: none">• Self-reassurance of established capabilities that stands out in the market.<ul style="list-style-type: none">• Feeling practically good, sharing and telling stories on social media for reflective wealth generated on his	<ul style="list-style-type: none">• Commitment to the course as only 88% of people who did complete the course for countries speaking English.

What is the theme and framework of your blog post?

- *I am introducing why I take a step forward to make a career shift for digital marketing with the help of “Future work day” and Udacity digital marketing nano degree program?*
- *How it is important to bounce over all of your hard decision in practice such as starting from beginning?*
- *Important questions with answers you should consider for a better resolution about listening and attuning to the market universally?*
- *I have used SCQA framework.*

Write a blog post, with the theme you've chosen from the options above, in the space provided below.

Remember to keep in mind your target audience when crafting your post. Consider: What voice and tone are appropriate?

If you include media in your post, include it here and make sure you are compliant with copyright laws.

Your post should be a minimum of 250 words and maximum of 500.

Blog Post

<https://docs.google.com/document/d/1QeA7nemwXHM-TpqYDVSGRv8W1sLWYF7atZ8AWLGS5ko/edit?usp=sharing>

Platform 1

Facebook:

"At the end of the day, the true value proposition of education is employment." Sebastian Thrun

See my Learn-and-Earn story with Udacity:

<https://www.facebook.com/100003386468104/videos/3187815318007986/>

5 Why's I chose Facebook:

- Depends on big and beautiful content
- In Egypt, They are more facebook users to respond.
- Many college students out of my persona is on facebook.
- I can tie my content to a special events in the future by sharing.
- I can use fun images and be responsive within.

Platform 2

LinkedIn:

“I'd really love to see a business model for higher education going forward that is actually affordable, that uses modern technology to reach scale and quality and that really reimburses the services rendered in a way that's meaningful to everybody.” **Sebastian Thrun**
Celebrate with my Learn-and-Earn story with Udacity, Promise that it will change something in you.

<https://www.facebook.com/100003386468104/videos/3187815318007986/>

Post:

https://www.linkedin.com/posts/karim-abdelaziz-963510170_innovation-technology-business-activity-6724220230249287680-p6l3

5 Why's I chose LinkedIn:

- 1) Professional work space
- 2) I have +500 connections
- 3) I can get mentorship opportunity or a job offer
- 4) Get promotion of my content
- 5) Allocate professionalism

Platform 3

Instagram:

Wassup guys, earn a fruitful career with amazing lifestyles while earning +\$60,000 above average and standards of +70 countries you can live like a rich.

Check my story facebook page escalating about that point:

https://www.instagram.com/p/CH_TTprnokQ/

Top 3 reasons I choose Instagram?

- Visual infographics have a better representation to be performed in a message within a post on Instagram
- Most of my audience are youth students who have a presence on Instagram
- My campaign was tied into lifestyle design which is exposed within instagram as a reflection

5 REASONS TO LEARN-AND-EARN



To Commemorate Love

You can't do what you love unless you learn it, reflect on what aligns with your foundational values and share it.



To Reflect Inner Values

"Rather than love, than money, than fame, give me truth." Anonymous
You pick your experience that tells a story about your inner world, escalate it from then and make it well established for your growth and life.



To Give Something Back

You have whatever experience, take it for granted will not make you feel very well about yourself, you will always be obligated to give back to the world and comprehend this as one of the top important life questions: "How are you GIVING BACK to the world?" Imagine yourself in a Ted Talk video.



To Boost Motivation

"Your limitation—it's only your imagination" and "Imagination is more powerful than logic" Marisa Peer.
Motivation comes on with you as you go, you got to align with it while considering your foundational values and stick with it as you learn-and-earn.



To Be a Good Human

Learn-and-Earn is a big message and a big question in itself
"Why am I contributing this to a better world?" Become a good human, feel good about yourself and happiness are the main thing.
"The main thing is to keep the main thing the main thing." ~ Stephen Covey.

See the blog, proact it with LIKE and SHARE!

<https://www.facebook.com/100003386468104/videos/3187815318007986/>

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	-	3	2	-	
Facebook	-		2	-	
LinkedIn	225	2	-	-	
Instagram	29	-	-	-	

Extra Credit: Analysis

What would you do differently based on your results?

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

1) I should make a video elaborating my story with an appealing hook and in arabic langauage as most of my audience are speaking arabic and link the whole situation to current university enrollment season.

2) Contests with prizes.