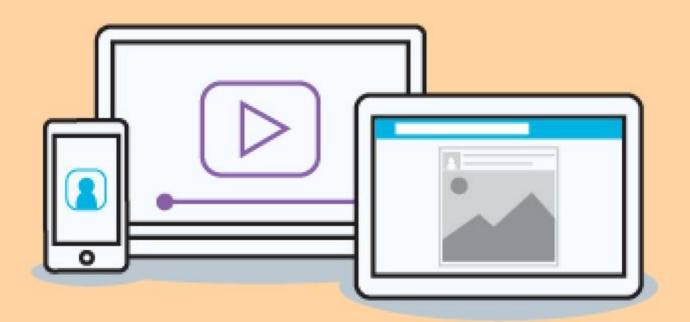
Project 2 Market your Content





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	
 Students or professionals Have a very good internet access and mental shape that can learn according to HEXACO PI test 	Eyad	 They want to create money online without official college degree barrier. A trigger to maximize their economic benefit per hour. 	
Hobbies	Goals	Barriers	
 Watching investigating movie and TV series. Have at least 1 to 3 extracurricular during period activities besides the job or college. 	 Self-reasurancec e of established capabilites that stands out in the market. Feeling practically good, sharing and telling stories on social media for reflective wealth generated on his 	Commitment to the course as only 88% pf people who did complete the course for contries 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 begining?
- Important questions with answers you should consider for a better resolution about listening and attunning 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

<u>https://docs.google.com/document/d/1QeA7nemwXHM-Tpq</u>
<u>YDVSGRv8W1sLWYF7atZ8AWLGS5ko/edit?usp=sharing</u>





Karim Abdelaziz

Aspiring growth Marketeer | Business Analyst | Data...

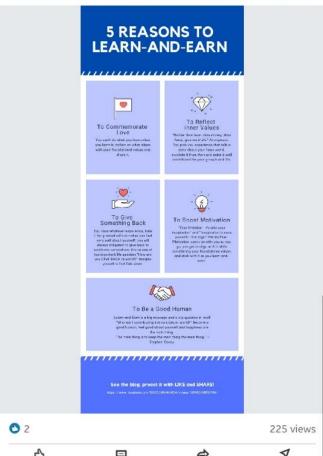
"I'd really love to see a business model for higher education going forward that is actually affordable, that uses modern technology to reach scale and quality and that really reimburses the services rendered in a way that's meaningful to everybody."

Sebastian Thrun - Chairman and founder of Udacity

Celebrate with my Learn-and-Earn story with Udacity, I promise that it will change something in you.

https://lnkd.in/d9e-8zr

#innovation #technology #business #startups #digital





Reactions













Karim H. Goudy

It was finally my turn for Learn-and-Earn.

I opened my bag, checking on my prized possession. Looking to my friends, I counted 10 scholars and one teacher- full attendance, as I had hoped; everyone needed to see that. "Hi, This is me Karim goudy and this is my new bey-, " I managed to say before I get slipped on my back. "KARIM, YOU STILL WATCHING BEYBLADE!!!"

I remember watching Beyblade on TV in my apartment. I had seen many programs before, but that was first with a broken spirit. Intrigued and inspired, going all highroad to draw fire on his challenges to reach the north star, I had a calling message that my class should earn such calling and learn about this omniscient image

As my classmates cried in madness, I grasped it may have been another bounce.

Yet, the response bounced me. I imagine I looked bad, slowly smiling as madness drives the roombut I couldn't help it. At that moment, I got to feel like the loudest person in the world. Never before had I seen a group of people so movedand from my doing. At the age of seven, I fell in love with Learn-and-Earn.

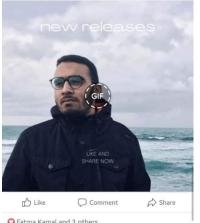
Besides the Beyblade, I found myself that day. The experience has grown from a simple memory to a lifelong mission. It is the same conviction that told Sebastian Thrun's Udacity, gave Bill Gates's dropping-out college decision, painted Picasso's works, shot Jack Ma's Ali baba: the aspiration to use one's vision and voice to get back to what get you spirit way ahead dancing hard around challenges.

Education has moulded our brains to act in a proper fitted way accordingly. We forget the end road of what we are doing and what is supposed to be learning. Earning and sharing is a life crucial among health and fitness goes along with your career choice, intellectual life, your financial life to your relationships even. You can't get omniscient about such topic at least, you are trying to do your best along the way.

My life situations always moulded me to learn-and-earn. I can't help it, I have struggled so much to find a fulfilling curriculum from my college bouncing over +10 activities to find it and sharing my knowledge.

"At the end of the day, the true value proposition of education is employment." Sebastian Thrun. It is believed that making wealth behind your 8-hours career day should be your sixth sense!!

Learn-and-Earn is something that I am grateful to find it on Udacity. I got a decision that I am at my best. I would like to be a marketer with 6-figure business. Udacity allows me with project-based learning to act like a Beyblade to what market day-to-day work is happening and I fell in love with their curriculums aligned with the career connections in the end road. I said there isn't an omniscient place that gives you everything you want and it is true!!. I consider Udacity off charts!!













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/3187 815318007986/

5 Why's I chosse 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-activit y-6724220230249287680-p6l3

5 Why's I chosse 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 you 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 makes you feel very well about yourself, you will always obligated to give back to world and comprehend this as one of top important life question "How are you GIVE BACK to world?" Imagine youself in 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-andearn.



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." \sim Stephen Covey.

See the blog, proact it with LIKE and SHARE!

https://www.facebook.com/100003386468104/videos/3187815318007086



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 language as most of my audience are speaking arabic and link the whole situation to current university enrollment season.

2) Contests with prizes.