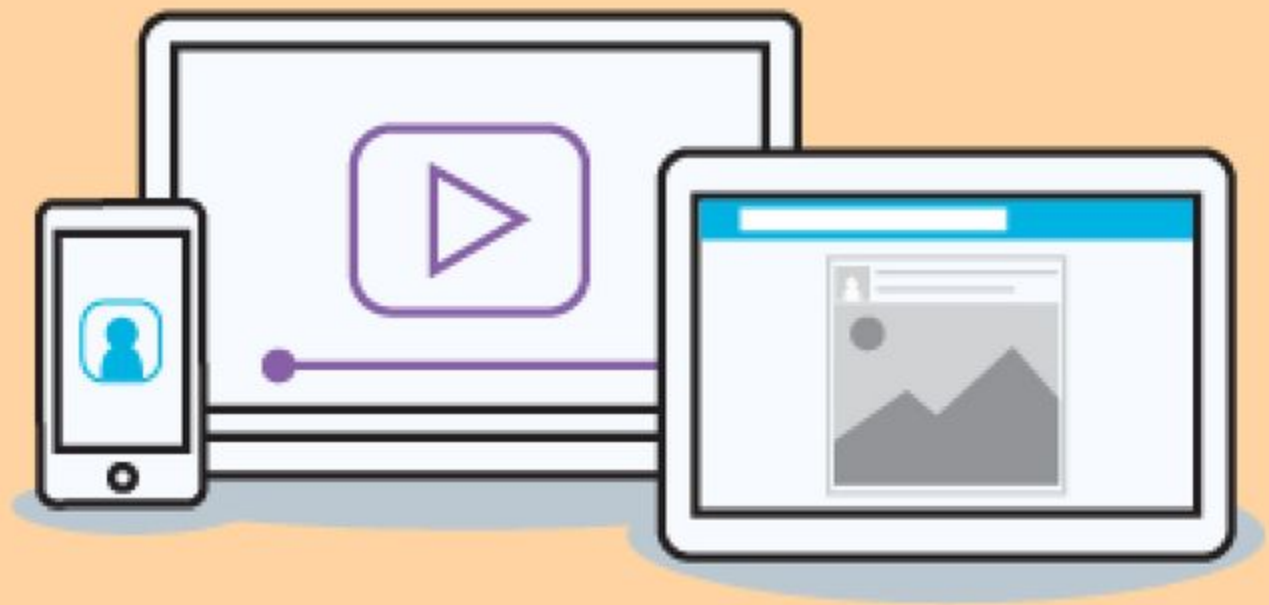# Project 2
Market your Content

Step 1

Getting Started

Marketing Objective

DMND

Get 30 blog subscribers in 2 weeks.

KPI

What is your primary KPI to measure marketing success?

The KPI for the blog's marketing objective would be the number of blog subscribers in next 2 weeks.

Target Persona

Background and Demographics	Target Persona Name	Needs
Entry level analyst, No marketing education background, Age 30	Digital Marketing Analyst	Needs digital marketing knowledge, career promotion, Have to run digital marketing campaigns.
Hobbies	**Goals**	**Barriers**
TV show, Computer games, business, marketing	Career promotion, certification on digital marketing, run own marketing campaigns.	Time commitment, Money, do not know where do start

Step 2

Write a Blog Post

What is the theme and framework of your blog post?

Provide a brief summary of your blog post including the following:

1. **Select a theme for your blog post:**
    - *Why have you decided to take the Digital Marketing Nanodegree Program?*

2. **What is the framework of your blog post?**

    - *SCQA also called the Pyramid Principle*

Summary: In the blog post, I would explain the motivations (help company and gain promotions), the difficulties I have (Time, money and content), and how the design of this DMND program help overcome barriers and solve my problems.

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

4 Reasons you should take the Digital Marketing Nanodegree Program!

I am a marketing research analyst with two years of experience at Company XYZ. Digitalization is one of the most trending things in 2020 due to the pandemic. Our company encountered Digital Marketing issues. I want to advance my knowledge in this field to help my company thrive, show my ability and gain promotional opportunities.

I found this problematic because I was not sure where to start. Should I go to a marketing website to learn, or should I subscribe to more marketing newspapers to read? The choices on the internet are very overwhelming. Besides, I am a full-time analyst; there is limited time that I can spend studying every day. And I have a small budget for this.

To solve the issue, I must find a way to help me obtain industry knowledge in Digital Marketing and is economical and time-flexible.

That's why Udacity Digital Marketing Nanodegree is so attractive to me:
1. The content is very well-structured with practical knowledge in the technical industry, great instructors who have been doing Digital Marketing for several years. And the community of the program would help me receive feedback on time.
2. The time is very flexible. I can choose to study whenever I am convenient. And I can access the classroom wherever.
3. The price is reasonable. Udacity charged me monthly, which significantly reduced money pressure. And I can cancel the subscription anytime.
4. I got certification when I completed all required projects. The certification can exhibit my ability at Digital Marketing and help me with my reputation.

Blog Post

4 Reasons you should take the Digital Marketing Nanodegree Program!

[Link to the Post](#)

Source: https://blog.udacity.com/2020/01/the-essential-guide-to-digital-marketing.html

Step 3

Craft Social Media

Posts

Summary

Choose three social media platforms you will use to promote your blog.Write a short explanation about why you chose those platforms.

In the following slides, put the copy and image you will use for each social media channel. Use this blog post from Hootsuite to help you understand image copyright.

This will guide you in choosing the right graphic for your posts:
https://blog.hootsuite.com/understanding-image-copyright/

Platform 1 and Post

Facebook

Reasons: Largest social network, can choose your target audience, multiple functions, multiple connections between different websites, large visibility and database.

Post:

Why I took Udacity Digital Marketing Nanodegree to advance my career?

[Click to Know!](#)

Platform 2 and Post

Instagram

Reasons: Connecting lots of influencers, can create my own hashtags, large target audience database.

Post:

This is my story with Udacity Digital Marketing Nanodegree program. Click to know My story with DMND and share yours! #DigitalMarketing #DMND #Udacity

Platform 3 and Post

Twitter

Reasons: Great platform to share stories, can connect to the trending topics, re-post function can help address audiences' concerns.

Post:

[This is My story with Udacity Digital Marketing Nanodegree Program.](#) Please share your stories with us! #DigitalMarketing #Udacity #Nanodegree