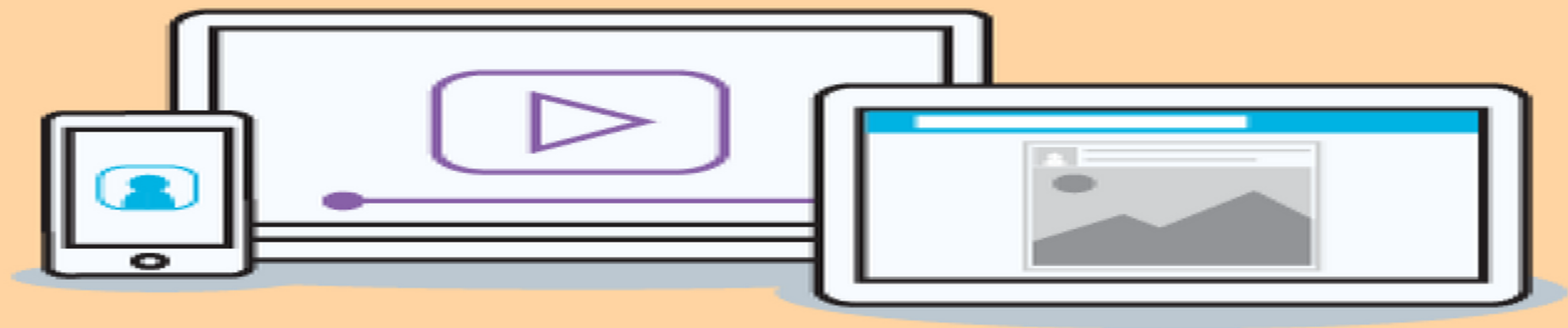


Project 2

Market your Content



Step 1:

Getting Started

Marketing Objective

Acquire 200 new blog followers in June 2021

KPI

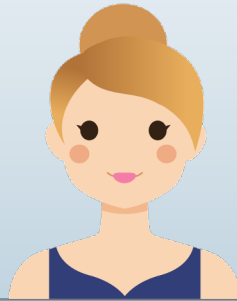
The number of followers gained in June 2021

Target Persona

Background

- Female
- 25 years
- Marketing graduate
- Interested in digital marketing

Noha
Marketing graduate



Needs

- Seeking a digital marketing manager role
- Looking for a project-based course
- Learn at her own speed

Hobbies

- Watching movies
- Photography
- Reading scientific marketing articles

Goals

- Learn the latest skills
- Starts a job as a digital marketer
- Create her own business in a few years from now

Barriers

- Not sure where to start
- Less practical skills
- Courses does not include career services that will prepare for the job related course.

Step 2:

Write a Blog Post

The chosen theme and framework of the blog post

1. The selected theme for the blog post:

- *How DMND of Udacity enrich my Marketing Degree?*

2. The selected framework of the blog post:

- *SCQA Framework also called the Pyramid Principle*

The blog post, with the chosen theme.



Are you looking for a comprehensive program that will prepare you for a successful career in digital marketing?

Not sure where to start?

Do not worry, I was in your shoes before I heard about Udacity Nanodegree program in digital marketing. This program allowed me to sharpen my skills with practical projects and learn from top experts in the field.

Link to the post on Medium: <https://bit.ly/3bM7fHC>

Step 3:

Craft Social Media Posts

Summary.

I have chosen Three platforms; Twitter, Facebook, and LinkedIn, to market my blog-article (story on medium).

Twitter & Facebook : as they are great platforms to share news and exchange information. I have chosen to share m article using these channels because they are used by professionals and learners, and that will increase the visibility of this article and reach out to more potential learners.

LinkedIn : It is a professional networking site, and it is great for posts related to career development.

Platform 1 : Twitter



badr-eddine
@lahsini_badr

Want to know how [@udacity](#) [#Nanodegree](#) helped me empower my Marketing degree and gain the practical skills to gain a successful job in [#DigitalMarketing](#) find out here bit.ly/3bM7fHC
[#IminDMND](#)



How DMND of Udacity enriched my Marketing Degree?



Are you looking for a comprehensive program that will prepare you for a successful career in digital marketing?

badreddine-lahsini.medium.com


Platform 1 : Facebook







Platform 1 : LinkedIn

**badr-eddine lahsini**
Digital Marketing | Marketing Analyst | Data Analyst
now • 

here are four reasons, why I chose to take [#Digital_Marketing](#) Nanodegree of [Udacity](#) rather than other courses offered by alternative platforms and MOOCs
[#IminDMND](#)



How DMND of Udacity enriched my Marketing Degree?
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