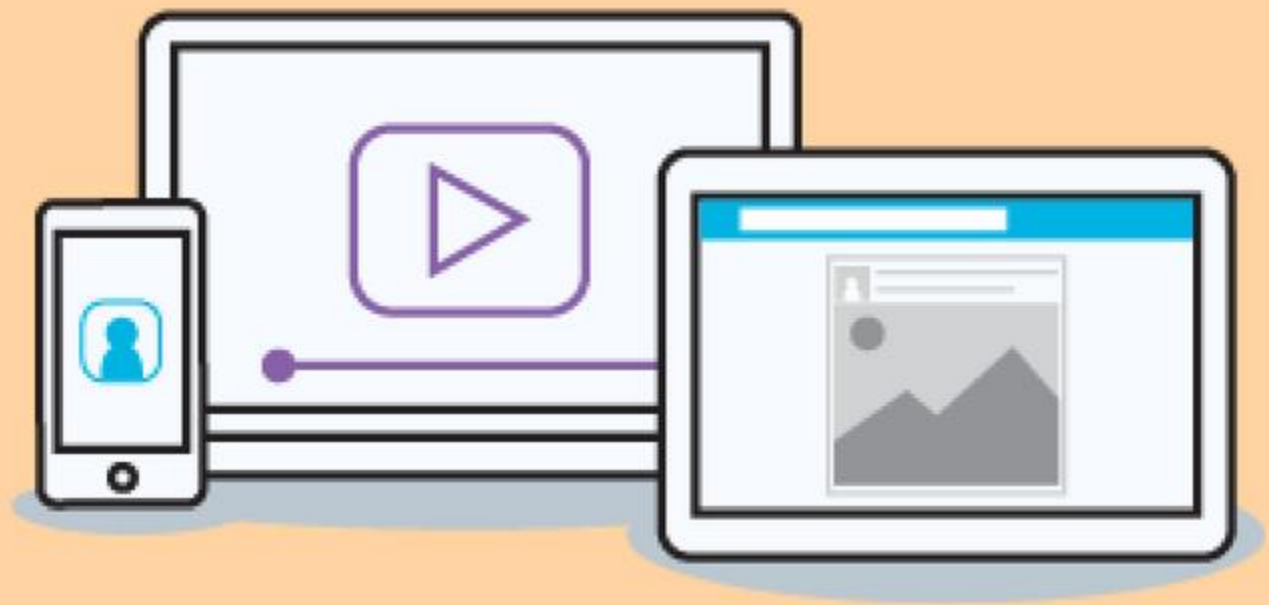# Digital Marketing Nanodegree

Laila Hussain Alqawain

Project 2
Market your Content

Step 1

Getting Started

Marketing Objective

Udacity might have a marketing objective to gain 100 blog followers in the next month.

KPI

The KPI for Udacity's marketing objective would be the number of followers in the next month.

Target Persona

Background and Demographics	Target Persona Name	Needs
• 26 years old. • Single. • Saudi Arabia. • BS in Medicine from the Medical University of Warsaw.	**Abdullah Alqawain** 	• Studying Digital Marketing to market my own business. • Valuable online courses. • Meet businessmen to get advice.
Hobbies	Goals	Barriers
• Reading. • Sport. • Learning new things.	• To be a dermatologist. • Start my own business. • Studying a Master degree.	• Time management. • Costs of my own business. • Public speech.

Step 2

Write a Blog Post

What is the theme and framework of your blog post?

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 Framework*

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

Why have you decided to take the Digital Marketing Nanodegree Program?

SITUATION: Abdullah wants to study Digital Marketing skills for his own business, so he is looking for an online course.

COMPLICATION: It is difficult for him to decide what is the best course for studying digital marketing due to there are many courses provided online.

QUESTION: How will he find the best course to fit with his needs?

ANSWER: He found the best course that is Digital Marketing Nanodegree from Udacity, and it provides an opportunity to run live campaigns that will provide him real-time working experience and where it will provide good job opportunities.

Blog Post

I put an image of Digital Marketing and I explained how the digital Marketing Nanodegree by Udacity fits with anyone who would like to learn about it from the basic to advanced level. Also, I explained what the benefits will be getting when taking this program like providing a mentor session online weekly, interactive platforms to get help when you get stuck at any time.

Link of The Post

Step 3

Craft Social Media Posts

Summary

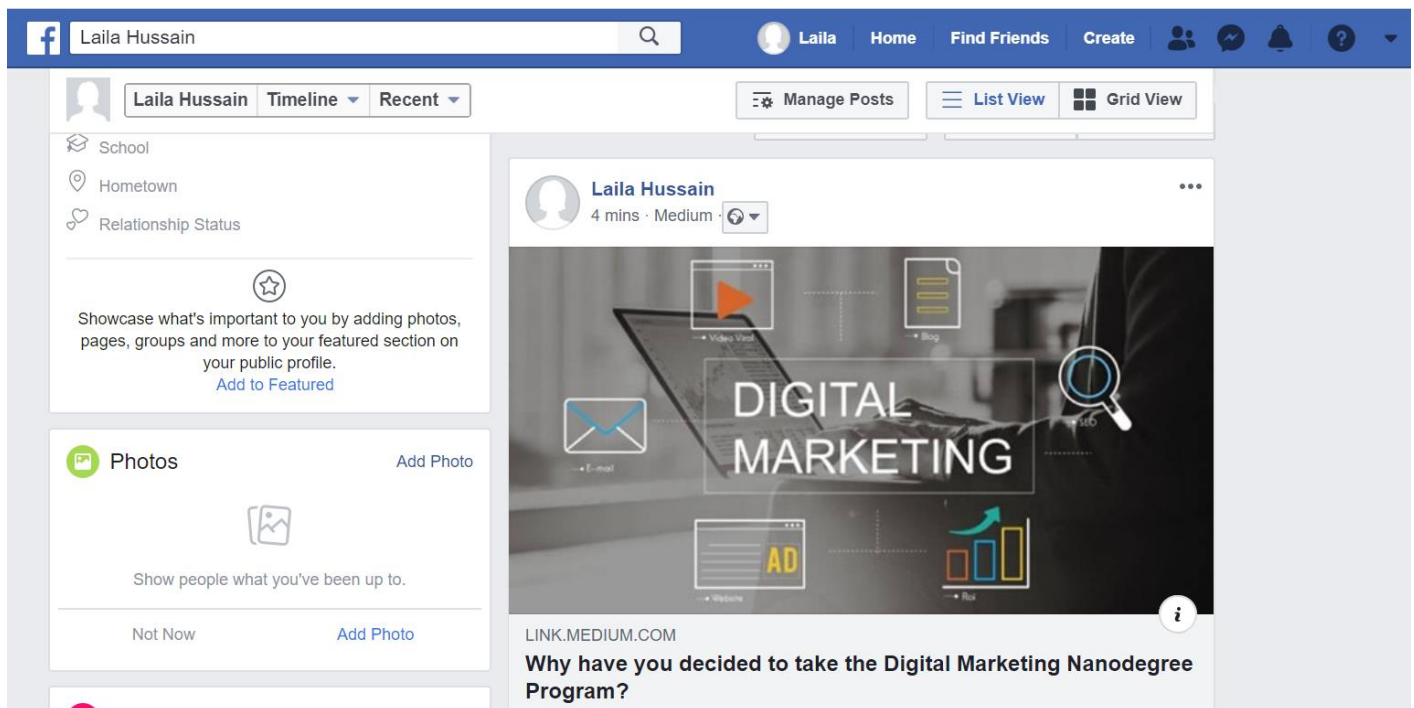*The social media platforms that I chose are Facebook, Twitter, and Medium to promote my blog.*

Facebook: I chose it because it is the first platforms which include the highest number of audience who preferred Facebook. I can upload the images and make a hashtag.

Twitter: I chose it because it the second platform preferred by people. In addition, it allows adding hashtags, upload images, and videos.

Medium: I chose it because this platform people use it for post blogs about any subject and it useful when you want to know information about many different fields.

DIGITAL MARKETING
NANODEGREE PROGRAM

Platform 1 and Post

Facebook Platform

Platform 2 and Post

Twitter Platform

Platform 3 and Post

Medium Platform

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	0	0	0	0	Unknown
Social Platform Facebook	0	0	0	0	I shared a post recently
Social Platform Twitter	0	0	0	0	I shared a post recently
Social Platform Medium	0	0	0	0	I shared a post recently

Extra Credit: Analysis

What would you do differently based on your results?

I just shared a post recently, so I will wait more days to see the results.

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

Personal experiences.