



Project 2: Market your Content

Exploring Blog & Social Content



Step 1: Getting Started

Marketing Objective

Acquire 100 blog followers in May 2019



KPI

Number of blog followers



Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Male• 27 years old• Student• Varying, low income• Single, no kids• Lives in big city/urban environment	Student Samwise	<ul style="list-style-type: none">• Single, comprehensive and coherent learning resource• Real-world skills; in contrast to university knowledge• Bite-sized learning, that fits around busy schedule
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Fitness• Yoga• Going to clubs• Creative expressions• Travel	<ul style="list-style-type: none">• Wants to have awesome job after graduation• Possibility of remote work• Would like his creative side-hustle to gain more traction	<ul style="list-style-type: none">• Not much money• Not much time• Motivation/procrastination problems• Overwhelmed by plethora of online resources



Step 2: Write a Blog Post

What is the theme and framework of your blog post?

Theme: Why I decided to enroll in the DMND

Framework: Pixar

Blog Post

This blog post is about why I chose to enroll in the DMND. It is about my personal struggle to find a direction in my life and the path I took that led me to pursuing digital marketing and enrolling in the DMND.

Link: <https://bit.ly/2DzLBFf>



Blog Post

*A note on the blog post: It has gotten about 2000 words long. I've wanted to write s.th. like this for quite a while now and it has been a great experience to, finally, put this all in to words. This is my truest and most sincere **WHY**.*

That being said, I understand that it should've been a max of 500 words. So if it's necessary for passing this project, I'll gladly shorten it and hand it in anew.

(Also, from a marketing perspective, it might not be bad to open up as I did, to create more of a bond between author and leader, which results in more emotion and maybe more followers. I'm just not quite sure if it is such a good idea for employers to read this)





Step 3: Craft Social Media Posts

Summary

I chose Facebook, Twitter and LinkedIn. The first two, because they are good places to share blog-articles and the most heavily used social networks, resulting in the highest probability of views and possible followers. LinkedIn because, as a networking site, it's a good place for career-related posts. Anyone wanting to up his career game is there, which is what a Nanodegree is all about.



Platform 1: Facebook

Why I think digital marketing - with @Udacity in particular - is awesome!

...and how I came to think that.

Starting with my personal struggle to find something to do with my life and how I finally did! Including the resources I used to do so and how anyone can!

Note: The blog-post is on Medium, so when sharing it, the title pic is shown on social media (same as above). That's why I don't post it here again.



Twitter

Why I think digital marketing - with @Udacity in particular - is awesome!

...and how I came to think that.

Starting with my personal struggle to find something to do with my life and how I finally did! Including the resources I used to do so and how anyone can!

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LinkedIn

Here's an article I wrote, about why I decided to enroll in Udacity's Digital Marketing Nanodegree.

It's about my personal struggle to find direction in my life, how I went about finding it, how I discovered my passion for all things digital and analytics (among others) and how this led me to pursue digital marketing and enroll in the DMND.

Article link: <https://bit.ly/2DzLBFf>





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					
Social Platform					
Social Platform					
Social Platform					

Extra Credit: Analysis

What would you do differently based on your results?

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