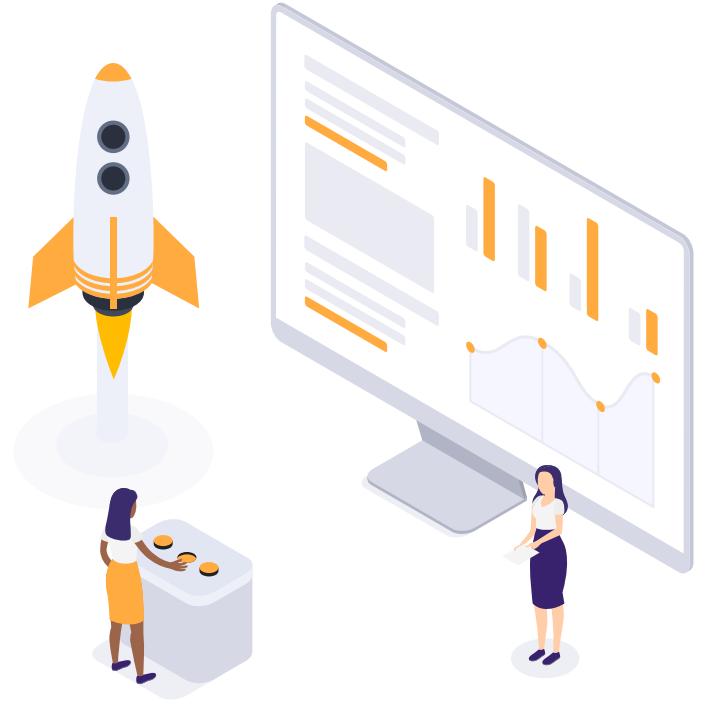


# Project 2: Market your Content



1

# Defining Objectives



Marketing Objective

*Acquire 50 blog followers by March 2020*



# KPI

- Number of new blog followers gained in January 2020



# Target Persona

Background and Demographics	Target Persona Name	Needs			
<ul style="list-style-type: none"><li>• Male</li><li>• Mid-thirties</li><li>• Started a small tech startup, Apricot, right out of college</li><li>• As owner, manages a business of 25 employees, including IT Engineers</li></ul>	<ul style="list-style-type: none"><li>• Todd Jacobson</li></ul>  A man with short brown hair, wearing a dark blue suit jacket over a light blue shirt, is standing outdoors in front of a modern glass building. He is looking down at a black smartphone in his right hand and holding a white coffee cup in his left hand. <table><tr><td></td><td></td><td></td></tr></table>				<ul style="list-style-type: none"><li>• Affordable options for to outsource professional development opportunities for his business</li><li>• Working with a limited budget, Todd needs a program that demonstrates the most bang for his buck</li></ul>
Hobbies <sup>1</sup>	Goals	Barriers			
<ul style="list-style-type: none"><li>• Watching TV</li><li>• Heading to a local brewery with friends</li><li>• Playing pick-up basketball on the weekends</li></ul>	<ul style="list-style-type: none"><li>• To grow Apricot in size to 100 employees by 2025</li><li>• In order to diversify his business's portfolio, Todd must attract talent for an array of different technical backgrounds and skills</li><li>• Todd wants to grow the competencies offered by Apricot's current and future employees</li></ul>	<ul style="list-style-type: none"><li>• Works with a small and limited budget for professional development benefits</li><li>• Is unable to predict the trajectory of his business and is uncertain about the future of the company as he pushes for exponential growth in the next five years</li></ul>			

2

# Blog Post





# Theme and framework of blog post

I targeted HR and business professionals making decisions on professional development opportunities by creating a blog post that reflects on my own experiences in using the Udacity Digital Marketing Nanodegree and highlighting the importance of prioritizing opportunities for employee growth.

I used the SCQA framework to introduce my own situation, presenting the challenge in finding opportunities for professional development, posing the question to organizations, and supplying key observations to address the challenge.

# Blog Post

I explored my experiences in moving away from management consulting into attempting to break into the digital marketing world in this self-reflective blog post aimed to encourage other businesses in prioritizing employee growth.

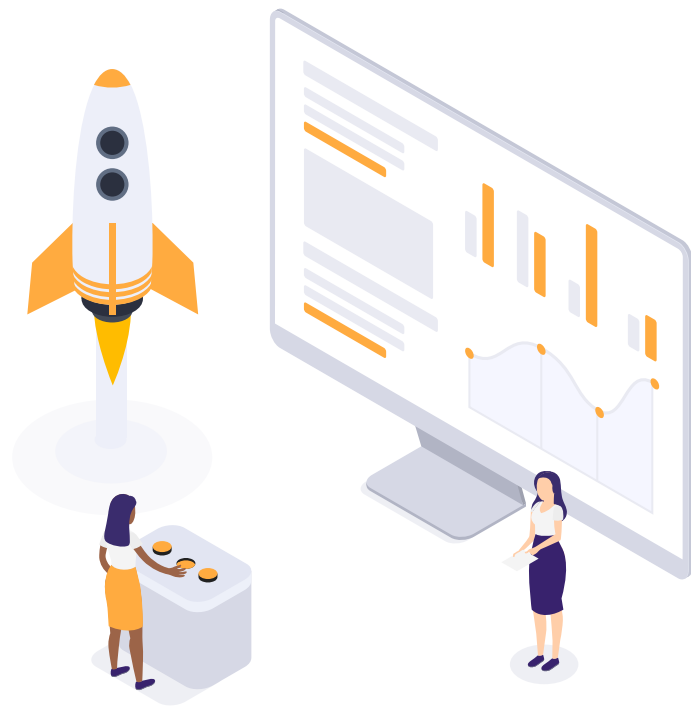


The full post can be found here: <http://bit.ly/2TSndHV>.



3

# Sample Social Media Posts



# LinkedIn

**Explanation:** LinkedIn is a great way to drive traffic to the original post on Medium. It also is appealing in its ability to reach industry leaders in digital marketing, who also may relate to the story, as well as inspire others. I also wanted to create a post that increases the likelihood of engagement by commenting and sharing to professionals' networks.

"I've always wondered why more companies don't prioritize speaking to professional development or training opportunities for their employees as part of their benefits packages. Take a look at a recent blog I wrote on this, based on my experiences that led me to enroll in Udacity's Digital Marketing Nanodegree program.

See the blog post [here](#)



Do you think your company promotes employee training opportunities as much as it could?"



# Facebook

**Explanation:** Facebook is a great medium to reach not only my personal network but also to reach target personas who run company pages on Facebook. Facebook is a more personal and self-reflective social media channel than other professional networks, like LinkedIn, so this personal blog post may better speak to audiences on Facebook.

"Hey guys!

Recently thought to write a blog post summarizing some of my experiences in pursuing professional development training with the Udacity Digital Marketing Nanodegree program and thought I'd share them with you.

Check out my latest blog post [here](#).



What do you think, do organizations promote training opportunities enough for their employees?"



# Twitter

**Explanation:** Twitter is known for its short-form content to quickly grab users' interests. In order to generate more views and engagement on the original Medium blog post, I chose to generate a short blurb on the importance for businesses to incorporate training opportunities and included relevant hashtags to increase visibility of the post.

