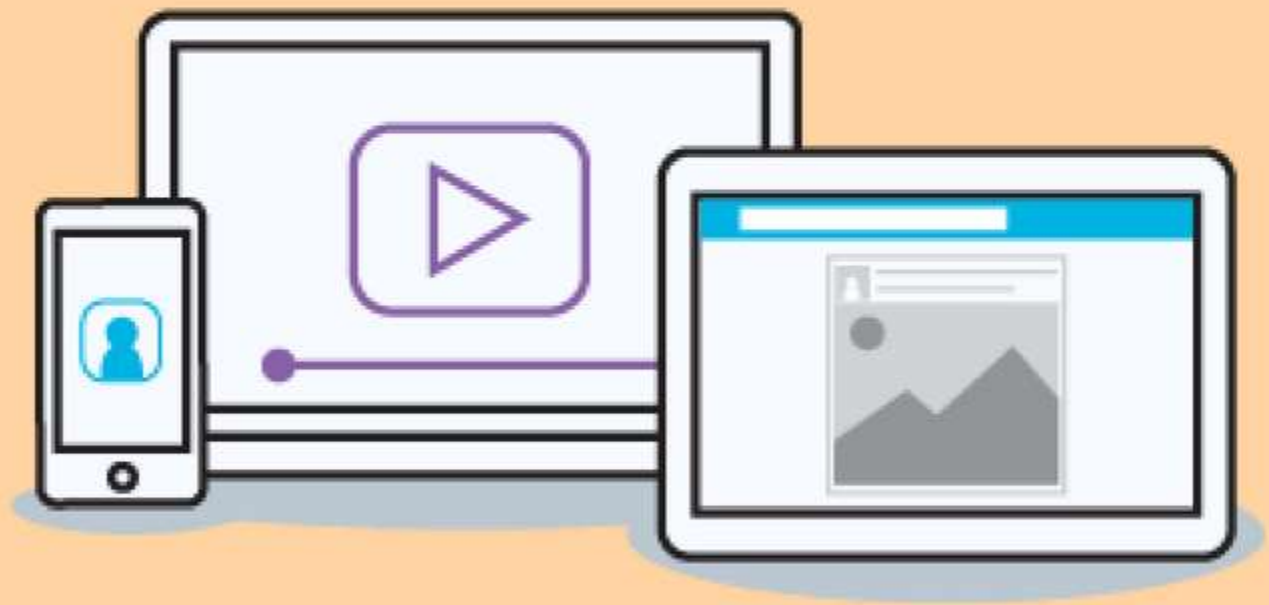


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective

50 blog subscription during one months

KPI

Number of subscribers during one months

Target Persona

Background and Demographics	Target Persona Name	Needs
<div><div>_between 18 to 32</div><div>_both genders</div><div>_must be Egyptian</div></div>	Ali Mohammed	<div><div>_Connection to stable network</div><div>_Laptop</div></div>
Hobbies	Goals	Barriers
<div><div>_Swimming</div><div>_Shopping</div><div>_Football</div></div>	<div><div>_Become a digital marketing specialist</div><div>_Work as a freelancer</div></div>	<div><div>_Difficult to learn</div><div>_No enough time</div></div>



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?

- *Pixar*

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

Remember to keep in mind your target audience when crafting your post. Consider: What voice and tone are appropriate?

If you include media in your post, include it here and make sure you are compliant with copyright laws.

Your post should be a minimum of 250 words and maximum of 500.

Blog Post

Once upon a time, there was a young guy named Mahmoud, he was playing video games, hanging out with his friends, scrolling down on social media platforms, watching movies and he has nothing better to do with his life but he wanted to change all of that.

Every day he plays video games, hangs out with his friends, watches movies and his time is being wasted .

One day he was scrolling down on one of the social media platforms and he saw an ad of Udacity scholarship about digital marketing and he was quite interested in that field, he wanted to take courses before to learn about digital marketing and start up a career but the courses were very expensive and he couldn't afford it, so he took that course from Udacity, looked forward to being successful and he also wanted to work as a freelancer and get paid.

Continue the blog post

- Because of that he got out of his comfort zone into his learning zone and he learned so many things about digital marketing and freelancing with hands-on projects, highly qualified tutors, collaborative engaging community, and everyone was helping .
- Because of that he gained much experience, built up a portfolio, made a nice profile on LinkedIn, and joined freelancing websites Like Upwork, freelancer and fiver, and much more .
- Until finally He started his career as a digital marketer and started to get customers, completed many gigs on many freelancing websites, got high rate on his profiles, and found his way to success.



Step 3

Craft Social Media Posts


Facebook

It has large number of users, it has over 2 billion users .

Beside the huge number of users, it has great targeting for customers by Facebook ads.



Mahmoud Mostafa

4m · 



A great opportunity to learn digital marketing and start-up your career as a freelancer. Udacity now is offering a Three-tier scholarship, If you want know more about the scholarship and my experience with it, you can visit my blog : <https://bit.ly/2XHEGXH>



 Like

 Comment

Instagram

It has large number of users .

You can reach out people with the same interest through hashtags .

Powerful visual storytelling platform .

Instagram post

Compose



ma7mud.mostafa

Do you want to start up a career as a digital marketer and work as a freelancer ?, Udacity now is offering a great scholarship, If you want to know my experience with it, you can visit my blog (link in bio) 😊

#Digital marketing



230/2,200

Add Location...



Accessibility



Advanced Settings



Share

Twitter

Twitter offers a great opportunity for marketers to reach a global audience .

Powerful conversation platform so you can engage easily with your customers .

The hashtags is a very powerful tool to use .

Twitter post

