



UDACITY

## **Project 2: Market your project**



# Step 1

Getting Started

# Marketing Objective

acquire 150 blog followers in November 2020.

# KPI

Number of blog followers in november.

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>• male</li><li>• 24</li><li>• fresh grad</li><li>• bachelor degree</li><li>• Lives in city</li></ul>	Ahmed	<ul style="list-style-type: none"><li>• Need a job in digital marketing</li><li>• Practical skills</li><li>• resources (money – tools )</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Chess</li><li>• football</li><li>• reading</li></ul>	<ul style="list-style-type: none"><li>• Want to be a digital marketer</li><li>• Find a possibility to work remotely</li><li>• Career path</li></ul>	<ul style="list-style-type: none"><li>• limited time</li><li>• low income</li><li>• No opportunities (job, internship)</li></ul>

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## Step 2

Write a Blog Post

# What is the theme and framework of your blog post?

**Theme:** Why I have decided to take the Digital Marketing Nanodegree Program(DMND).

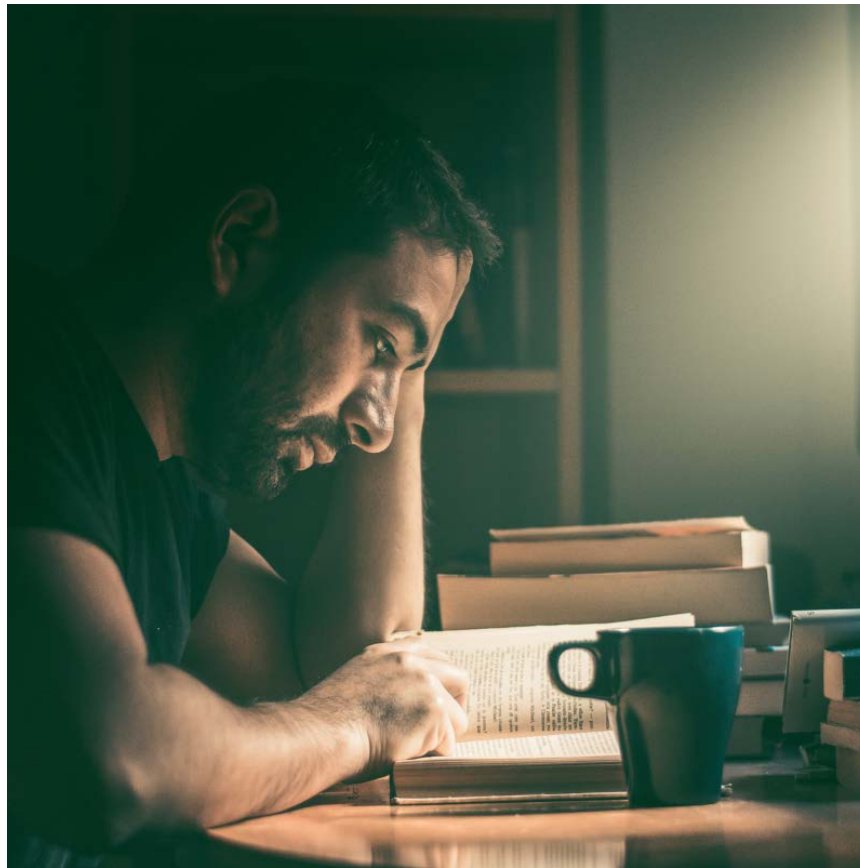
**Framework:** SCQA (the Pyramid Principle).

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# Blog Post

This blog is about Why I have decided to take the Digital Marketing Nanodegree Program (DMNP). In This blog I wrote my personal struggle To Find The Right Direction and my journey with “why”.

Blog link: <https://bit.ly/35zRwZC>



picture source: <https://bit.ly/3f2yqON>



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## Step 3

Craft Social Media Posts

# Summary

I chose Facebook, Twitter, and LinkedIn. The first one because Facebook is the largest social media platform so my blog will find a place among many of people. Twitter because it's primarily meant for sharing ideas. And LinkedIn because it's a network site and It's a good place for career.

# Platform 1: Facebook

Facebook Link: <https://bit.ly/36EFT2B>



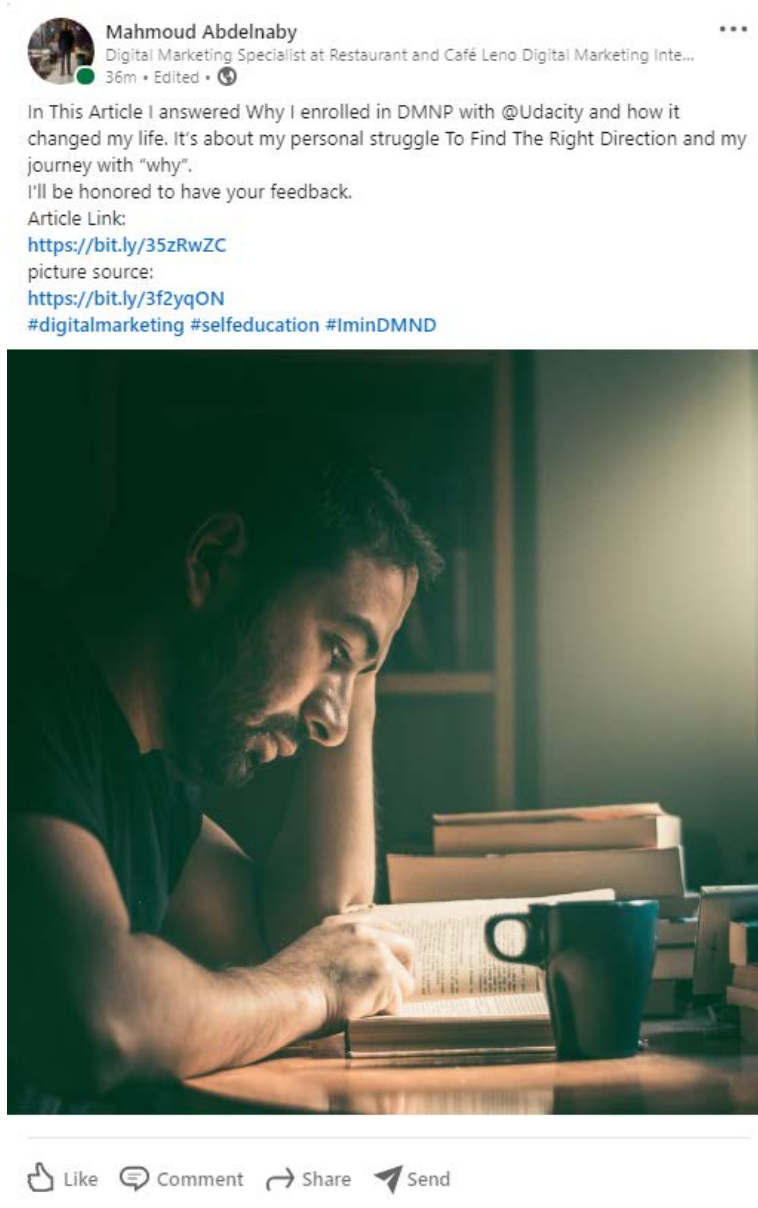
# Platform 2: Twitter

Twitter Link: <https://bit.ly/3IAvhZ9>



# Platform 3: LinkedIn

Article Link: <https://bit.ly/2H9ntP0>





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?