



UDACITY

Project 2: Market your Content



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



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).

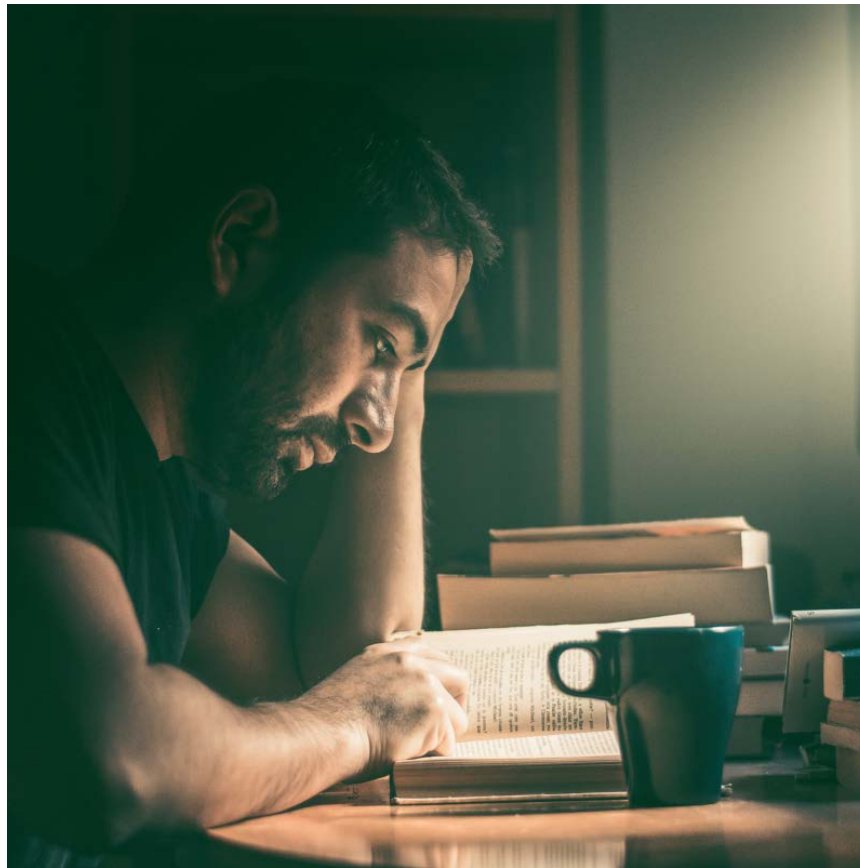
Framework: SCQA (the Pyramid Principle).

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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>

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>



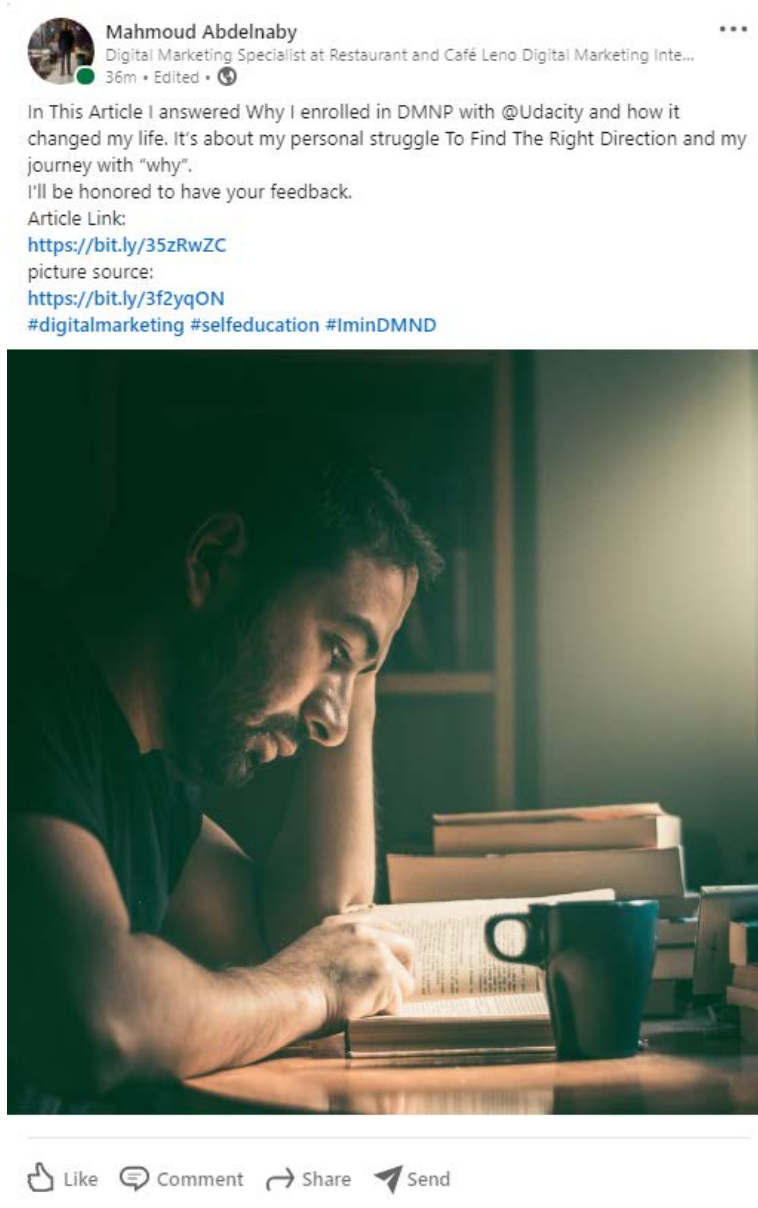
Platform 2: Twitter

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?