



Project 2 – Market Your Content

Marketing Objective

Increase the blog followers for Udacity Digital Marketing Nanodegree (DMND) Program by 100 in month of September 2020

Primary KPI

Number of followers gained in the month of September 2020

Target Persona

Background & Demographics

- Female, 35-40 years old
- Married, 1 Kid
- Lives in San Francisco
- Studied Law
- Stopped working as moved to different Country
- Husband is into IT
- HH income 150K

Name - Lucy Scott



Needs

- Start a new career
- Single & Comprehensive learning resource
- Real world skills
- Mentoring
- Start earning good income

Hobbies

- Travel
- Reading Blogs
- Fitness

Goals

- Get a good job
- Become a successful Digital Marketer
- Have Work-Life Balance

Barriers

- Time Constraint
- Overwhelmed by so many online courses available
- Needs motivation

Theme and Framework for Blog Post

THEME

The reason to choose Digital Marketing Nanodegree (DMND) Program

FRAMEWORK

SCQA framework also known as Pyramid Principle

<u>Situation</u>	Want to enhance digital marketing skills by enrolling for online course
<u>Complication</u>	Difficulty in choosing right online course
<u>Question</u>	How to decide which course is best suited
<u>Answer</u>	Found out about Udacity Digital Marketing Nanodegree (DMND) Program which provides Real World Projects, Project Reviews and Feedback from experienced reviewers, Mentorship unlike other online course platforms

Blog Post

This blog post is about why I decided for my career transition and how I decided to pursue Digital Marketing Nanodegree (DMND) program.

Read more on: [My Journey of Career Transition](#)



LINKEDIN

This is a professional network, professionals use this platform to exchange information & ideas related to various industries. My blog post is about skills, trends and personal experience, it would help to generate leads among people interested in same industry.



TWITTER

Twitter is a platform for fast information exchange and it can reach larger crowd.



FACEBOOK

This is the most targeted form of advertising. You can advertise to people by age, interests, behavior, and location. I can share my blog post and tag friends, relatives or co-worker who are interested in digital marketing.



Results from posting on Social Media platforms

Platform	Traffic	Likes	Shares	Comments
Medium (blog)		3		
LinkedIn		2		2
Twitter		1		
Facebook		40		16

Analysis

Based on the results above, I would consider making few changes like:

1. Be active and consistent in responding to comments and messages
2. Ask for feedback and reviews
3. Post relevant content
4. Focus efforts on the right places
5. Optimize my social media profiles
6. Promote my profiles everywhere.