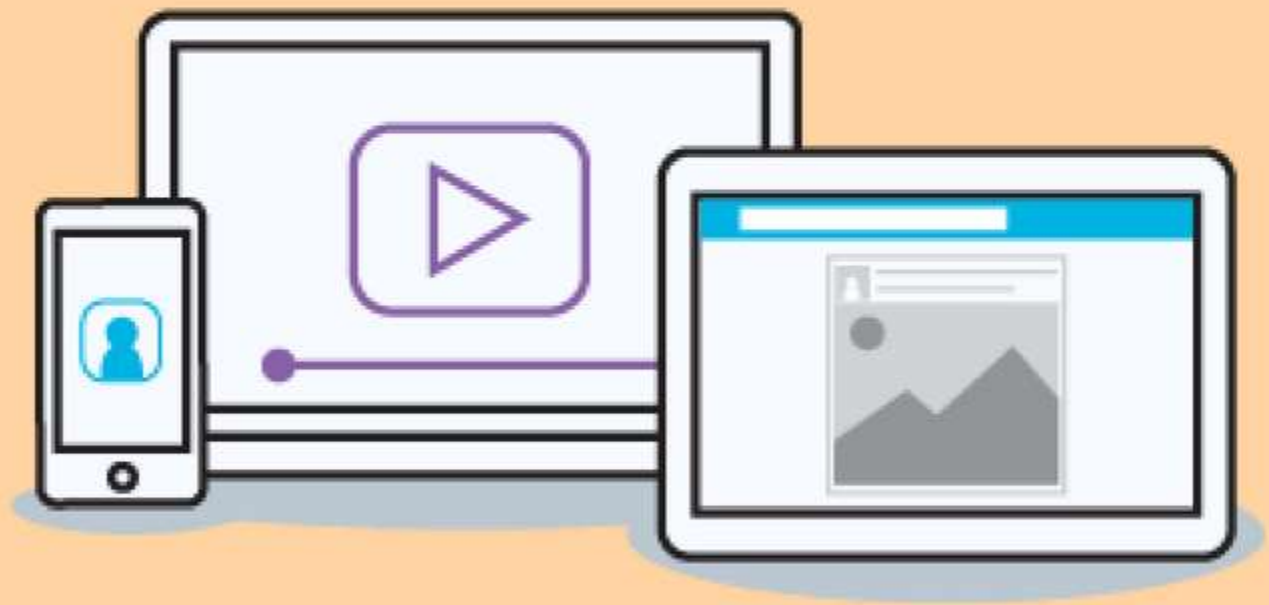


Project 2

Market your Content





Step 1

Getting Started


Marketing Objective

1500 blog followers or viewers from 13 Dec 2021 to 12 Dec 2023

KPI

The number of followers gained in 12 Dec 2023

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age 21• Male• University student• Part-time job• Lives in Egypt	<p>Michael</p> 	<ul style="list-style-type: none">• Get a certificate• Fully funded scholarship in digital marketing• The Tutors' technical support
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Reading• Table tennis• Programming• Video games	<ul style="list-style-type: none">• To become a digital freelancer• Get a higher-paying job• Learn technical Knowledge and skills	<ul style="list-style-type: none">• Lack of motivation• Limited time• The high cost of online courses



Step 2

Write a Blog Post

What is the theme and framework of your blog post?

My blog post will be about the Udacity scholarship in digital marketing and how I achieved my dream which was to be a digital marketer.

The framework is via Pixar

Blog Post

I will talk about The digital marketing course from Udacity and how it was a turning point in my life and how I managed to realize my dream I was to be a digital marketer.



Designed by me on [canva.com](https://www.canva.com)

<https://bit.ly/3FKHmar>



Step 3

Craft Social Media Posts

Platform 1 and Post

LinkedIn is one of the largest social media networks designed for the business community



Platform 2 and Post

Facebook is the most popular social media networking site in the world



Platform 3 and Post

Twitter is a social media website where people post short messages to their followers and it used by a large number of people



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?