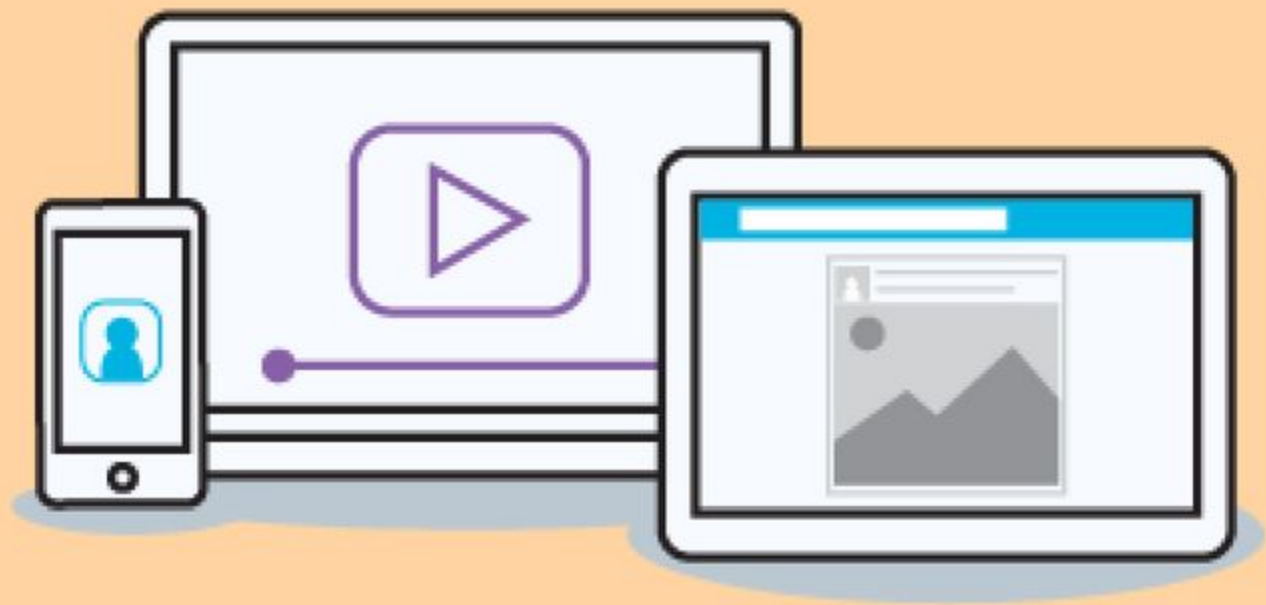# Project 2
Market your Content

Step 1

Getting Started

Marketing Objective

My marketing objective is to get 100 students to enroll in Udacity's Digital Marketing Nanodegree during November 2021.

KPI

Would be the number of enrollments in Udacity's Digital Marketing Nanodegree in November 2021.

Target Persona

Background and Demographics	Target Persona Name	Needs
- Male - 21 years old - Egyptian - Single - Graduated - employed	Ahmed Ali	- Career shift - Work from home - Increase income - Learn Digital Marketing

Hobbies	Goals	Barriers
-Play Video Games - Reading - Play Table Tennis - Surfing the internet	- Become a Digital Marketeer - Become a freelancer	-Not used to online learning -Not so proficient in the English Language - Problems in time management

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:**
   - *I've chosen why I 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.

From Zero to Hero

 Once there was a young man with hopes and dreams and all the potential in the world .

 Everyday he studied hard for his college and worked part time jobs to support his family and pay for college expenses .

 Until one day his father got very sick and his medication was expensive which required a lot of money which he didn't have so he felt very sad.

 Because of that he dropped out of college in order to support his father and took every imaginable job, but he always felt that he needs so much more to help himself and his family .

 Because of that he never stopped looking for opportunities all the time day in and day out .

Until finally the perfect opportunity came knocking on his door, while surfing through the internet , he found exactly what he was looking for, Udactiy's Digital Marketing Nanodegree , a way for him to start working at his own pace for real money. so he took the opportunity and after some time he graduated . after that his job opportunities skyrocketed and he finally found his passion which led him to drastically changing his life and his family.

Ever since then his Digital Marketing career kept progressing more and more and he kept working on himself till he became one of the top rated freelancers in the world. his most famous quote is "If you believe in yourself and never stopped working hard you will eventually get to where you need to be".

Blog Post

   My blog post is a story about how someone changed his life for the better through the discovery of Udactiy's Digital Marketing Nanodegree program and his journey getting there.

https://cutt.ly/gTxPGww

DIGITAL MARKETING
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Step 3

Craft Social Media

Posts

Summary

Facebook : with nearly 3 billion daily active users , Facebook is the most reliable social media platform to accomplish my marketing objectives especially with my family and friends.

Twitter : I chose Twitter because I can easily analyse traffic coming through coming through my website and promote my other social networks.

Instagram: because visual Digital Marketing is the way of the future and it attracts people with low attention span.

Facebook

Twitter

Moataz Marwan @MoatazMarwan5 · 2m
Digital Marketing Power is now in your hand.
cutt.ly/gTxPGww
#DMND

Instagram

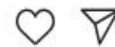moataz_marwan   •••

moataz_marwan Your Digital Marketing career starts now .
https://cutt.ly/gTxPGww
#DMND

3m

Be the first to **like this**

3 MINUTES AGO

DIGITAL MARKETING
NANODEGREE PROGRAM

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?