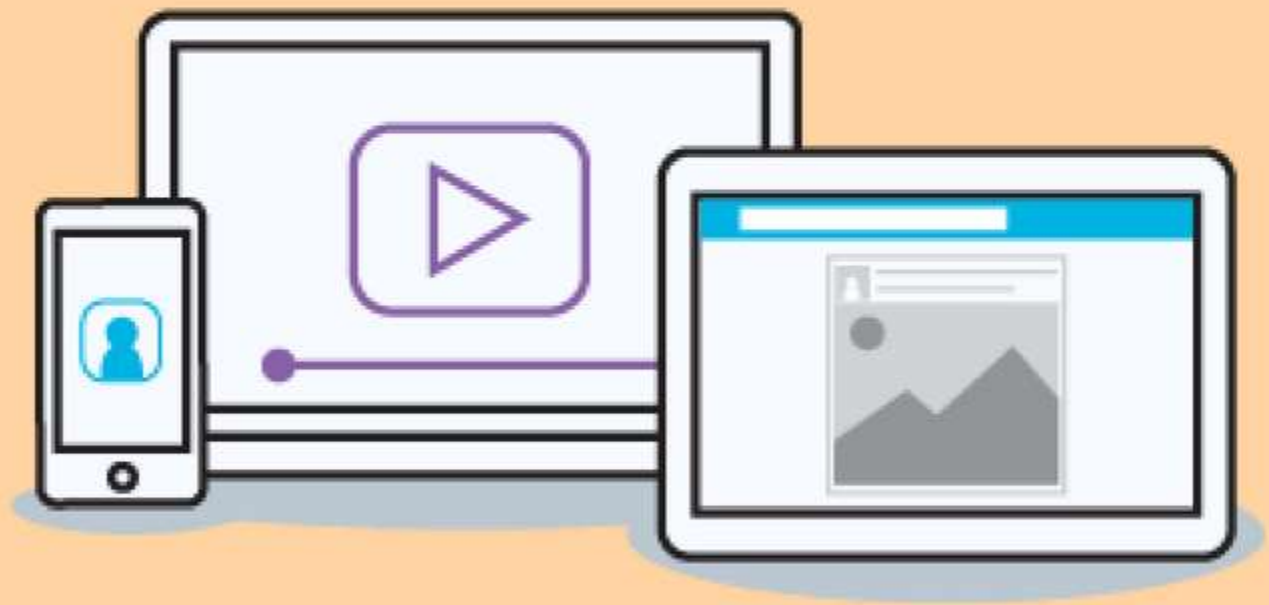# Project 2
Market your Content

Step 1

Getting Started

Marketing Objective

Udacity dmnd program have have a marketing objective to gain seventy blog followers in nov 2019

KPI

The kpi is the number of followers gained in nov 2019

Target Persona

Background and Demographics	Target Persona Name	Needs
1. Female twenty five years old 2. Works 3. Live in egypt 4. Interested in online learning marketing		1. To know she's not wasting her time and money on a degree 2. Good online course 3. **Improved her skills in seo .sem and social media ads**
Hobbies	**Goals**	**Barriers**
1. Reading 2. traveling 3. exercise	1. Become an expert in digital marketing 2. Have a voice in her field 3. Earn enough money	1. change in digital marketing moves quickly 2. Doesnot have enough time for ofline courses 3. Not enough knowledge

Step 2

Write a Blog Post

them and frame work of my blog post

Them
The reason to choase dmnd program
FRAMEWORK ; SCQA
SITUATION; SHE IS LOOKING FOR digital marketing course to improved her skills in digital marketing
Complication; she found alot of courses online and ofline courses but she doesnot have time for ofline course and wanted agood online course withe a good material
QYESTION;how she will find the best online digital marketing course thats will satisfy for her needs
Answer ; after the reviewing she found DMND program provides to gain practica and experience

Why i chose digital marketing nanodegree by udacity

1 great opportunity to learn with the best

2 become an expert in digital marketing

3partnership with Google face book hoot suite etc

4 I will gain real world experience

Blog Post on medium

https://medium.com/@midoroshdy1995/the-reason-for-me-to-chose-digital-marketing-nano-degree-program-by-udacity-ba9814cf4e2b

Step 3

Craft Social Media Posts

Summary

Facebook   i have diverse network here thats can help me to create content easily through features like 'share and 'like

Linkedin it has my professional network its help me to create a professional brand

Twitter its a powerful platform to distribute the content to abigger audience

Platform 1 and Post

LinkedIn post

Platform 2 and Post

Facebook post

Platform 3 and Post

Twitter post

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	Medium	0	0	0	
Social Platform	Face book		0	0	
Social Platform	twitter	0	0	0	
Social Platform	LinkedIn	0	0	0	

Extra Credit: Analysis

What would you do differently based on your results?
I want to expend my sociel net work

What other topics might you feature on your blog and in social?

I would like to shera my learning excperience