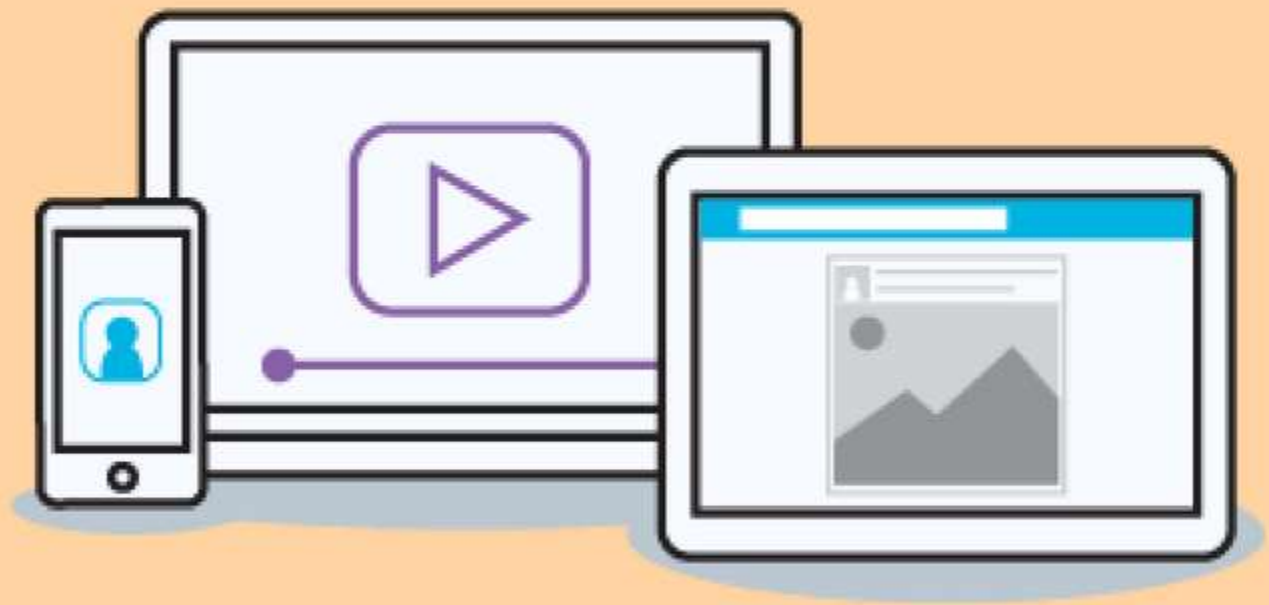


# Project 2

## Market your Content





# Step 1

Getting Started

# Marketing Objective

*Bluejay might have a marketing objective to acquire 40% more engagement in november 2022.*

# KPI

*The KPI for Betabrand's marketing objective would be the growth of engagement rate in November.*

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>- Age : 22</li><li>- Majored in Filmmaking in Cairo university</li><li>- works as a freelance editor and translator</li><li>- can speak Arabic, English, and Spanish</li><li>- Is half Egyptian, Half Spanish</li><li>- lives with his father in Egypt, mostly absent</li><li>- when in Spain lives in a big family house</li></ul>	Malek Othman	<ul style="list-style-type: none"><li>- To learn a useful skill that get him a well off career</li><li>- To start living alone</li><li>- have enough money to travel to new places</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>- Traveling</li><li>- Reeling on Instagram and posting his travels</li><li>- Historical places</li><li>- Likes to read in politics and Philosophy</li><li>- Video editing</li><li>- playing videogames</li><li>- taking photos of himself</li><li>- fashion</li></ul>	<ul style="list-style-type: none"><li>- Finding a stable job</li><li>- Become an influencer</li><li>- Travel the world</li><li>- grow his Instagram page</li><li>- learn a fourth language</li></ul>	<ul style="list-style-type: none"><li>- can't find the time to study or learn new skills</li><li>- can't be sure if the money he pays to learn will be the right investment</li></ul>



## 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:

- *Why have you decided to take the Digital Marketing Nanodegree Program?*

## 2. What is the framework of your blog post?

- *SCQA also called the Pyramid Principle*

# Why Udacity's Digital marketing's Nanodegree's a life-changing opportunity that I don't want you to miss on.

*Statistics say that in the next 5 years, digital marketing's going to be in demand 50% more, crazy right? I'll be one time and a half more in demand and it already is very much in demand as of now, for myself, I was struggling after graduating into finding a job that suits me and my creative tendencies and get paid well , and companies don't expect fresh grads with not experience, which made it worse. So I had to look everywhere, think and adapt, and it was very rewarding! Because it hit me when I found out about Udacity's Nanodegree. Udacity gives you a really good deal, if you're a busy man like myself, since it's a Nanodegree you'll be able to have full control over your schedule no problem and work right after you're finished, Bonus if you're already familiar In freelance! you simply sign in, either with a scholarship or a paid program, and I want you to think of your money and time in this as a long-term investment, you're investing in yourself to a better future for yourself*



- *a future where you can work remotely from anywhere so you don't have to be bound to a single place—or even country! A future where you get paid handsomely for working on your terms and time schedule, for your letting your imagination and creativity run wild, and meet all the goals of a digital marketer!*

*In Udacity's Nano degree you'll learn a lot about Content creation, social media marketing, and growth, how to use each channel in its retrospective potential, how to get people to buy your product, follow you or engage with you based on your marketing goal, and as it is a great opportunity and a great career its fundamentals are in learning, so the more you learn about ANYTHING ever the better you get!*

*I mean, Marketing has always been a great and important deal, And in this Digital Era that's moving too fast, you just have to ride on it and get customized with the speed, and that's digital marketing!*

# Get to know how Udacity's nano degree program changed my life.

Photo by [Sincerely Media](#) on [Unsplash](#)





## Step 3

# Craft Social Media Posts

# Summary

Instagram : Most Young people now use Instagram and it's the easiest to get engagement as it's visually pleasing, and as my target persona is mostly there.

Facebook : Most people are on facebook as it is a part of their day.

Twitter : to reach more people, tweets are easy and supported by hashtags that will create engagement

# Platform 1 and Post

Instagram :

Feel like having a great career, get paid, work on your own terms, and letting your creativity run wild ? Check this out then.

( Link to my previous Blog )



# Platform 2 and Post

Twitter :

Tweet..Tweet..

A little birdie told me you wanted a life changing opportunity...Tweet..it gave me this link, check it out..tweet..

( Link to my previous blog )

# Platform 3 and Post

Facebook :

Today's weather is a good read with a chance of changing your life, Check for yourself.

( link for my previous blog )



**udacity**

**WANT A LIFE CHANGING OPPORTUNITY?**