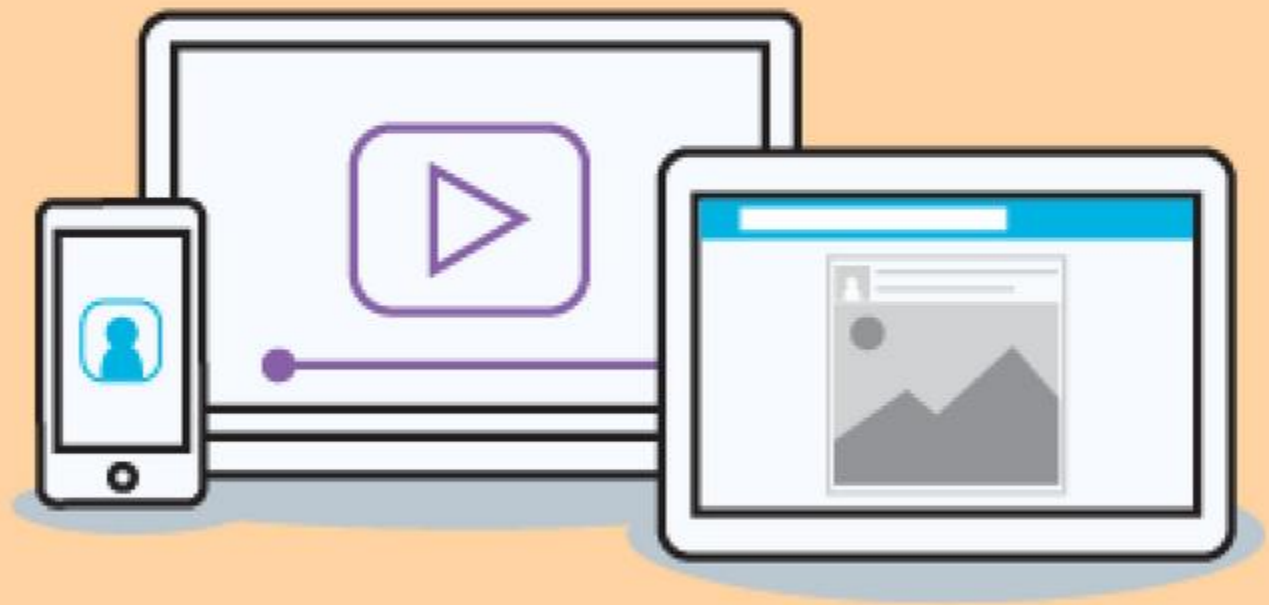


# Project 2

## Market your Content





# Step 1

Getting Started

# Marketing Objective

*marketing objective is ;  
acquire 500 followers visits my  
blogpost in July 2021*

# KPI

*The KPI of my marketing objective is measured by the number of visitor to my blogspot in july 2021.*

# Target Persona

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



Background and Demographics	Target Persona Name	Needs
<b>Male</b> <b>25-30 age</b> <b>Live in Egypt</b> <b>Fresh graduate</b>	<b>Mohamed</b>	<b>Online courses</b> <b>Practical training</b> <b>Qualification for the labor market</b>
Hobbies	Goals	Barriers
<b>Follow Facebook, Instagram and LinkedIn</b> <b>content creation</b> <b>design</b> <b>Montage</b> <b>take photo</b>	<b>he want to Finding a job opportunity in the digital future</b> <b>Become a Freelancer</b> <b>Get a decent income</b>	<b>Lack of experience necessary to get a job online</b> <b>Lack of a mentor for training and getting jobs</b> <b>He has no experience in digital marketing</b>



## Step 2

Write a Blog Post

# What is the theme and framework of your blog post?

I have decided to learn digital marketing because it is the latest, best and most widely spread marketing method and the whole world is moving towards digitization

*Pixar*

**Write a blog post, with the theme you've chosen from the options above, in the space provided below.**

I will share my blog with all age group , especially fresh graduates, because they are the most people in need of developing their skills and joining the digital labor market, and the most eager and responsive groups to obtain training I can become an example before this age

The tone of the voice varies according to the context of speech ,In enthusiastic situations, a high tone of voice is required In places of help or advice, a calm tone is required



# Blog Post

## My Exciting Freelancer Journey

Take the right path to learn digital marketing

my name is Mohammed I will tell you a short story about my journey with Udacity and how I made the decision that changed my life

Once there was 2013 I graduated from the Faculty of Engineering hoping to get a prestigious and stable job

Every day I was feeling job instability and moving from one job to another with low salaries

Until one day, the Corona pandemic occurred, and a lot of people lost their jobs, even low-ranking jobs became not available. It seemed that working online was the last resort. Countries went to digitization.

- Then I saw the announcement of the Ministry of Communications grant and decided to join and change my life and my skills to work in the digital future as a freelancer
- And because of that I joined the scholarship of the Ministry of Communications at Udacity and passed the Challenge Track
- And because of that I started developing my skills in the field of freelancing and digital marketing, and I joined professional track, and I made accounts on most of the communication sites, and I started my digital marketing journey.

- Until then I learned a lot about self-employment through the Internet and digital marketing through Udacity, and I finally opened a window on the world of digital marketing and set out to achieve my self and dreams.
- What is your story with digital marketing? Contact me to publish your story through my blog

Mohamed Abdelwahab

[m.abdelwaahab@gmail.com](mailto:m.abdelwaahab@gmail.com)

- <https://bit.ly/3wCD5z5>



## Step 3

Craft Social Media Posts

# Platform 1 and Post

## Face book

### 'My Exciting Freelancer Journey

Take the right path to learn digital marketing

Digital marketing digital marketing is the latest, best and most widely spread marketing method and the whole world is moving towards digitization due to the Corona pandemic, working online has become the last resort for those who have lost their jobs

[# Udacity](#)

[#Blogger](#)

Read more here

<https://bit.ly/3wCD5z5>

<https://bit.ly/3j2BOgq>



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

I chose Face book because it contains a lot of targeted people , Fresh graduates and friends

# Platform 2 and Post

LinkedIn

My Exciting Freelancer Journey

Take the right path to learn digital marketing

[# Udacity](#)

[#Blogger](#)

Read more here

<https://bit.ly/3wCD5z5>

<https://bit.ly/2SLuviw>



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

I chose LinkedIn because it contains a lot of Fresh graduates looking for an opportunity and training

# Platform 3 and Post

/Instagram

**My Exciting Freelancer Journey**

**Take the right path to learn digital marketing**

**Due to the Corona pandemic, working online has become the last resort for those who have lost their jobs**

**#Udacity**

**#Blogger**

Read more here

**<https://bit.ly/3wCD5z5>**

**<https://bit.ly/3j2DDtM>**



**<https://bit.ly/3iVrQNW>**

- I chose Instagram because it is a beautiful platform for displaying images and is the best for brand awareness

**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		20	12	5	2
Social Platform	Face book	15	9	7	0
Social Platform	LinkedIn	۱8	1	3	3
Social Platform	Instagram	۱۳	8	2	.

# Extra Credit: Analysis

What would you do differently based on your results?

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