



Project 2: Market your Content

Exploring Blog & Social Content



Step 1: Getting Started

Marketing Objective

Acquire 100 blog followers between 18/5/2021 and 18/5/2021



KPI

Number of followers gained within month



Target Persona

Background & Demographics

1. Male
2. 38 years old
3. Travelling all time
4. From a big city

Name & Image

Mohammed

Needs

1. Acquiring new skills
2. Supportive resource to help win real world competition
3. Real world skills

Hobbies

1. travelling
2. reading
3. music

Goals

1. Sharpen my skills
2. New job opportunities
3. Exploring freelancing career
4. Able to do multitasks

Barriers

1. Busy
2. No enough money for paid courses
3. Insufficient learning resources



Step 2: Write a Blog Post

What is the theme and framework of your blog post?

Theme: my journey in digital world with **Udacity DMND**

Framework: **SCQA**

Udacity DMND ,the journey

As sales person dreamed a lot about exploring marketing world ,as it was my passion from along time and to combine my knowledge in data analysis and sales with marketing for complete business solutions as competition gets harder in todays world.

***But**, it was so hard for me to balance the equation appropriate content ,training and community with **no need** for admission (as I need online content suitable for my time)and not to pay tones of money.*

***WHAT and how?** Always it was the question ,how can I manage this and what program meets my expextations.*

***after** struggling for long time comparing online degrees , I heard about FWD initiative , and UDACITY ND, really it was a great answer for all my questions a very power content with hands-on projects and the cost was a surprise it just commitment, hopping it will have a greet impact on my career.*



Step 3: Craft Social Media Posts

Summary

I chose Facebook, Twitter and LinkedIn.

Facebook and twitter , as they are the most used social networks, resulting in the highest probability of views and possible followers.

LinkedIn as a professional business related site , it is the most suitable site to meet people with the same business interests .



Platform FACEBOOK

Enrolling in digital marketing with **@UDACITY** was a great answer for a hard equation balance, appropriate content and cost

For more detailed info about my journey check the link below,

<https://bit.ly/2S4UUak>

#udacity

#DMND

#FWD

Platform 2 twitter

Enrolling in digital marketing with **@UDACITY** was a great answer for a hard equation balance, appropriate content and cost

For more detailed info about my journey check the link below,

<https://bit.ly/3wiqD6G>

#udacity

#DMND

#FWD

Platform 3 linkedin

Enrolling in digital marketing with **@UDACITY** was a great answer for a hard equation balance, appropriate content and cost

For more detailed info about my journey check the link below,

<https://bit.ly/3yn2Rs4>

#udacity

#DMND

#FWD



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?