

A blurred background image of two people, a woman with short blonde hair and glasses, and a man, looking at a screen together. The woman is holding a pen and paper.

Project 2: Market your Content

Exploring Blog & Social Content

Marketing Objective

Udacity DMND program have a marketing objective to acquire at least 50 blog followers in July 2021.

KPI

The KPI for Udacity DMND program marketing objective would be the number of followers gained in sep.

Target Persona

Background & Demographics

1. Female 26 to 36 year
2. Did Master's in MBA
3. Interested in online learning and Marketing
4. Live in Angola

Name & Image

ANDRO



Needs

1. To know she's not wasting her money on a degree mill.
2. To take a course that has positive review.
3. To obtain real certificate

Hobbies

1. Gaming
2. Exercise
3. Travelling

Goals

1. Become an expert in digital marketing
2. Working in a healthy team, Friendly environment where she can be more creative
3. Working successfully on digital projects/campaigns

Barriers

1. Not having proper support of mentor.
2. Sthe amount paying for this course is worth it or not.
3. If there is nothing tangible to add to her existing portfolio

The theme and framework of my blog post.

Theme : Why have you decided to take the Digital Marketing Nanodegree Program?

Framework : SCQA framework.

Situation : She is looking for Online and Offline courses to enhance her Digital Marketing skills.

Complication : She found there are lots of courses available online and offline, so much so that it gets overwhelming to find the right course suited for her.

Question : How she will find the best digital marketing course which will satisfy her needs.

Answer : After reviewing all the options available in the market, she found that Udacity DMND program provides an opportunity to run live campaigns, that would help in gaining practical experience, while providing the basics and core knowledge of digital marketing.

That's why I chose DMND program sponsored by Udacity



Opportunity to learn with the best.



Real world experience by running live campaigns.



Collaboration with Google, Facebook, Hootsuite etc.



Comprehensive coverage of Digital Marketing fundamentals.

Blog Post on Medium

The blog post on Medium is about the storytelling of mine, before and after enrolling in DMND program.



Digital Marketing Nanodegree Program

Learn job-ready skills with real-world projects
and expert marketers.

Check this link: <https://2u.pw/21IdO>

Why prefer Digital Marketing by Udacity

7 ALEID · Just now · 1 min read



Summary

Social media platforms for target audience



I have a diverse network here that can help create awareness about the content easily through features like “share” and “like”.



It has my professional network, that allows me to take the content to a relevant audience and help to create a professional brand.



It's a powerful platform to distribute the content to a bigger audience.

Facebook Post

...

Najd Aleid
· Medium · ساعتان



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Comment Retweet Like Share

Extra Credit: Post Online & Share Your Results

Platform	Traffic	Likes	Shares	Comments	Notes
Blog	Medium	1	0	0	i have created new account and have few friends. iam expecting these number increase
Social Platform	Facebook	6	0	0	i have created new account and have few friends. iam expecting these number increase
Social Platform	Twitter	0	1	0	i have created new account and have few friends. iam expecting these number increase
Social Platform	LinkedIn	1	0	0	i have created new account and have few friends. iam expecting these number increase

Extra Credit: Analysis

What would you do differently based on your results?

I need to expand my social network across all social media platform to have more reachability.

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

I have just gotten started with this course. As I make further progress, I would like to share my learning and experience.