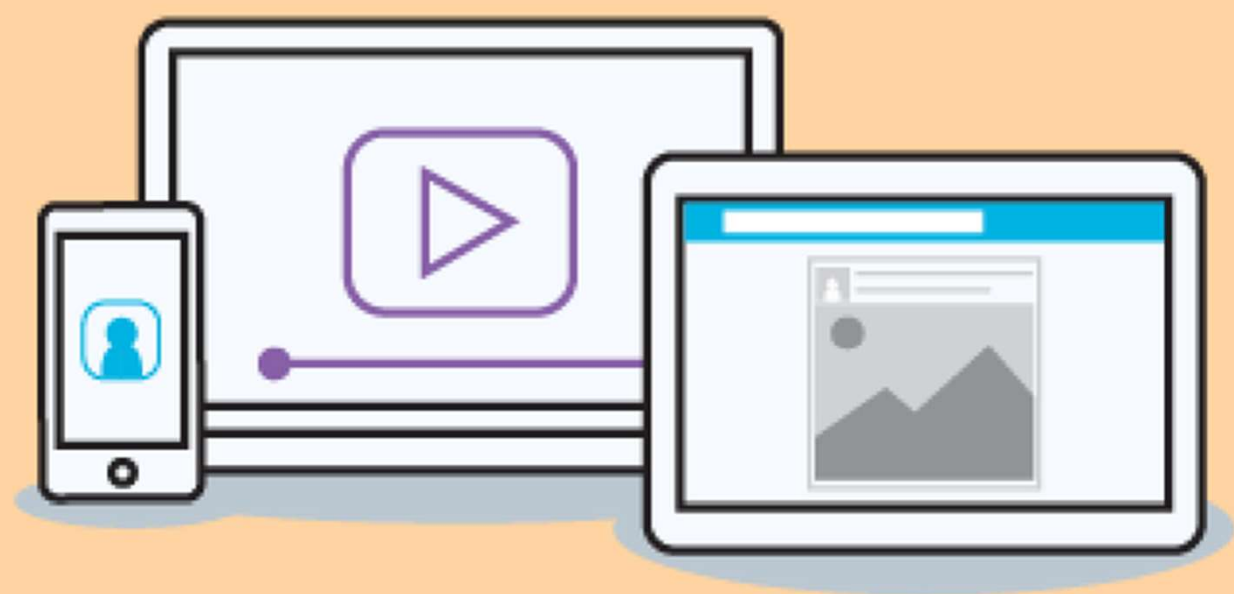


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective

Get 100 Blog Followers in September 2022

KPI

Number of blog followers acquired in September 2022

Target Persona

Background and Demographics	Target Persona Name	Needs
Egyptian Student Having a small business	John	Content planning Content creation Digital marketing
Hobbies	Goals	Barriers
Reading Working on creative projects Photography	Increase Brand awareness Increase Leads Increase Revenue for his business	Not knowing how to create content Not knowing how to market his content Not knowing how to use social media platforms to help reach his goals



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:

- *Write about a successful campaign*

2. What is the framework of your blog post?

- *SCQA Framework*

Blog Post

How McDonald's turned prejudiced customers into loyal customers.



<https://rtdigitalmarketing.godaddysites.com/f/how-mcdonald%E2%80%99s-turned-prejudiced-customers-into-loyal-customers>



Step 3

Craft Social Media
Posts

Summary

I Chose

1. *Instagram*

Because It's a platform used by Youth and young adults which are the targeted audience

2. *Facebook*

Because It's a platform with a wide variety of users, and has the option to choose which audience see the post which will help to push the post to target audience

3. *Twitter*

Because It's used by a lot of people, easy to get retweets and likes which will help to promote the blog to more people

Instagram

Want a great tasting burger? Go to McDonald's. 🍔

McDonald's made a brilliant marketing campaign in Italy to prove that they make great tasting burgers and to prove that the negative prejudices from their customers were false.

Check out a blog on how they turned their prejudice customers into loyal customers

Link in Bio

#Mcdonald's #Burger #Campaign #Marketing #IminDMND



Facebook

Having Prejudges is a bad thing.

Imagine People's negative Prejudges is negatively affecting your sales and reputation.

That's what McDonald's in Italy faced when their customers said that McDonald's doesn't make great tasting burgers.

But they came up with a Brilliant solution.

They went undercover and sold McDonald's Burgers and People loved it.

Check out a Blog talking about this successful Marketing campaign.

<https://rtdigitalmarketing.godaddysites.com/f/how-mcdonald%E2%80%99s-turned-prejudiced-customers-into-loyal-customers>



Twitter

Let's Talk about a very successful marketing campaign made by McDonald's in Italy when they had a problem with prejudice customers who didn't like the taste of their burgers.

They had a brilliant idea to solve this problem and save their reputation; They opened a restaurant and sold McDonald's Burgers without telling customers it was McDonald's and customers loved the burgers.

And they revealed it was McDonald's and filmed people's reactions.

Check out a Blog talking about this brilliant Marketing Campaign.

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