

# Project 2

## Market your Content




# Marketing Objective

The marketing objective is to acquire 400 blog followers in August 2021.

# KPI

The primary KPI Is the number of followers gained in August.

# Customer Persona

Background & demographics	Maria Ali	Needs
<ul style="list-style-type: none"><li>• Female, 32 years old</li><li>• Married</li><li>• MBA degree</li><li>• A partner In a furniture design and manufacturing company</li><li>• Lives in Canada</li><li>• HH income \$100k</li></ul>		<ul style="list-style-type: none"><li>• she needs a course that includes support services, industry-backed knowledge, and career planning</li><li>• she needs high digital marketing skills for her business</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Reading</li><li>• Walking</li><li>• Watching TV Shows</li><li>• Home decor &amp; interiors</li></ul>	<ul style="list-style-type: none"><li>• Gain digital marketing skills for her business and for personal goals</li><li>• she wants to look into interior design as a career</li><li>• Health Lifestyle</li><li>• Focuses on marketing in her next career</li></ul>	<ul style="list-style-type: none"><li>• The time needed to complete the course</li><li>• Too many courses choices</li></ul>



# Writing a Blog Post

# The theme and framework of my blog post

- **The theme**

Why I have decided to take the Digital Marketing Nanodegree Program?

- **Framework**

SCQA framework.

# Blog Post on Medium

## Why I have decided to take the Digital Marketing Nanodegree Program?



The image is taken from [pixabay.com](https://www.pixabay.com)

The world of digital marketing has always fascinated me. It keeps evolving in innovative and amazing ways. Creative content can shape people's thoughts and drive them to take action.

Right now, I have a great chance to start learning with Udacity. The thing that made me go with this program was the content of the course. They focused on preparing students to be ready for jobs. The DMND program has real projects and campaigns so that I would have real-world working experience.

Read more <http://bit.ly/3enPjF9>

Craft Social Media Posts

www.craftsocialmedia.com

Craft Social Media Posts



# Summary

- **Facebook** gives the ideal platform for communicating with that audience, In this platform, I can have an understanding of how many people have got awareness about the content features.
- **LinkedIn** – In this channel, I can connect with the individuals in my target audience directly, and target my audience with accuracy, like I can target users by job title, and degree.
- **Twitter** – This channel has got a strong platform to share the content among a larger crowd, and is used by most professionals and brands around the world.

# Facebook post



Raghad Baniodeh

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Digital marketing is a mix of art and science. Read my new blog post - why I decided to take the Digital Marketing Nanodegree program from [Udacity](#).

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Accountant at PUBLICIS Zoom

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