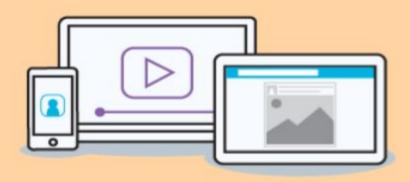
Project 2 Market your Content



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
 Female, 32 years old Married MBA degree A partner In a furniture design and manufacturing company Lives in Canada HH income \$100k 		 she needs a course that includes support services, industry-backed knowledge, and career planning she needs high digital marketing skills for her business
Hobbies	Goals	Barriers
 Reading Walking Watching TV Shows Home decor & interiors 	 Gain digital marketing skills for her business and for personal goals she wants to look into interior design as a career Health Lifestyle Focuses on marketing in her next career 	 The time needed to complete the course Too many courses choices

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

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/3enPiF9

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



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.

#IminDMND #nanodegree #digitalmarketing



MEDIUM.COM

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Comment



Linkedin Post



The world of digital marketing keeps evolving in innovative and astounding ways. Here's my new blog post on why I have decided to take the Digital Marketing Nanodegree Program From Udacity.

#digitalmarketing #nanodegree #udacity #IminDMND



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

medium.com • 2 min read









Twitter Post



Raghad Baniodeh @BaniodehRaghad · Now

Want to know how to move from a beginner to an expert level in digital marketing? chose the DMND program from @udacity. Read my new blog post - Why I decided to take the Digital Marketing Nanodegree Program? Follow link bit.ly/3enPjF9 #IminDMND #digitalmarketing



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