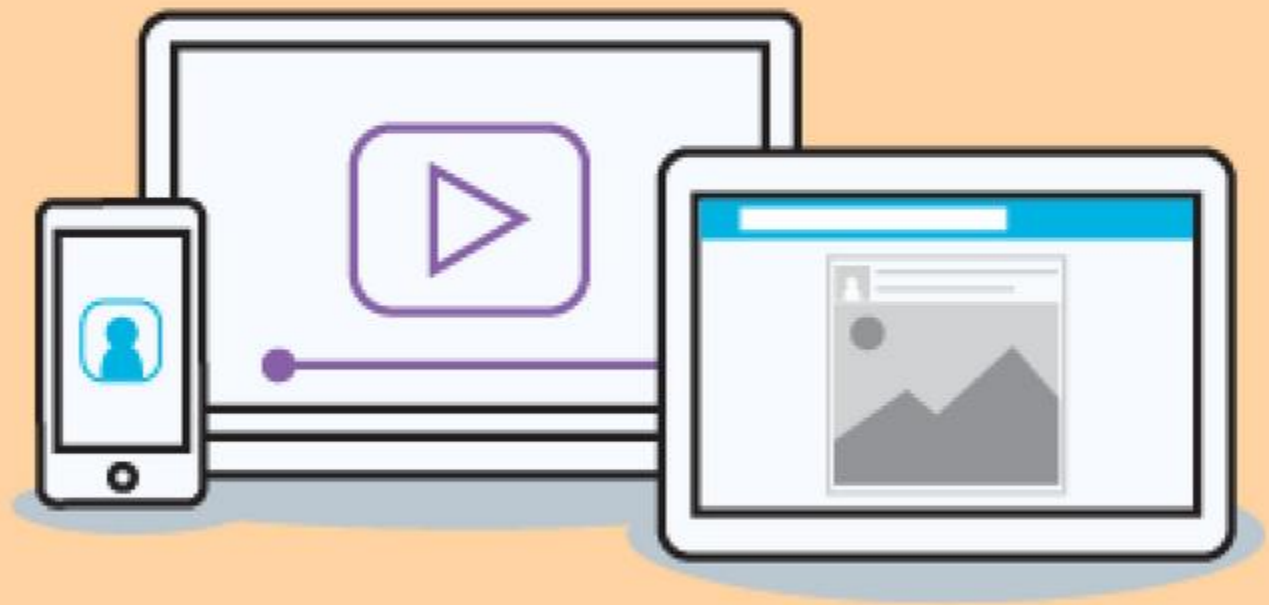


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective

Increase site visits by 2000 visit in Feb/2020

KPI

The objective KPI will be the number of the site visits in February 2020.

Target Persona

| Background and Demographics | Target Persona Name | Needs |
|---|--|---|
| <ol style="list-style-type: none">1. Age 34 years.2. Married.3. Income (42k \$)4. Have a children. | TARIQ | <ol style="list-style-type: none">1. Recommendation s and help to start his business.2. Business courses |
| Hobbies | Goals | Barriers |
| <ol style="list-style-type: none">1. Languages.2. Technology.3. Reading .4. Fishing | <ol style="list-style-type: none">1. secure his family2. Leave his job.3. Start his business | <ol style="list-style-type: none">1. Anxiety to lose a job.2. Fear to start his business because he thinks he might lose his a business and a job. |



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:

- *Why have you decided to take the Digital Marketing Nanodegree Program?*

2. What is the framework of your blog post?

- SCQA

Write a blog post, with the theme you've chosen from the options above, in the space provided below.

Ten years ago, I was a normal employee who is just waiting for his mobile to ring check his mobile to see his salary deposit message and spend the whole salary in the first week.

I already tried to improve my income many times, I started a mobile, Computer, Coffee. It's hard when you dream of your future and then your dream just pops like a balloon everything I have had planned just disappeared on front of me.

Then before 4 years I just start thinking again why that happened to me? What was the problem? And how I can fix it?

And after brainstorming and a lot of thinking I decide to improve myself first, after searching and reading about what is the best for me, I chose to get some Digital Market Courses and here starts a small problem which is the best for me...

And then I found that Digital Marketing Nanodegree Program at Udacity! an online institute that give you a flexible learning option.

A one on one mentor to help you any time you have a problem just go and ask for anything and he will respond fast to help you! And a weekly session.

And yes! the most important thing for me a REAL-WORLD PROJECTS, I was studying the lessons and at the end of each lesson applying what I have learned, for me that was crucial to study and then applying what you learn is more than enough to make me a skilled at what I learn.

And now after I started my new business and after applying what I learned from the Digital marketing Nanodegree program at Udacity, I can tell you that helped me to improve and develop my business.

Yes, I was like why I did not think like that before why I wasted a lot of time, But the best thing that I have done in this 10 years that I did not give up and was that more than good for me , So yes do not waste your time, do not GIVE UP, develop and improve yourself and get better to do whatever you need and you whatever you like!

If you like to check the Digital Marketing Nanodegree get your free eBook from the below link that will give you an overview of the leading social media advertising platforms, how to target specific audience, what budget should start with, measure the success, everything you need to start and more!

<https://dmnd.udacity.com/ebook>

Never Give up

Blog Post

That is why I chose to get the Digital Nanodegree program at Udacity!



<https://demot3.wordpress.com/that-is-why-i-chose-to-get-the-digital-nanodegree-program-at-udacity/>



Step 3

Craft Social Media Posts

Summary

Choose three social media platforms you will use to promote your blog. Write a short explanation about why you chose those platforms.

In the following slides, put the copy and image you will use for each social media channel. Use this blog post from Hootsuite to help you understand image copyright.

This will guide you in choosing the right graphic for your posts: <https://blog.hootsuite.com/understanding-image-copyright/>

Twitter

Twitter is the most commonly used in Saudi Arabia, also it's easy to share links with it, easy to check the post engagements (likes, Retweets)

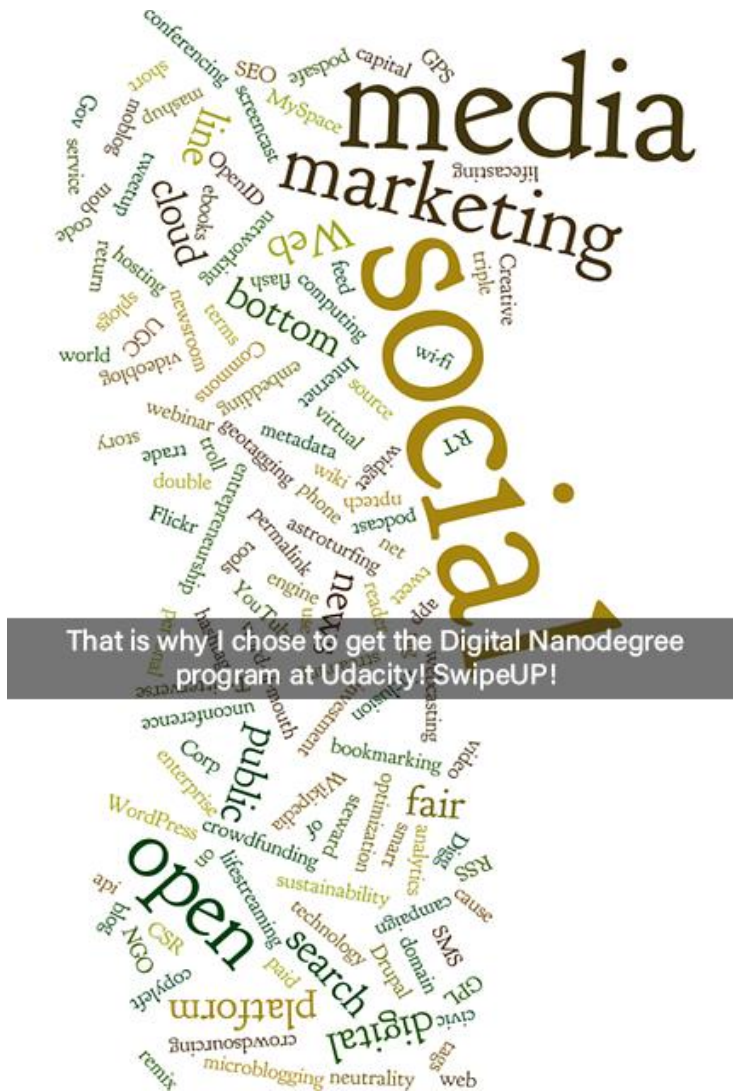


That is why I chose to get the Digital Nanodegree program at Udacity!

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

Snapchat

Snapchat is also commonly used in Saudi Arabia, also its easy to share links with it Swipe up!, and yes I can go anywhere and share it on the map story!



Instagram

We can say Instagram almost same as Twitter mostly used in Saudi Arabia and easy to check the post engagements (likes, comments)

But it's hard to share links with it I mean under the post since Instagram not allowing link sharing so I'll use the Bio instead to share the link



If you want to know why I chose to get the Digital Nanodegree program at Udacity!

Click the link in Bio (<https://bit.ly/2YzObnZ>)