PROJECT 2

MARKET YOUR CONTENT

MARKETING OBJECTIVE

Marketing objective is to publish 5 blog posts and get 50 blog followers on MEDIUM (i.e online publishing platform) by the end of December 2020.

KEY PERFORMANCE INDICATOR

The KPI is to track number of times the post is shared by readers and gain more followers.

TARGET PERSONA

Background and Demographics	Target Persona Name	Traits
• Gender- Female • Age-21 • Mass Communication Student • Hometown- Dehradun	 SWATI	• Passionate • Optimistic • Sociable
Hobbies	**Goals**	**Barriers**
• Photography • Reading stuff related to Digital Marketing • Watching Movies	• Become an expert in Digital Marketing • Start my own Digital Marketing Firm • Financially Stable	• Network Barrier • Lack of Information • Lack of consistency

THEME OF BLOG POST

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

One of the things that attracted me to Udacity's Digital Marketing Nanodegree Program is that it provides real-world work experience.

FRAMEWORK OF BLOG POST

SCQA (also called the Pyramid Principle)

Situation- Wants to learn Digital Marketing online to enhance the skill.
Complication- Confused from where to learn Digital Marketing.
Question- How to find which Digital Marketing online course is best.
Answer- After watching reviews and videos on youtube, found Udacity DMND program giving real-world work experience with a 360-degree view of Digital Marketing.

BLOG POST ON MEDIUM

Why i decided to take Digital Marketing Nanodegree Program?

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https://link.medium.com/Ee6XgaytZbb

PLATFORMS SUMMARY

Platforms I have chosen to promote my blog

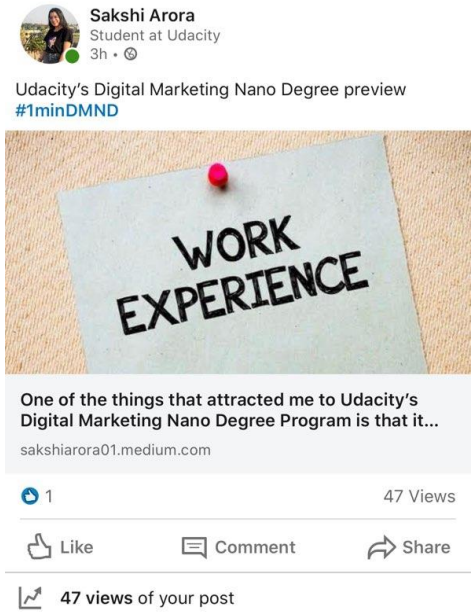
Facebook- It is the largest social media network with more than 1.7 Billion monthly active users worldwide, so it helps in sharing the content and awareness among a huge network to reach the targeted audience.

LinkedIn- It is mainly used for professional networking, it showcases our professional skills and interests and helps in building connections with the people of the same interests and the same field.

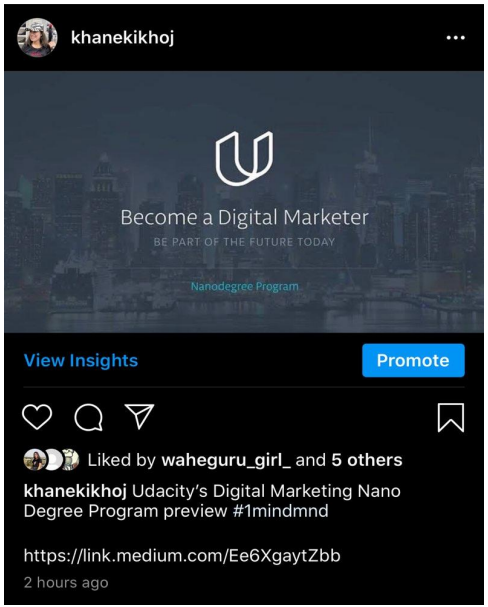
Instagram- Is a social networking application where we posts photos and videos, connect with friends. About 59% of the internet users between the ages of 18 and 29 uses instagram so it’s easy to create awareness and reach targeted audience there.

PLATFORM 1- FACEBOOK

PLATFORM 2- LINKEDIN



PLATFORM 3- INSTAGRAM



EXTRA CREDITS: RESULTS

Platform	Traffic	Likes	Shares	Comments	Notes
Blog - Medium	https://medium.com/me/stats	3	0	0	—
Facebook	N/A	6	4	1	—
LinkedIn	N/A	3	0	2	—
Instagram	N/A	1	0	1	—

EXTRA CREDIT: ANALYSIS

What would you do differently based on your results?

I will try to connect with more people of the same interests on social media platforms to increase my visibility.

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

I will be sharing my experience with Udacity once I am done with my Nanodegree Program.