



Project 2: Market your Content

Make a copy of this Google doc template and complete each section. When you are ready, save your file as a PDF and submit.

Part 1: Write a Blog Post

1. Select a theme for your blog post:
 - Why have i decided to take the Digital Marketing Nanodegree Program?
2. Select the framework you'll be using to craft your blog post:
 - I decided to use the **Pixar framework**.
3. Write a blog post, with the theme you've chosen from the options above, in the space provided below.
 - Remember to keep in mind your target audience when crafting your post. Consider: What voice and tone are appropriate? In my point of view, the blog post is planned for C2C audience. So, I intend to use unformal language, simple and positive words, using infographic and picture to keep the blog theme in people's memory.
 - If you include media in your post, include it and make sure you are compliant with copyright laws. I will use Pixabay pictures to enrich the post.
 - Your post should be a *minimum of 250 words and maximum of 500*.

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- **Blog Post Title:** “**From IT Professional to Digital Marketer – The Roadmap**”
 - **Blog Post Content** (Include any media in line with the text of the post.)

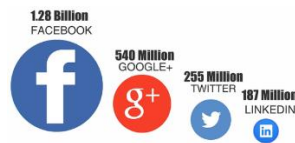


From IT Professional to Digital Marketer – The roadmap

I'm a senior IT Professional. I worked with development and as a programming teacher for many years. As the IT environment changes all the time, the IT professional should prepare a personal learning program to stay up to date with the latest technologies.

As a technology professional i'm not embarrassed to say i'm not prepared for this new world. My kids know much more of social medias than me.

Nowadays, digital marketing is increasing consistently, as we can see in the image from 2014.



We should adapt ourselves as technology professionals or we are possibly going to disappear. We must be able to provide social media services to our companies and clients.

If we search about this theme we will see a lot of content. The purpose of this post is to make a roadmap for who are interested in learning about digital marketing and social medias.

The first topic you need to know is about marketing fundamentals and the marketing framework that will guide all the marketing planning.

THE DIGITAL MARKETING FRAMEWORK



The second topic is the most important. How to deliver content to the audience you expect to reach?

Besides that, Facebook ads, Search Engine Marketing and Optimization, and Google Adworks will take your time and even your hair.

At last, email marketing is ever a possibility of making successful marketing campaigns.

I've been discovering this new world every day. I have a lot of things to learn and discover.

Consequently, it's a challenge for me. I'm just a baby in this new universe, but I will not give up. That's why I chose digital marketing as a new career opportunity. The challenge let us move forward. For this reason, it will move me towards the success in this new journey.

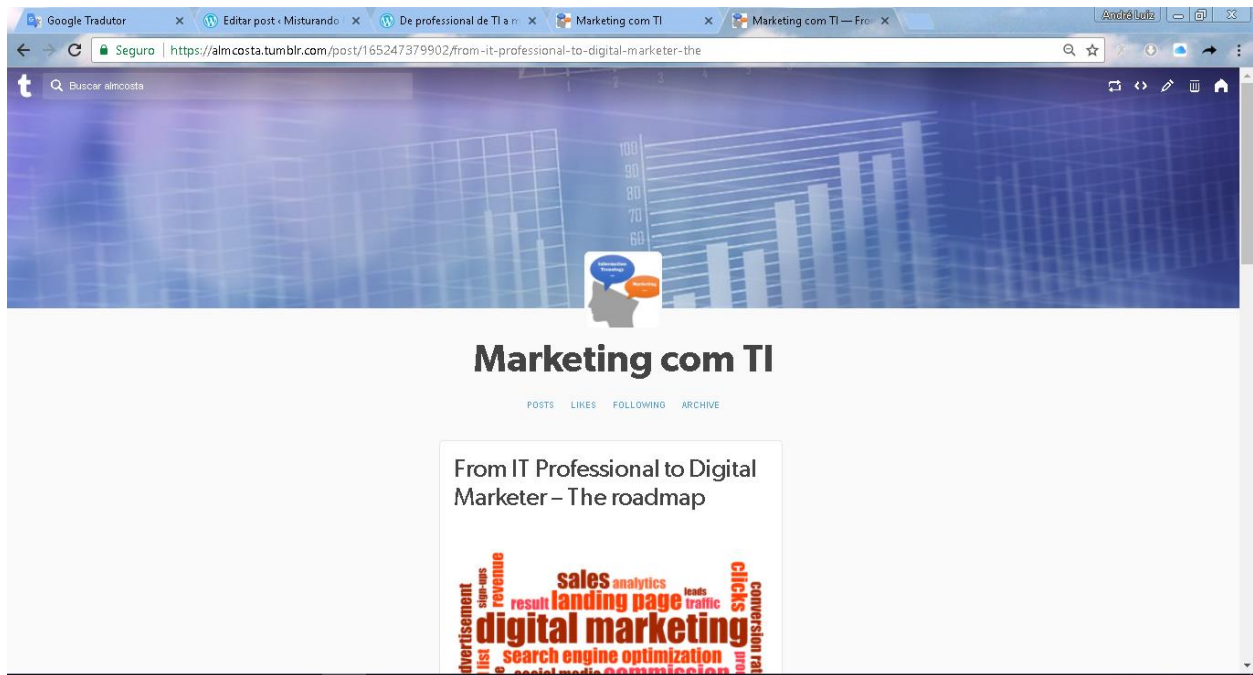
Part 2: Craft Social Media Posts

1. List three social media platforms your target audience is likely to visit. Include, a short one or two sentences description of why you chose these channels.
 - Social media platform 1: Tumblr (in English)
One of the most popular blogging platforms
 - Social media platform 2: Facebook (in Portuguese)
Facebook is the largest social media platform
 - Social media platform 3: Twitter (in Portuguese)
Twitter is the second fastest growing social media platform
2. Craft a post for each of the platforms promoting your blog post.
 - Post for social media platform 1: <https://goo.gl/CwyRc4>
 - Post for social media platform 2: <https://goo.gl/kus4xo>
 - Post for social media platform 3: <https://goo.gl/Bju3HX>

Optional: Share your posts on the social media platforms you have chosen and include screenshots of the posts below. If you would like your posts to be considered for sharing on our social media channels, make sure to add the hashtag #IminDMND where appropriate.

Add screenshots below

POST FOR TUMBLR



POST FOR WORDPRESS



POST FOR FACEBOOK

The screenshot shows a Facebook post by André Luiz Costa, posted 2 minutes ago. The post text reads: "Aos meus amigos do Face... <https://goo.gl/PNJwu2> Escrevi esse post para ajudar aqueles que estão interessados em aprender sobre marketing digital e mídias sociais." Below the text is a word cloud graphic with terms like "digital marketing", "sales analytics", "conversion rate", "search engine optimization", "social media commission", "referrals", "targeting", "product", "clicks", "traffic", "leads", "page", "result", "revenue", "sign-ups", "email list", "advertising", and "google". Below the word cloud, the post says: "De profissional de TI a marketeiro digital – que caminho devo seguir Eu sou um profissional de Tecnologia da Informação (TI) sênior. Trabalhei com desenvolvimento de software e como professor de linguagem de programação... MARKETINGCOMTIVWORDPRESS.COM". The post has options to "Curtir", "Comentar", and "Compartilhar". On the right, there are suggestions for people to add and a list of friends. The bottom of the browser shows several open tabs and a taskbar with various files.

POST FOR TWITTER

The screenshot shows a Twitter post by Andre Luiz M. Costa (@almc0103). The post text reads: "Escrevi esse post para ajudar aqueles que estão interessados em aprender sobre marketing digital e mídias sociais. goo.gl/kus4xo 08:16 - 11 de set de 2017". Below the text are icons for reply, retweet, like, and share. There is a section for "Assuntos para você" with various hashtags and names. The bottom of the browser shows several open tabs and a taskbar with various files.