



Project 2: Market your Content

Exploring Blog & Social Content

Step 1: Getting Started

Marketing Objective

Provide the marketing objective for your blog post.

Get 5 blog posts reads by end of the first week which falls on 9th April 2018.



KPI

What is your primary KPI to measure marketing success?

The primary KPI for this blogpost would be the number of clicks received by 15th April 2018.



Target Persona

Background & Demographics

1. Male ,25 years old
2. Single
3. Bachelor's Degree in Software Engineering
4. Income is under \$20,000

Lim ManChoo



Needs

1. Learn Digital Marketing skills online.
2. Get practical experience
3. Get a certification for the skill

Hobbies

1. Play video games
2. Backpacking
3. Surfing the internet.

Goals

1. Start an ecommerce store
2. Market the product on digital platform to increase sales
3. Get certified in digital marketing

Barriers

1. Not enough time to learn
2. Too many websites with no proper certification.
- 3.
4. Unsure where to start.

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?
 - *Pixar Framework.*

Blog Post



Photo by [Kevin Lee](#) on [Unsplash](#)

My blogpost is about how i quit my job wondering if i was doing the right thing and came across DMND program which is helping me in my journey on changing my career path as a digital marketer.

<http://bit.ly/dmnd93>



Step 3: Craft Social Media Posts

Platform 1 and Post : Slack dmnd-project-2

I have posted it here because there are my fellow course mates who would be interested in reading this blogpost.





1

Digital Marketi...



● Bon

Ctrl+1



1

Jump to...

Ctrl+2

All Threads

Channels

announcements

awnd-march-2018

awnd-project-1

dmnd-february-2018

dmnd-march-2018

dmnd-project-2

officehours

welcome

Direct Messages



♥ slackbot

● Bon (you)

Apps



● DMND FAQ Bot

● paperbot

#dmnd-project-2

☆ | 👤 605 | 📌 11 | This channel is used to ask questions about DMND project 2.



Q campaign



Today



slackbot 3:47 PM

Welcome to #dmnd-project-2! People in this channel tend to join #dmnd-project-3, #dmnd-project-4, and #dmnd-project-1, too.



Bon 3:55 PM

Hi guys,

Just published my blogpost for project-2, would appreciate any comments and feedback.

<http://bit.ly/dmnd93>

Thanks. 😊



Medium

[Life changing journey with DMND. – Suriyan Bon – Medium](#)

Once there was a guy who had dreams of travelling around the world going on adventures and living his life in the moment. But he was stuck...

Reading time

2 min read

Today at 3:46 PM (165 kB) ▾



Message #dmnd-project-2



Platform 2 and Post : LinkedIn Profile

Shared my blogpost here because its a professional network social media and there are my school alumni in my network which relates mostly on my target persona. My post will work as a guide if anyone is looking into a career change.



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Welcome, Suriyan!

[Update your profile](#)

79

Connections
Grow your network

10

Who's viewed your profile

Access exclusive tools & insights
Start 1 Month Premium Trial



Suriyan Bon

Student at Multimedia University
now

Hi guys ,

I have written about my experience about my journey when i came across DMND.



Life changing journey with DMND. – Suriyan Bon – Medium
medium.com

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Messaging



Platform 3 and Post : Reddit, r/digital_marketing

This is the subreddit where people who wants to gain more knowledge about digital marketing gathers.

