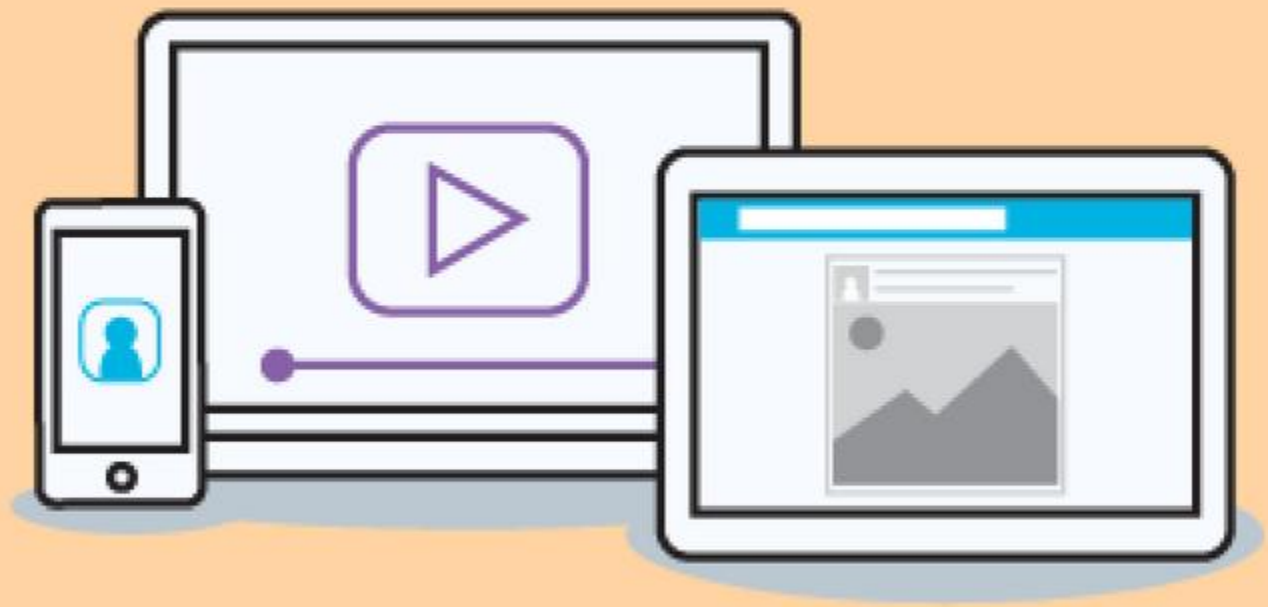


Project 2

Market your Content



BY PEACE AGHEDO





Step 1

Getting Started


Marketing Objective

To get 60 new readers for my blog post() withing 4 months (of publishing the artice) without spending 1 naira for ads.

KPI

The primary KPI to measure the marketing success would be the number of new readers i get for my blog().

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"> • AGE: 40 • GENDER: Male • MARITAL STATUS: Married • NUMBER OF CHILDREN: 3 • COUNTRY: Nigeria <ul style="list-style-type: none"> • STATE OF RESIDENCE: Edo • EMPLOYED: Yes • ANNUAL INCOME: 1 million naira <ul style="list-style-type: none"> • HIGHEST CERTIFICATION: Masters Degree 	 <p>MATTHEW</p>	<ul style="list-style-type: none"> • Sufficient internet network. • Projects to practice Digital Marketing. • Better work and better cash inflow. <ul style="list-style-type: none"> • Tutorial videos
Hobbies	Goals	Barriers
<ul style="list-style-type: none"> • Play FIFA PES <ul style="list-style-type: none"> • Travel • Singing • Dancing • Chess 	<ul style="list-style-type: none"> • A better job • Does not see self in this same industry in the next 3 years. • Sees self as a high profiled Digital Marketer in the next 3 years. 	<ul style="list-style-type: none"> • High cost of data <ul style="list-style-type: none"> • poor Internet • Financial constraints <ul style="list-style-type: none"> • Too many responsibilities at work.



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:

- I Choose “Why have you decided to take the Digital Marketing Nanodegree Program?”

2. What is the framework of your blog post?

- I will use: SCQA also called the Pyramid Principle

Blog Post



source:<https://www.forbes.com/sites/cathyhackl/2020/06/24/how-technology-will-create-these-7-jobs-in-the-future/?sh=5855b5297437>

The world is in a digital age, and millions of people spend so much of their time poking around digital platforms. The IT Industry is a major component of any fast growing and successful economy. Every Business or Organization requires the skill of IT professionals and masterminds to be truly effective and rise above competition in their various field. Businesses/Organizations are becoming increasingly aware of this fact and therefore leveraging on the popularity of these platforms to promote their goods and services. Read on: <https://medium.com/@peaceaghedongozi/major-reason-why-i-signed-up-for-udacity-digital-marketing-nanodegree-b96bdafb44bd>



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.

i will promote my blog on the following 3 social media platforms because these are the main social media networks the target persona hangs out primarily.

- **LinkedIn:** it is a professional network where professional informations and ideas are shared. since my blog post is about jobs, skills and personal experiences, it will be an excellent content for LinkedIn users. I used a very sober, professional tone for my LinkedIn post.
- **Twitter:** This platform is also great for disseminating information. it is used by recruiters and brands across the world. I used a short note for twitter to keep the character limit constraints.
- **Facebook:** this is most used by my target persona. it is a global platform for exchanging news and information, both professional and personal. I used a semi-personal tone for my facebook.

Platform 1 and Post

LINKEDIN POST



Peace Aghedo

Scientific Officer at Edojobs, Creative Designer at Pan Couture, Manager of Pan Casual
1m • Edited •



The world is in a digital age. Human Workforce is slowly being replaced by technological applications. How can you and I strive to stay relevant in this new age?

Here's a link to my new blog post on how I'm maneuvering this challenge with the help of **Udacity** <https://lnkd.in/djnYkBmS>

#Digitalmarketing #Nanodegree #DMND



Major Reason Why I Signed Up For The Udacity Digital Marketing Nanodegree.

medium.com • 2 min read



Platform 2 and Post

TWITTER POST



PeaceAghedo

@Aghedo_PeaceNg



Want to know how [@udacity](#) is helping the Human workforce remain relevant in the today's digital world? my new blog post will interest you. medium.com/@peaceaghedong...

[#DigitalMarketing](#) [#DMND](#)
[#Nanodegree](#)



medium.com

Major Reason Why I Signed Up For The Udacity Digital Marketing Nanodegree.

11:44 PM · 3/24/22 · [Twitter for iPhone](#)

Platform 3 and Post

FACEBOOK POST



Peace Aghedo

Just now · 🌐



The IT industry seems to be at another major inflection point. Every other article talks about how jobs are changing, how mid-senior managers are going to be an extinct species soon, what new skills will need to be picked up to be employable and how specialists are being sought after.

In order to not be left behind, I decided to pursue a course in Digital marketing at [Udacity](#) which happens to be one of the most sought after tech skills by companies.

Read on: <https://medium.com/@peaceaghedongozi/major-reason-why-i-signed-up-for-udacity-digital-marketing-nanodegree-b96bdafb44bd>

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#DMND
#Nanodegree
#Udacity

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