Project 2: Market your Content

Exploring Blog & Social Content

Step 1: Getting Started

Marketing Objective

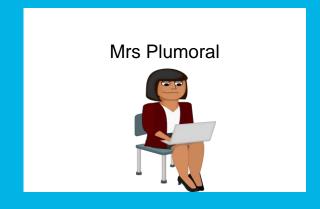To acquire 50 followers for my blog in April 2022

KPI

The number of blog followers in April 2022

Target Persona

Background & Demographics
- Age: 36
- Gender: Female
- Occupation: Civil servant and product designer
- Marital status: Married
- Location: Edo state Nigeria

Mrs Plumoral

Needs
- Knowledge, expansion and capacity.
- More skills for better opportunities
- Digital marketing skills (selling her skills) online

Hobbies
- Designing
- Being creative and innovative
- Researching, sourcing for information and learning online
- Like to learn new things

Goals
- Establishing great feats
- increasing in knowledge, expansion and capacity.
- Have more time for work, family and learning
- Learn digital marketing

Barriers
- Limited recognition due to gender and marital status
- Time to balance work, learning and family
- Funds to learn digital marketing

Step 2: Write a Blog Post

Theme of my post

Why I choose to learn digital marketing with Udacity and why you should too?

Frame work of my post

I chose the SCQA frame work also called the pyramid principle

Blog Post

With so much articles and contents here and there about tech skills, I jumped into acquiring tech skills without clarity on which path I should take. I will surf the internet jumping from one content to the other, from one webinar to the other, from one YouTube Videos to the other trying to learn multiple tech/digital skills. Thereby getting more confused and not achieving substantial results. What was I to do? Read on at https://bit.ly/364hPde

Step 3: Craft Social Media Posts

Summary

Facebook: Facebook is one of the social media platform my target persona visits. Facebook is us here because of the large number of users both professionally and for personal use.

Instagram: Instagram is another platform used by my target persona and it is a platform that can easily create ads through the use of video, image and text contents and has tags and stories to gain large engagements.

LinkedIn: This is a professional platform mainly used by professionals and business organization. This platform was used because of the professional audience that can easily push my contents that will increase engagements.

DIGITAL MARKETING
NANODEGREE PROGRAM

Facebook

With numerous contents and articles on the net about the need for having Tech/digital skills. I found myself jumping from one content to another, ultimately getting more confused than before.

Then came an encounter with Udacity platform, and clarity on the tech skills I needed to focus on, Read on #DigitalMarketing #Nanodegree #IminDMND

Why I chose to learn digital marketing with Udacity and why you should too https://bit.ly/364hPde

source

DIGITAL MARKETING
NANODEGREE PROGRAM

Instagram

As an individual or an organization are you confused about the skills, you or your staffs need to remain relevant in this digital age?

Then worry no more as @udacity is offering enrollment in their digital marketing nano degree program and feel free to check out my thoughts on the program on my blog on my profile.
#udacitydmnd #udacitynanodegree #udacity_dmnd
source

DIGITAL MARKETING
NANODEGREE PROGRAM

LinkedIn

It is no longer a fact that as an individual, a professional, or an organization that you require digital/tech skills that will allow you to take advantage of the internet opportunities, better position yourself, brand, idea, skills, and product globally through the internet without too much hassle and as well as mitigate against risk such as the global pandemic outbreak that prevented people for being physically close.

This is why Udacity is offering enrollment in her digital marketing nano degree program to give you the quality knowledge to be able to do so. Please feel free to check out my thoughts on the program https://bit.ly/364hPde.   #udacitydmnd #digitalmarketing #udacitydigialmarketingnanodegree

Source

DIGITAL MARKETING
NANODEGREE PROGRAM