



Project 2: Market your Content

Exploring Blog & Social Content



Step 1: Getting Started

Marketing Objective

To acquire at least 500 blog views in October 2017



KPI

The number of views gained in October.



Target Persona

Background & Demographics

1. Female, 26 years old
2. 1-2 years of working experience
3. Normal employee at an large enterprise
4. Not satisfied with the current job



Needs

1. Gain useful information
2. Get to know people who has resolved the problem she has
3. Need a guide

Hobbies

1. Music
2. Dancing
3. TV
4. Internet surfing

Goals

1. Getting a better/suitable job
2. Finding out what to do next to resolve current problem

Barriers

1. Hard to find an answer to what to do
2. Doesn't know people with the same situation
3. Not a fast learner



Step 2: Write a Blog Post

Theme and framework of the blog post?

Brief summary of the blog post:

1. Theme for your blog post:

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

2. The framework of your blog post:

- *SCQA also called the Pyramid Principle*



A Multilingual Millennials Career Choice: Engineering or Digital Marketing

As a new graduate, I was not sure what to pursue in my career. I ended up joining a semiconductor company and worked as an engineer, and soon found that it was not a good fit. After some self-discovery and research, I noticed that marketing might be a bridge which connects me to the career I like. I started by self-studying but the progress was slow. Then I met Udacity's Digital Marketing Nanodegree and really satisfied with the learning experience it provides.

<http://blog.naver.com/young0770/221105367742>



Source: <http://ow.ly/tHwo30fxnEh>



Step 3: Craft Social Media Posts

Platform 1 and Post

Facebook



Source :
<https://istealyourpocky.deviantart.com/art/Winchester-Brothers-x-Sister-Reader-Big-Day-656148809>

Two years ago, I was one of those fresh graduate who didn't know where to go. But today, I have found a direction for my future path, and I am looking forward to accept the challenge.

Reason : Facebook is the most popular social network service among the people I know. It provides extensive functions of interacting with people and is the easiest platform for me to market myself.

Platform 2 and Post

Twitter



Source :
<http://www.thebluediamondgallery.com/wooden-tile/c/career.html>

A turning point in my #career. My path to #DigitalMarketing has started. Why do I want to do that? This is my answer.

Reason : Twitter, another powerful tool for marketing, allow for Publishing, Sharing, Messaging. I want to target people I don't know yet through the hash tags.

Platform 3 and Post

LinkedIn



Source: <http://ow.ly/tHwo30fxnEh>

Udacity helps building my skills in Digital Marketing.

<http://blog.naver.com/young0770/221105367742>

Reason : LinkedIn is the perfect platform to market my business skills. I hope to attract people who are interested in digital marketing and the potential recruiters to find me on LinkedIn.