

Marketing Objective

Marketing objective is to have 1000 blog followers in 3 month period

KPI

The primary PKI is the 20% from the people who will read the blog to give their email address by going to the landing page of the Nanodegree program.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">➤ Male 42 YEARS OLD.➤ MARRIED, 1 KID (7 YEARS OLD)➤ Bsc(Hons) in Computer Science from university of Sheffield.➤ Lost his job after 20 years and currently working a contractor.➤ Lives in Thessaloniki.➤ HUSBAND DOES NOT WORK➤ ANNUAL INCOME 12000 EUROS	MENELAOS	<ul style="list-style-type: none">➤ Find a permanent job➤ Change job industry by getting online learning courses in order to get the knowledge and the credentials which are required for such a transition.➤ Find a job where he can feel and be more creative.➤ Have the change to work remotely from home.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">➤ Yoga➤ Reading Books➤ Attend workshops and events about personal development	<ul style="list-style-type: none">➤ Find a permanent Job in new industry.➤ Combine IT technical knowledge and experience which already has with Digital Marketing in order to be more competitive in Job Market➤ Express Creativity through Digital Marketing	<ul style="list-style-type: none">➤ Time because of Family Duties➤ Money because of low income

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?

- *SCQA also called the Pyramid Principle*

Blog Post

Economic crisis in Greece and the continuous austerity which has been imposed through memorandum has increased dramatically the unemployment rate especially in young people 18-24 year old and middle age people 35-45 years old. Both groups are considered to be in most creative and productive period of their life.

Unemployed people in Greece they are looking despaired to find a solution to the problem of unemployment that they face by their own. Greek social structures they don't offer some substantial help to unemployment problem. Also some job sectors have been complete "paralyzed". One such example is the construction sector and unemployment rates are going to decrease to normal levels in 8-10 years according to studies which has been done.

One solution could be immigration to other countries in order Greek people to find a job but Greek and the notion of Greek Family makes immigration emotionally very difficult. Retraining people to hot jobs fields like Digital and Social Media Marketing could be a solution to the problem of unemployment. Although that people from both groups they want to get new knowledge and skills they can't afford the expenses of a master degree and banks they don't give loans anymore. In Addition the middle age group they don't want to spend a whole year for education. They want to get some training as faster can be in order to get a new job.

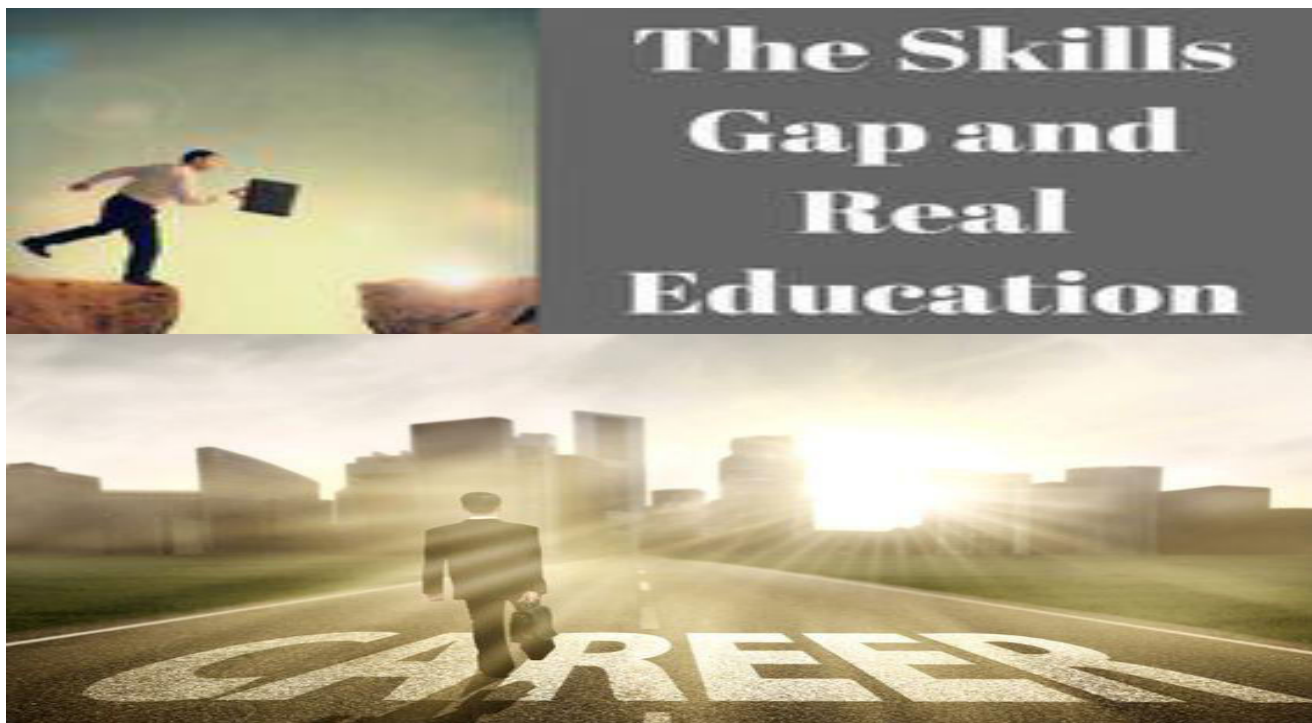
On the other hand the last few years companies they want real knowledge and not just a paper without knowledge. In addition most of the companies they ask for job experience even for entry level and junior positions. This is a fact that unemployed people they know it and they wonder if it is deserve to put money and effort for new training.

Digital and Social Media Marketing is a hot topic and offers a lot of job opportunities even in Greece and much more worldwide. Also there are a lot of jobs which are remote and people they don't have leave the country in order to work something which is a perfect for the Greek culture. And from the financial perspective salaries in Digital Marketing are good.

The Udacity Digital Marketing Nano degree offers a 360 approach to Digital and Social Marketing. The main difference with other degrees, seminars and MOOCS is that except from the theoretical approach offers a very practical approach by following the learning by doing approach. Practically this means that someone who has done this degree has to complete 11 real world projects which then can added to his CV and with this way can overcome the work experience barrier. Another big advantage is mentoring and that this program has been designed and delivered by experts in the field with cooperation with the biggest companies in the field like hub spot Google, Facebook, hoot suite etc. The cost of the program is affordable and the time that is required to complete someone the degree is also very reasonable, between 3-5 months.

Blog Post

Resolving the problem of Unemployment or the desire to change job sector by retraining your self to the hot topic of Digital and Social Media Marketing by taking the Udacity Nanodegree Program which run with the cooperation of the biggest companies in the field.

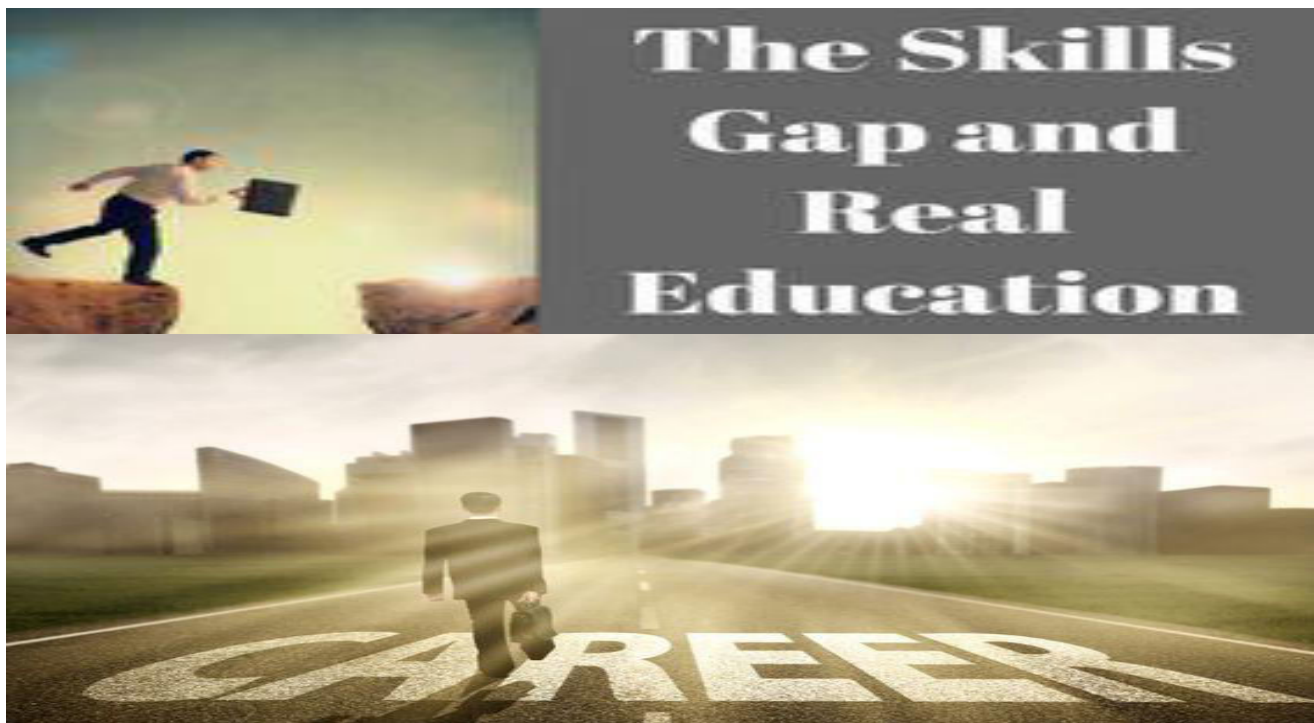


Reference: <http://bfranklin.edu/the-skills-gap-and-real-education/>

Platform 1 and Post

The first platform is Facebook because is the biggest social network platform. The title post will be:

Can retraining Greek people to Digital Marketing through an online MOOC to be a solution to the extensive unemployment or to the desire to change job for Greek People. [Link](#)



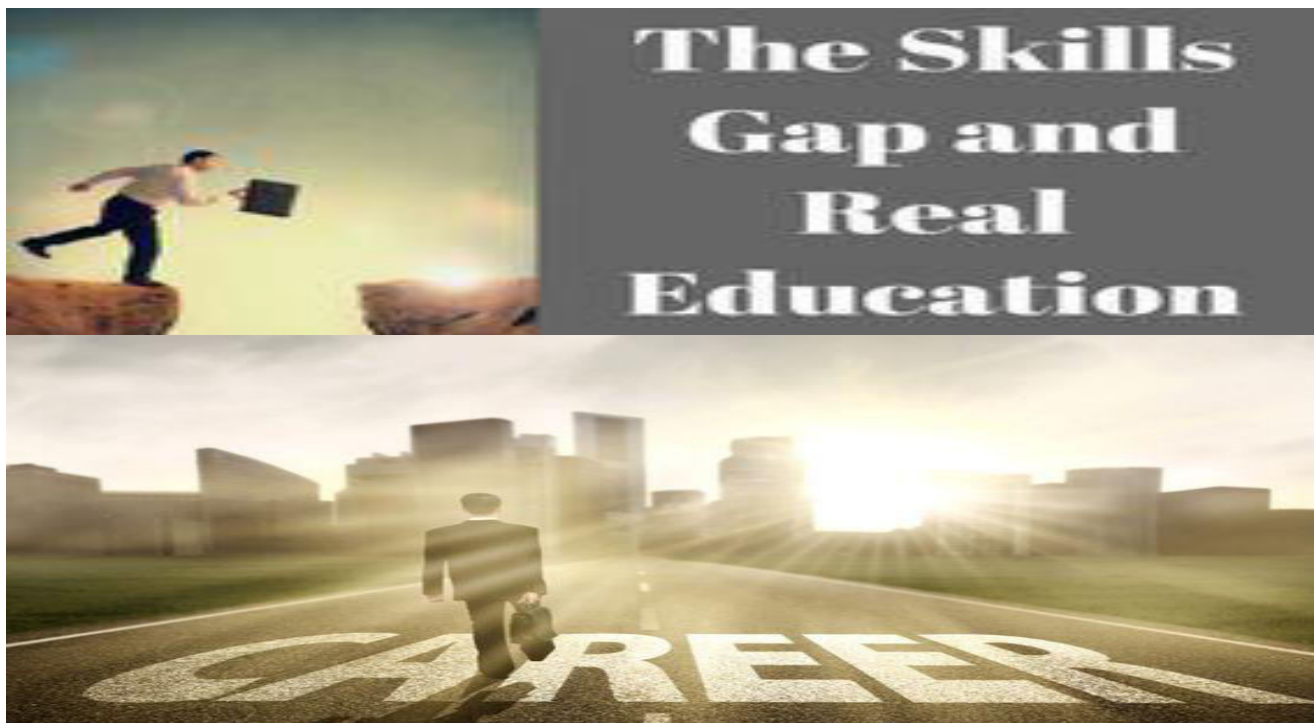
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Platform 2 and Post

Platform 2 will be LinkedIn because is a social network where people are connected through their job and educational profile and also there are posts about education and jobs.

Post Title: Can retraining Greek people to Digital Marketing through an online MOOC to be a solution to the extensive unemployment or to the desire to change job for Greek People.

[Link](#)



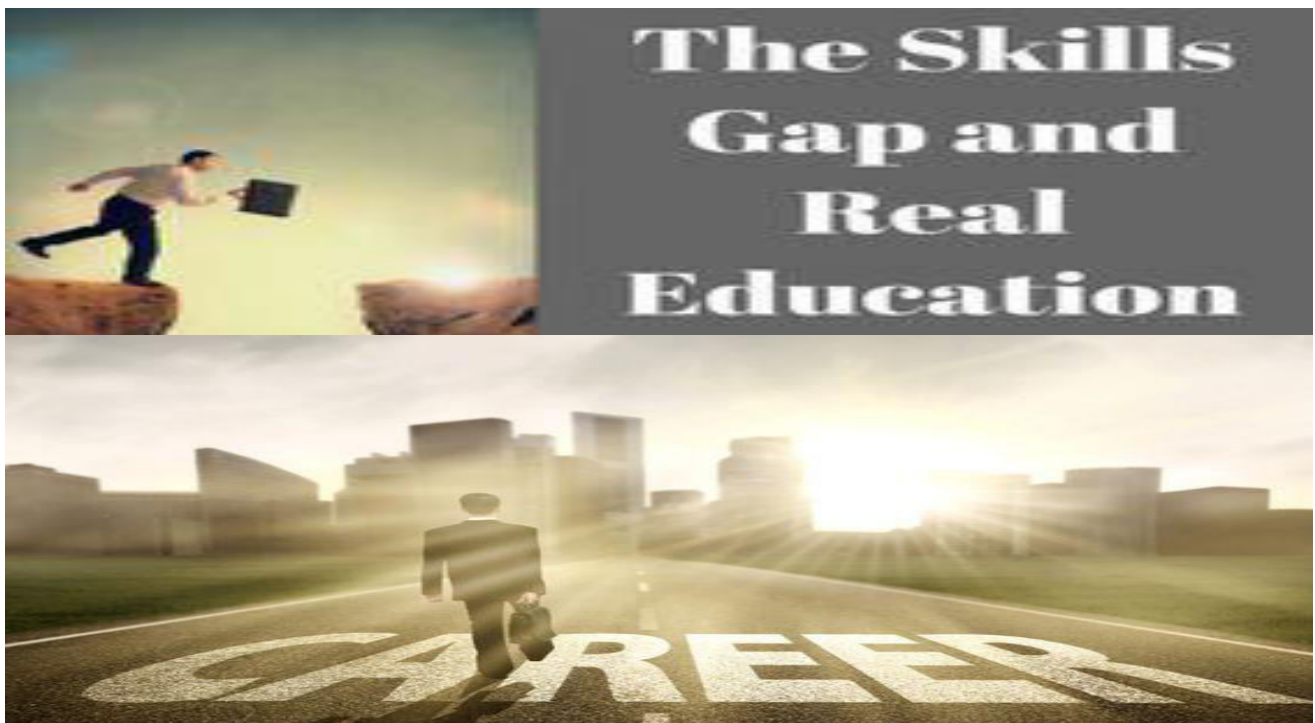
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Platform 3 and Post

Platform 3 will be Quora. Quora is a site where many people ask questions about employment, education , career change etc. The above post could be an answer to someone who is looking to retrain him self in order to find a new job or for someone who wants to change job sector.

Post Title: Can retraining Greek people to Digital Marketing through an online MOOC to be a solution to the extensive unemployment or to the desire to change job for Greek People.

[Link](#)



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