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NAAN MUDHALVAN COURSE:	DIGITAL MARKETING

Says

What have we heard them say?
What can we magine them saying?

How can I enage my Readers?

I Want to learn SEO

I need a easy platform to start my blog

Find out the best plugins for improving my blog

Some best practices for monetizing my blog

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Is WordPress the right choice for my blog or should I consider other platforms?

How can I make my blog visually appealing and unique?

I should keep learning about SEO to improve my blog's visibility."

"I hope I can eventually turn my blog into a source of income."

concern for the safety of the community

Tinkers with different themes and plugins

Creates and publishes blog posts regularly.

Monitors blog traffic and engagement

Looks for WordPress tutorials and resources online

Promotes their blog content on social media.

Does

What behavior have we observed?
What can we imagine them doing?

Setting up a blog seems daunting

Worried about not being able to attract readers

Unsure about the technical aspects of WordPress

Committed to making their blog successful.

Low rates of viewers and likes.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?