



# Project 2: Market your Content

Exploring Blog & Social Content

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# Getting Started

# Marketing Objective

*Achieve 100 comments in the posts of my social networks about the post blog “It's always time to CHANGE. Why not start today?” in May 2018.*



# KPI

*The KPI about the post blog “It's always time to CHANGE. Why not start today?” is the number of 100 comments in the posts of my social networks about the text in May 2018.*



# Target Persona

## Background & Demographics

1. Female, 29 years old
2. Engaged, no children
3. Lives in Brasília
4. HH income 36k
5. Graduate degree
6. Journalism in Uniceub
7. Social Media

## Hobbies

1. Watching TV series
2. Reading
3. Cooking



**Karen Fernandes**

## Goals

1. To be an important Digital Marketing professional
2. To work in a large company
3. To have more qualification

## Needs

1. More professional training and knowledge about the changes in the market
2. More focus

## Barriers

1. To have more knowledge in the area of digital marketing
2. Lack of time, opportunities and recognition

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# Blog Post

# What is the theme and framework of your blog post?

This post is about the last changes in my life, my challenges and the reasons to choose the Digital Marketing Nanodegree Program.

## 1. Theme for the blog post

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

## 2. Framework of the blog post

*SCQA also called the Pyramid Principle*

# Blog Post

***It's always time to CHANGE. Why not start today?***

*This post talks about the last changes in my life, the challenges in a new moment of my career and explains why I've decided to do the Digital Marketing Nanodegree by Udacity.*



SOURCE: PIXABAY

[Read the full post here](#)



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# Craft Social Media Posts

# Social Media Posts

**Facebook:** the objective is to share the post with my friends, colleagues and inspire people who wants to do changes in their career too.

**Linkedin:** the main objective is to share my experiences with my networking, reach people who works with Digital Marketing and maybe get a new opportunity job.

**Twitter:** the objective is to share with my followers my new life and the choices that I've done since I moved to Dublin.



# Facebook

Sometimes you have to do some changes in your life. To grow, to learn or just to live a different experience. If this not happened with you until now, probably will happen. I've just talked about the last changes in my life in my last post blog. Check it out: <https://goo.gl/bzFNeA>



SOURCE: PIXABAY

# Linkedin

Have you ever done a big choice in your life that changed everything that you expected? Have you ever felt lost and had to choose for a light in you way? This really happened to me and in my new post I explain better what was the big change and what I did. Read the full post here: <https://goo.gl/bzFNeA>



SOURCE: PIXABAY

# Twitter

In Brazil, I had a good job with a good salary in a good company, but I thought that my knowledge and my job were stagnant. Do you want to know what I did? Check it out in my new blog post: <https://goo.gl/bzFNeA>



SOURCE: PIXABAY