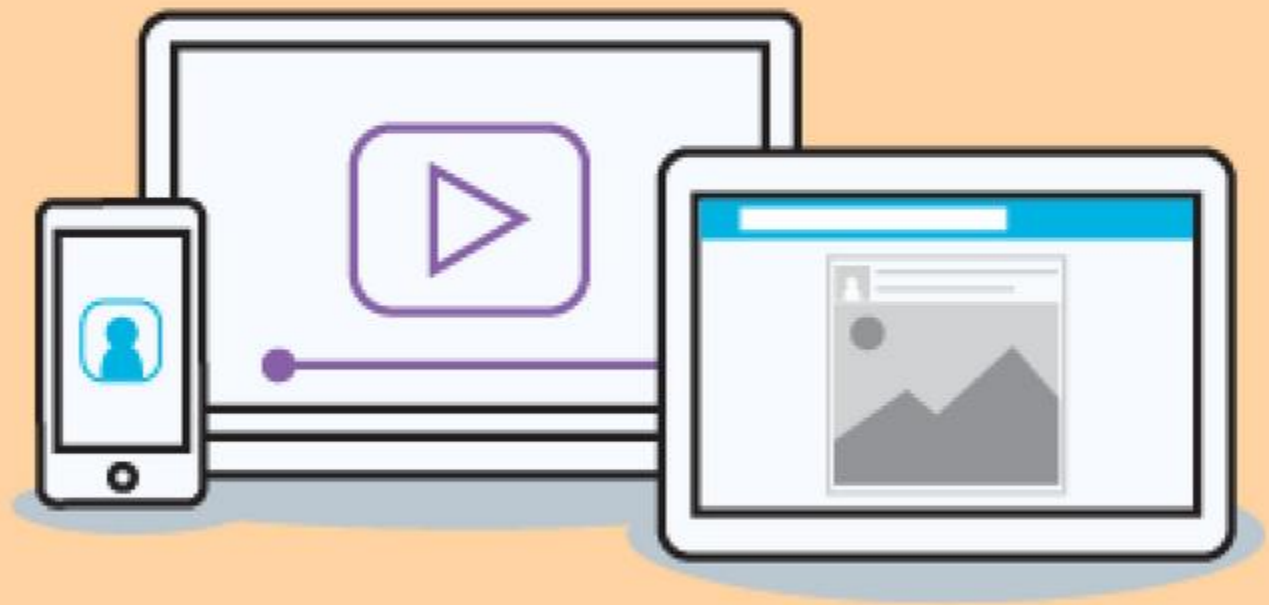# Project 2
Market your Content

Step 1

Getting Started

Marketing Objective

Provide the marketing objective for your blog post.

Udacity might have a marketing objective: acquire 1000 blog views in December 2022.

KPI

What is your primary KPI to measure marketing success?

My KPI is the number of blog *views in* December 2022

Target Persona

Background and Demographics	Target Persona Emilia	Needs
29 years old German girl She has two children She has Graphic Design Bachelor's Degree Her annual income 25,000 EUR		Wants to develop her skills Technical courses Clear plan Build a relationships with experts and Influential people
Hobbies	**Goals**	**Barriers**
Hiking Designing Reading	Start a Graphic Design Business Buy a house in Berlin Be financially free	Lack of Planning, Mentorship, and information Distraction Fear

Step 2

Write a Blog Post

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?*
    - *Digital Marketing Nanodegree Program is The Open Door that leads to success*

2. **What is the framework of your blog post?**

    - *The Pyramid Principle (SCQA).*

Write a blog post, with the theme you've chosen from the options above, in the space provided below.

Digital Marketing Nanodegree Program is The Open Door that leads to success?

photo by https://pixabay.com/ ●

Several years ago, I did not know how some people succeed in building their own businesses and marketing it through social media,
to increase their income and achieve financial freedom.
I thought that it was very difficult and that I would not be able to fulfill my dreams and buy a big house in the capital.
And What made the problem worse is that I was distracted and did not have enough information or skills.
I really struggled and didn't know where to start, or how can I build a clear plan
I suffered a lot, until I asked myself why I do not search well for the solution on social media, maybe I will find some suitable solutions.
And indeed, I found the solution after searching for several months,
There were a lot of people on social media, especially YouTube and Facebook, they recommending The Udacity's Digital Marketing Nanodegree Program,
They said Udacity is the best educational organization in the world that offers professional educational courses, and offer high quality content and support team to help you.
And after I joined the program I can say, yes it's really good and helpful
It has improved my skills and gave me a real-world expertise in digital marketing that can be used for any job or business, and can make me a professional marketer.
The Digital Marketing Nanodegree (DMND) is designed for any skill level or work background.
And during the program, there are some projects that I built and it's increased my experience.

DIGITAL MARKETING
NANODEGREE PROGRAM

Blog Post

The Post is talking about the customer barriers, and how The Udacity's DMND can solve it.

photo by https://pixabay.com

Bitly link

bit.ly/3ARIIQW

DIGITAL MARKETING
NANODEGREE PROGRAM

Step 3

Craft Social Media

Posts

Summary

Choose three social media platforms you will use to promote your blog.Write a short explanation about why you chose those platforms.

In the following slides, put the copy and image you will use for each social media channel. Use this blog post from Hootsuite to help you understand image copyright.

This will guide you in choosing the right graphic for your posts: *https://blog.hootsuite.com/understanding-image-copyright/*

Platform 1 : Facebook

I choose it because it's the largest social media platform, with more than 1.7 billion monthly active users worldwide.

Platform 2 : Twitter

I choose it because, with hundreds of millions of users and over 500 million tweets being sent each day, twitter offers a great opportunity for me to reach a global audience.

Platform 3 : LinkedIn

I choose it because it's the largest professional network on the internet, and it's not only used to searching for a job, but also for learn the skills you need to succeed in your career or business.

Mohammed AL matrafi
Attended Taibah University
19h · 🌐 · Edited

Digital Marketing Nanodegree Program is The Open Door that leads to success
#IminDMND
#business
#digitalmarketing

bit.ly/3ARIIQW

👍 Like   💬 Comment   ↗ Share   ✈ Send