

DIGITAL MARKETING



01



GETTING STARTED

MARKETING OBJECTIVE

To reach 200 of People using my blog story about Digital marketing to join DMND program by the November 30,2018 .

KPI

Number of blog followers on tumblr during the month of November 2018 .

TARGET PERSONA

Background

- Female , 24 years old .
- bachelor of computers science.
- work as translator .

Mary Frank

Hobbies

- Read .
- Watching series .
- Yoga

Goals

- Work as digital marketer.
- Owning home.
- Owning company .

Needs

- Real projects to learn digital marketing .
- Better job .

Barriers

- Lack of understanding the digital marketing .
- Too Many Responsibilities.
- lack of time .

02



W R I T E A B L O G P O S T

THEME:

Why have I decided to take the Digital Marketing
Nanodegree Program?

FRAMEWORK:

Pixar framework.

BLOG POST:

<https://ims-95.tumblr.com/post/179428330237/is-udacity-digital-marketing-nanodegree-program-a>

02



CRAFT SOCIAL MEDIA
POSTS



_xiil95

Instagram

Allows for hashtags to be used in posts to extend your outreach .

There is a story that helping us to r-posting in another time .

A good place to attract people's attention through photos and videos .



_xiil95 Is udacity digital marketing nanodegree program a great opportunity ?

<https://bit.ly/2Smt31I>

#udacity
#digitalmarketing
#marketing

27 MINUTES AGO

Facebook

Allows for hashtags to be used in posts to extend your outreach .

Facebook platform is most commonly used .



Mariam Alshahrani

Just now · 2 people

Is udacity Digital Marketing nanodegree a great opportunity ?



mariam – Is udacity digital marketing nanodegree program a...

ims-95.tumblr.com

Like

Comment

Share

Twitter

Allows for hashtags to be used in posts to extend your outreach .

In twitter we can market in short words this makes us careful to choose the right word and with most impact .

.@ims0_ · 6m
Is udacity digital marketing nanodegree program a great opportunity ?
bit.ly/2Smt31

#Udacity_DMND
#Udacity
#digitalmarketing
#Marketing

LinkedIn

A great platform to showcase both career and educational opportunities can be marketed for DMND over there .

Mariam Alshahrani
8m

Is udacity digital marketing nanodegree program a great opportunity ?

<https://bit.ly/2Smt3l>
#digitalmarketing
#Udacity
#marketing



See, that's what the app is perfect for.
ims-95.tumblr.com

Like Comment Share

Add a comment...  

Extra Credit

Platform	Traffic	Like	Share	Comment	Note
Blog	4	0	0	0	—
Instagram	6	5	0	0	I have few followers
Twitter	10	0	0	0	—
Facebook	0	0	0	0	New account
LinkedIn	0	0	0	0	New account

Extra Credit: Analysis

- I think Twitter is the best platform for me. I have friends there who interested in what I really write. LinkedIn and Facebook, I do not have fans there.
- DIY and Daily stories This is what I like and it may make me a good writer stories which I feel would be a great way to drive traffic to my blog.