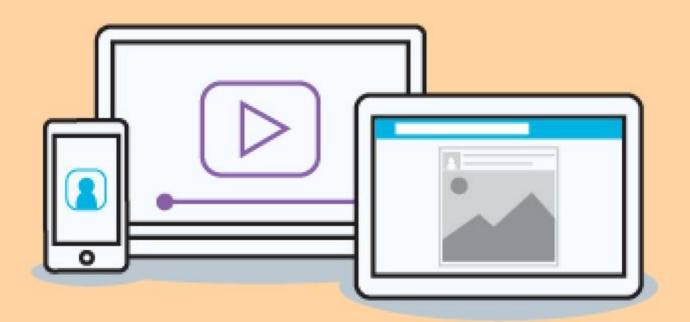# Project 2
Market your Content

Step 1

Getting Started

Marketing Objective

Gain 50 new visitors to my blog (https://blog.mphomphego.co.za/) in March.

KPI

What is your primary KPI to measure marketing success?

The KPI for the marketing objective would be the number of followers gained in March.

Target Persona

Background and Demographics	Target Persona Name	Needs
• Married, Male, 30 years of age • Degree in Electrical Engineering • Machine Learning Engineer • Passionate about writing and teaching • Lives in Cape Town, South Africa • Household-income: $100000pa	John Doe	• Skill in Digital Marketing for his side hustles and online teaching business • Would like to get connected to other digital marketing freelancers • Create job opportunities to the community
Hobbies	**Goals**	**Barriers**
• Gaming • Hiking • Swimming • Traveling	• Own an online and interactive teaching business • Be independent • Improve work/life balance	• New to teaching with hand-on approach • Poor planning • Too noise and little signal on the internet

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:**
    - *I signed up for Udacity's Digital Marketing Nanodegree Program, here's why!*

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

    - *SCQA*
        - *Situation: Mpho wants to learn digital marketing to improve his audience reach*
        - *Compilation: Does not have time to learn the skill at university*
        - *Question: Where can I find an interactive course with hands-on experience?*
        - *Answer: After some research, I found the Udacity Digital Marketing Nanodegree, offering a world class experience*

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Blog Post

Blog post can be accessed here: *https://bit.ly/36kIFh3*

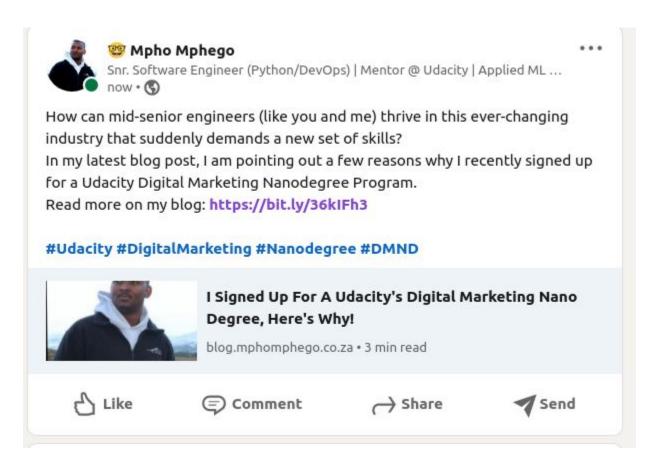**Step 3**

Craft Social Media

Posts

Summary

I will promote my blog on the following three social media platforms because these are the main social networks where the target persona primarily hangs out on.

- ***Linkedin****: Since this is a professional network, professionals use this to exchange information, ideas related to various industries. Since my blog post is about skills, trends and personal experience it would be of interest to Linkedin members, particularly the section I am targeting.*
- ***Twitter****: This is another platform cited as being used by my target personas. Twitter is a great platform for fast information exchange, and is used by most professionals and brands around the world. I have used a short note for Twitter in keeping with the character limit constraints*
- ***Facebook****: This is another platform used by my target persona, and a place to exchange news and information – both personal and professional. Since Facebook is the biggest social media in the world it gives me access to a large number of user base with my friends being users of this social media*

DIGITAL MARKETING
NANODEGREE PROGRAM

LinkedIn Post

Twitter Post

Facebook Post