# P2 : Market your Content

Exploring Blog & Social Content

# Step 1: Getting Started

# Marketing Objective

## followers

acquire 500 blog followers in December 2021.

## publishing

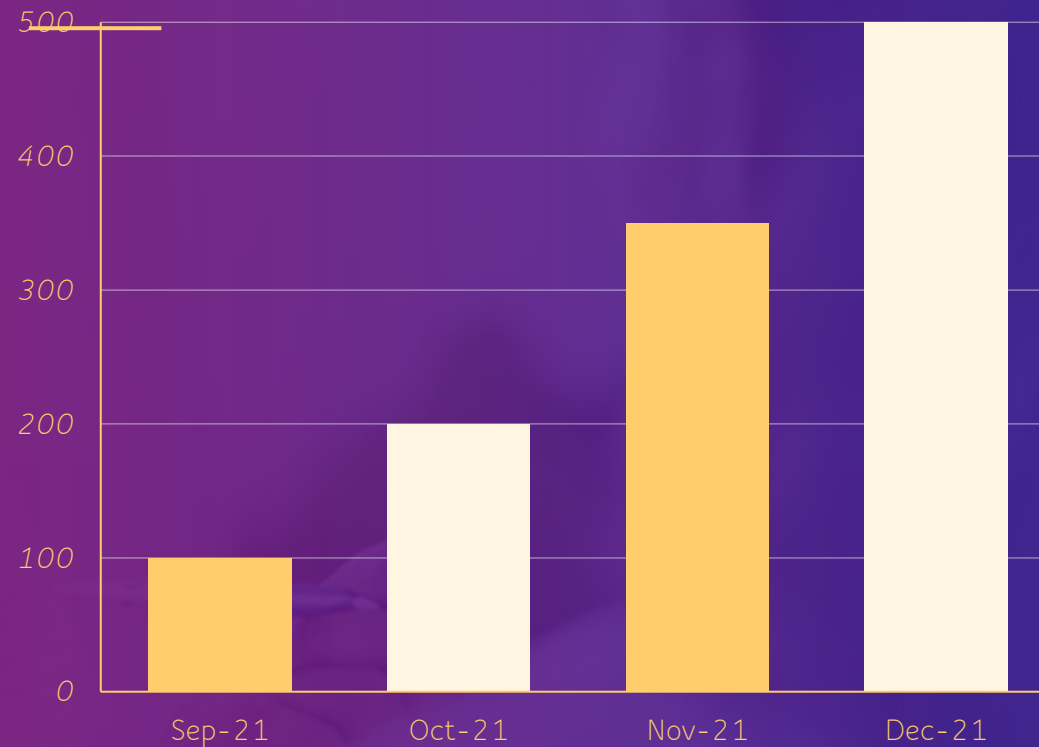Diversity of content to a blog resulting from the difference of followers in their education and culture

# KPI

## followers

## Primary KPI

What is your primary KPI to measure marketing success?

would be the number of followers gained in December..

| | 500 | | | | |
|---|---|---|---|---|---|
| | 400 | | | | |
| | 300 | | | | |
| | 200 | | | | |
| | 100 | | | | |
| | 0 | Sep-21 | Oct-21 | Nov-21 | Dec-21 |

# Target Persona

# Target Persona

## Background and Demographics

Male , married , 30 years old , graduating, accountant.

## Hobbies

Reading ,sporting, watching YouTube.

## Target Persona name

Freelance

I know something about everything

## Goals

learning digital marketing & technology

turn freelance in a few years

be able to create my own business.

## Needs

would like to pick up new skills

would like it to be credible

would like to get connected to industry for freelancing options.

## Barriers

Not much time &money.

# Step 2 : Write a Blog Post

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

## Select a theme for your blog post:

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

## What is the framework of your blog post?

- I'll use : SCQA also called the Pyramid Principle

# blog post

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

Become a Digital Marketer

NANODEGREE PROGRAM

**Source : https://bit.ly/2XBx8Wz**

Because it helps us develop skills in digital marketing, which helps us to work freelance and work as part time

And he helps us manage the digital marketing department and the social media pages of my own e commerce store

There are several things that I like about the digital marketing program including:

- Having a dedicated mentor for each student: unlike other self-study online programs, Udacity designates a mentor to support you from the start until the end of your course.

-The Flexibility: You can view the videos any time and any place

-The ability to meet new people from different countries: you can make new friends or business relationships.

-Short and focused videos

For further information about the program please visit:

https://bit.ly/3lzckHt

# Step 3

## Craft Social Media Posts

# Summary

I chose Facebook, Twitter and LinkedIn. The first two, because they are good pleases to share blog-articles and the most heavily used social networks, resulting in the highest probability of views and possible followers , LinkedIn because as a networking site ,it's a good place for career-related posts .

# LinkedIn post

here's an article I wrote about why i decided to enroll in udacity's Digital marketing nanodegree

it's about my personal struggle to find direction in my life ,how I went about finding it how i discovered my passion for all things digital and analytics finding it ,how I discovered my passion for all things digital and analytics

article link : https//

@udacity @Digital_marketing

please read and comment

# **Facebook post**

the IT industry seems to be at another major inflection point Every other article talks about how jobs are changing how mid-senior managers are going to be an extinct species soon , what new skills will need to be picked up to be employable and how specialists are being sought after

I signed up for udacity's digital marketing nan degree, and you should too

please  comment and share

# Twitter post

want to know how @udacity is helping a mid-senior manager like me thrive in these challenging times ? presenting my new blog post !

#DigitalMarketing #udacity

2021

# THANK YOU!

Mohamed Essam AbuEmira