**Congratulations on completing the project!**

 All sections were well done and presented well.

All rubric specifications are met.  
Well done. 👍

## Marketing Objective

* **Listed one marketing objective for your blog post.**
* **Stated your primary KPI.**
* **Provided the target persona from Project One, including the target persona's background and demographics, name, needs, hobbies, goals, and barriers.**

✅ Meets specifications.

Good work including the marketing objective, KPI, and Target persona.  
Additional reading:  
Creating SMART marketing objectives- <https://coschedule.com/marketing-strategy/marketing-goals>

## Write a Blog Post

* **Blog post has been written with one of the two theme options: Why have you decided to take the Digital Marketing Nanodegree Program? or Choose a successful or creative marketing campaign that you love. What is the story being told by the campaign and why do you love it, why did it catch your attention?**
* **Blog post follows one of the two storytelling frameworks: SCQA or Pixar**
* **The blog post has been submitted in the**[**Google Doc Template**](https://docs.google.com/presentation/d/1zm1S95IiUQ2cYddwUpsypEGQxrtwC_OF7M4fB3Ouw1s/edit?usp=sharing)
* **The title of the post is compelling**
* **The voice and tone is appropriate for the audience**
* **If you include media in your post, include it and make sure you are compliant with copyright laws**
* **The blog post is a minimum of 250 words and maximum of 500**

✅ Meets specifications.

Good work with crafting the blog post.  
Additional reading:  
Here is a great resource for creating compelling blog post titles- <https://coschedule.com/blog/catchy-blog-titles>

## Craft Social Media Posts

* **Identified three social media platforms and given a short one to two sentence description of why that channel was chosen**
* **The social media platforms chosen are a good fit for the target audience**
* **Crafted one post for each of the three platforms chosen**
* **Social media posts should have compelling content**
* **The content of social media posts meets the standard of the way the channel is primarily used (character count, images, etc)**

✅ Meets specifications.

Great work crafting the 3 social media posts. Well done!  
Additional reading:  
A guide to crafting social media posts- <https://nealschaffer.com/7-tips-and-tools-to-create-perfect-social-media-posts/>