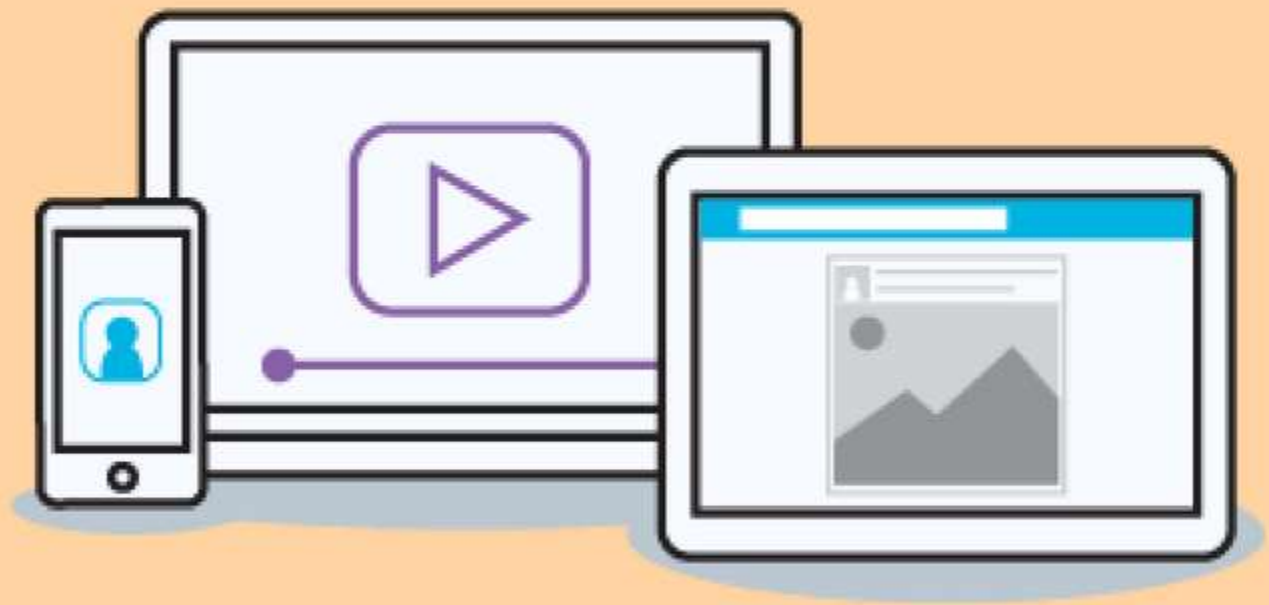


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective

Provide the marketing objective for your blog post.

My marketing objective is to acquire 45 blog followers by April 2022.

KPI

What is your primary KPI to measure marketing success?

My KPI is the number of followers gained by the end of april 2022.

Target Persona

Background and Demographics	Target Persona Name	Needs
<div><div>.32years.</div><div>.Not married</div><div>.A Nigerian.</div></div>	<div>Light isimemen osose</div>	<div><div>.Too acquire skills in digital marketing.</div><div>.To get experience.</div><div>.To get a job.</div></div>
Hobbies	Goals	Barriers
<div><div>.Meeting people.</div><div>.Learning.</div><div>.Swimming.</div></div>	<div><div>.Learn digital marketing.</div><div>.Change career.</div><div>.Become a leading digital marketer in the world.</div></div>	<div><div>.Time.</div><div>.Experience.</div><div>.I don't have enough experience to become a boss of my own.</div></div>



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?*

2. What is the framework of your blog post?

- *SCQA also called the Pyramid Principle*

Blog Post

WHY I HAVE DECIDED TO TAKE DIGITAL MARKETING NANODEGREE PROGRAM.



My name is light ismemen olose ,a Nigerian and am 32years old ,a graduate of University of Benin who is currently working as a sales personnel in a reputable Firm.though the firm is a reputable one,I am not happy with my current position as a sales personnel because sience i was young , i have always dreamt of being a BOSS of my own. I love jobs that are flexible and gives me time to improve my self in other arears and my current place of work doesnt provide such opportunity. I don't have enough experience to become a boss of my own, I don't even have the time because my present job is too time taking and I really need to acquire a skill in digital marketing so as to get experience to become a boss of my own.

I searched through the internet looking for a self paced digital marketing program but i saw a lot of digital marketing program like udemy and coursera and i am a bit confused on where to acquire my digital marketing skills.

On a faithful day i stumbled on a blog on face book talking about digital marketing nanodegree program and i was drawn immediately, as it explained how self paced its program was and how real life projects are given to aid learning including 24/7support for the student including talking with section leads, having interactive career sections was just the best. I enjoyed it with no regrets and i am more than happy for choosing UDACITY DIGITAL MARKETING NANODEGREE PROGRAM. I am more than confident that this skill will help me fulfill my dream of becoming my own boss.



Step 3

Craft Social Media Posts

Summary

INSTAGRAM

FACEBOOK

TWITTER.

Platform 1 and Post

INSTAGRAM

WHY I CHOOSE INSTAGRAM. it is a social media platform whose users are between the ages 18 to 35 and these group are my target audience. Instagram deals with visuals which is the best way to connect and engage with Audience.

POST: Want to know where to acquire skills in DIGITAL MARKETING and become your own boss? Working under people can sometimes be frustrating. TONY GASKIN once said IF YOU DON'T BUILD YOR OWN DREAMS,SOMEONE WILL HIRE YOU TO BUILD THEIRS. its time for that carrier shift at UDACITY DMND PROGRAM. Read more

LINK <https://oyisimen.wordpress.com/2022/03/24/why-i-decided-to-take-digital-marketing-nano-degree-program/>



Platform 2 and Post

TWITTER

Why I choose TWITTER: Twitter has huge users and it can help drive traffic to my website which is my primary aim.

POST AMPLIFY YOUR DREAMS OF BECOMING A DIGITAL MARKETER.

What are those things holding you back from chasing your dreams of becoming a digital marketer? Push past those fears and enroll in the UDACITY DMND program so that you can be the type of person you really want to be. Read more

LINK <https://oyisimen.wordpress.com/2022/03/24/why-i-decided-to-take-digital-marketing-nano-degree-program/>



Platform 3 and Post

- **FACEBOOK**
- **WHY I CHOOSE FACEBOOK :** I choose face book because face book users encompass all demographics .that is whether you are trying to find teens or seniors, you can find them on face book.
- **POST THE WORLD HAS GONE DIGITAL AND YOU NEED DIGITAL PRESSENCE TO BE RELEVANT.**
- Being relevant is a good measure of success. and UDACITY DMND program will give you the digital skill to make you relevant. Read more LINK <https://oyisimen.wordpress.com/2022/03/24/why-i-decided-to-take-digital-marketing-nano-degree-program/>





Extra Credit

Extra Credit: Post Online & Share Your Results

Put your social media plan to action and promote your blog on the platforms you chose. Share your results in the table below.

Platform	Traffic	Likes	Shares	Comments	Notes
Blog					
Social Platform					
Social Platform					
Social Platform					

Extra Credit: Analysis

What would you do differently based on your results?

What other topics might you feature on your blog and in social?