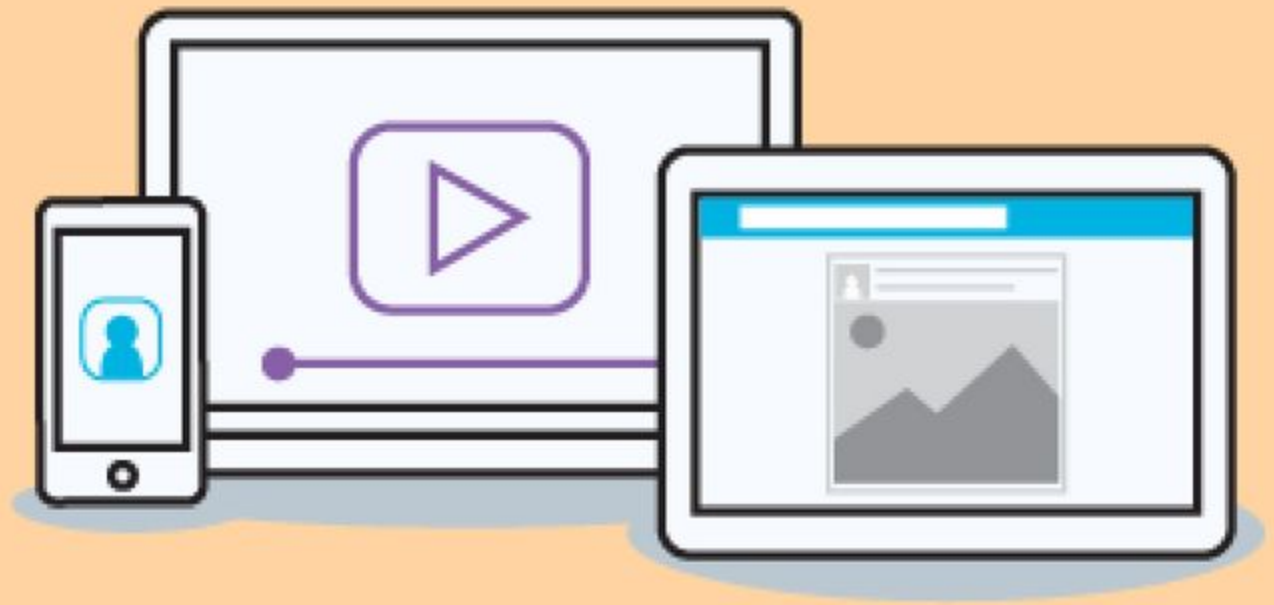# Project 2
Market your Content

Sai Majety

Step 1

Getting Started

Marketing Objective

The marketing objective for my blog post is to acquire 2500 new blog visitors from this new blog post in October 2020.

KPI

The primary KPI to measure the marketing objective is the number of new visitors who landed on my new blog post.

Target Persona

Background and Demographics	Target Persona Name	Needs
• Female, 22 Y/O • Single • Graduate degree in BBA and Diploma Holder in Music • Lives in Chennai, India • CEO of an online music academy • Household Income: More than ₹10 lakhs	*Preethi Ramesh*	• Single, comprehensive digital marketing course • Hands-on live projects to learn • Would like to get connected to digital marketing freelancers

Hobbies	Goals	Barriers
• Music • Singing • Photography	• Integrate digital marketing with her online music academy • Ability to reach across whole India	• Doesn't know where to start • Overwhelmed by a lot of digital marketing tools

Step 2

Write a Blog Post

What is the theme and framework of your blog post?

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

   - <u>Situation:</u> Preethi wants to learn digital marketing so as to promote her online music academy all across India and get as many students as possible.
   - <u>Complication:</u>
     - Preethi does not have much time to actually go and learn digital marketing in a college
     - Preethi wants a trusted source to learn digital marketing along with a personal help to guide her throughout the online course.

- Question: How can Preethi find an online digital marketing course which she can complete within 3-6 months with hands-on live projects.
- Answer: After researching, Preethi found Udacity DMND program, which is time-efficient (can be completed within 3 months) and has 1:1 mentor help.

Blog Post

Here's the link to my blog post:

https://bit.ly/36pTAnw

Why Digital Marketing at Udacity?

Beginner-friendly

This course is for beginners in the field of digital marketing. It has all-round content from Marketing Fundamentals to Analytics.

Flexible Learning

The course is completely flexible, and the time commitment is about 8-10 hours per week.

Hands-on Live Projects

Gain real world experience by doing live projects, like running ad campaigns on Facebook, publishing blog on platforms like Medium etc.

1-on-1 Mentor

Get your doubts solved by your mentor directly, and also get career services like resume making, LinkedIn profile review etc.

For complete analysis, please read my blog: https://bit.ly/36pTAnw

Step 3

Craft Social Media

Posts

Summary

I will promote my blog on the following three social media platforms:

- **LinkedIn:** LinkedIn is a professional networking site, and is used to exchange information, ideas, thoughts about different fields. As my blog is about skills and personal experience with the DMND program, it will be of interest to the LinkedIn members.
- **Facebook:** Facebook is a great platform for sharing both personal and professional information. As my target persona uses Facebook, the blog can be promoted there.
- **Twitter:** Twitter is a platform used by many people and brands actively and my blog post can be seen by many people, if the right hashtags are used.

Platform 1: LinkedIn

Sai Vamsi Majety
Marketing Student at MAHE | HBR Ascend Select Member | Brand Enthusiast
3m • 🌐

Here's an article on my tryst with digital marketing, and how I enrolled in Udacity's Digital Marketing Nanodegree program.

Link: https://bit.ly/36pTAnw

#IminDMND

My Tryst with Digital Marketing
medium.com • 3 min read

👍 3

Platform 2: Facebook

Platform 3: Twitter

Sai Majety
@urstrulyMajety

Here's my tryst with digital marketing, and my journey with @udacity's digital marketing nanodegree program: bit.ly/36pTAnw

#IminDMND

My Tryst with Digital Marketing
My engineering college life was no short of a wonderland. Apart from academics, I was a part of many clubs in my college, like Photography...
🔗 medium.com

10:07 AM · Sep 30, 2020 · Twitter Web App

DIGITAL MARKETING
NANODEGREE 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	Medium	0	0	0	
Social Platform	LinkedIn	5	0	0	
Social Platform	Facebook	4	0	0	
Social Platform	Twitter	1	0	0	