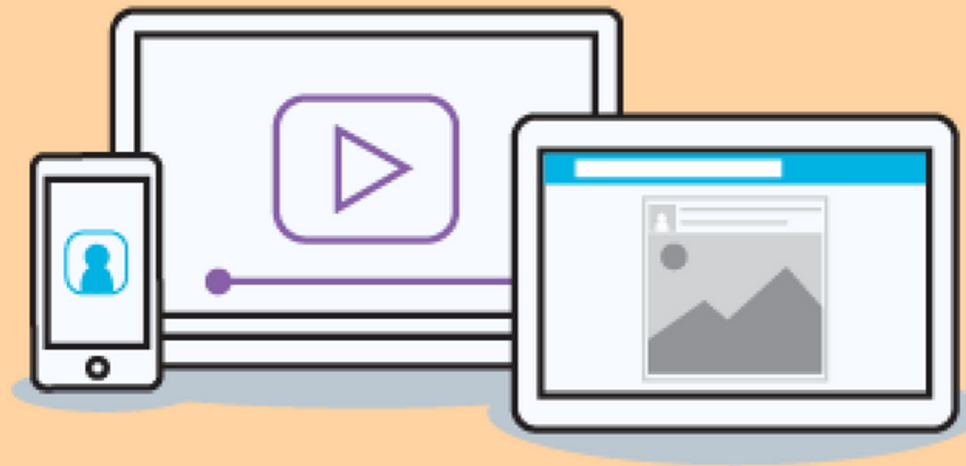


# Project 2

## Market your Content





## Step 1

Getting Started

# Marketing Objective

*Receive 100 'Likes' and 25 'Shares' across platforms.*

# KPI

*Post interactions*

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>-Female</li><li>-40 years old</li><li>-Married</li><li>-Mid-career</li><li>-Manager</li></ul>	Emily Acosta	<ul style="list-style-type: none"><li>-Applicable skills for her staff</li><li>-Learning that works around business schedule</li><li>-Peer graded projects related to current job</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>-Yoga</li><li>-Live concerts</li><li>-Eating out</li><li>-Road trips</li></ul>	<ul style="list-style-type: none"><li>-To hire more entry-level staff to provide diversity and opportunity</li><li>-To provide staff training through a reputable resource with brand recognition</li></ul>	<ul style="list-style-type: none"><li>-No in-house training in her company</li><li>-Overwhelmed by too many MOOC platforms to choose from</li></ul>



## Step 2

Write a Blog Post

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

I wrote about my career journey and why I chose the program from Udacity.

## 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?

- *SCQA also called the Pyramid Principle*

## Photo source:

- <https://pixabay.com/illustrations/skyscrapers-city-tree-buildings-6004218/>

# Blog Post

*I do not have a link, because I did not post it to a website.*

## **Social Media: From Hobby to Profession**

(Or, Why Did I Choose to Take the Udacity Digital Marketing Nanodegree Program?)

At this point, most of us are familiar with multiple social media platforms, but that wasn't always the case! In 2022, brands large and small use social to improve reputation, build brand awareness and increase profits.

I started using social personally, but began volunteering for Scottish cultural organizations back in 2013. I knew with the help of social, we could make our annual events even larger, and spread the information around the globe, making NYC a destination for the annual Tartan Day Parade in April.

I started building relationships and using social as a 2-way-street, and eventually brought in tens of thousands of dollars in donations and sponsorship to the parade and surrounding events!

I had been successful in that arena, but I wanted to do this professionally! During my last job search in 2013, most companies still hadn't embraced social as a legitimate way to connect with their customers and increase profit. So, I kept it safe by staying with my prior profession.

Why now, you may ask? After being laid off in 2020, I decided I'd give it another go, and signed up for the Udacity Digital Marketing Degree, as well as some other analytics and marketing certificates.

I'm soaking in all the knowledge I can, at the same time working in a contract position as a digital marketing account manager. I think, I KNOW - 2022 is the year I get a full time, PAID gig in digital marketing!





## **Step 3**

Craft Social Media  
Posts

# Summary

I chose three social media platforms to promote my blog post.

*Facebook:* It's the largest social network on the planet

*Twitter:* Good conversational interaction with good use of hashtags to promote content

*LinkedIn:* This blog content is directed at professional development, and LinkedIn is business-based

# Facebook Post



Siouxsie JW

Friends ▼

🖼️ Social Media: From Hobby to Profession  
(Or, Why Did I Choose to Take the Udacity Digital Marketing  
Nanodegree Program?)



# Twitter Post

## Latest Tweets



 Social Media: From Hobby to Profession  
(Or, Why Did I Choose to Take the @Udacity Digital Marketing Nanodegree Program?) [#careergoals](#)  
[#marketing](#) [#digitalmarketing](#)



Edit

 Tag people

 Add description

 Everyone can reply

# LinkedIn Post

