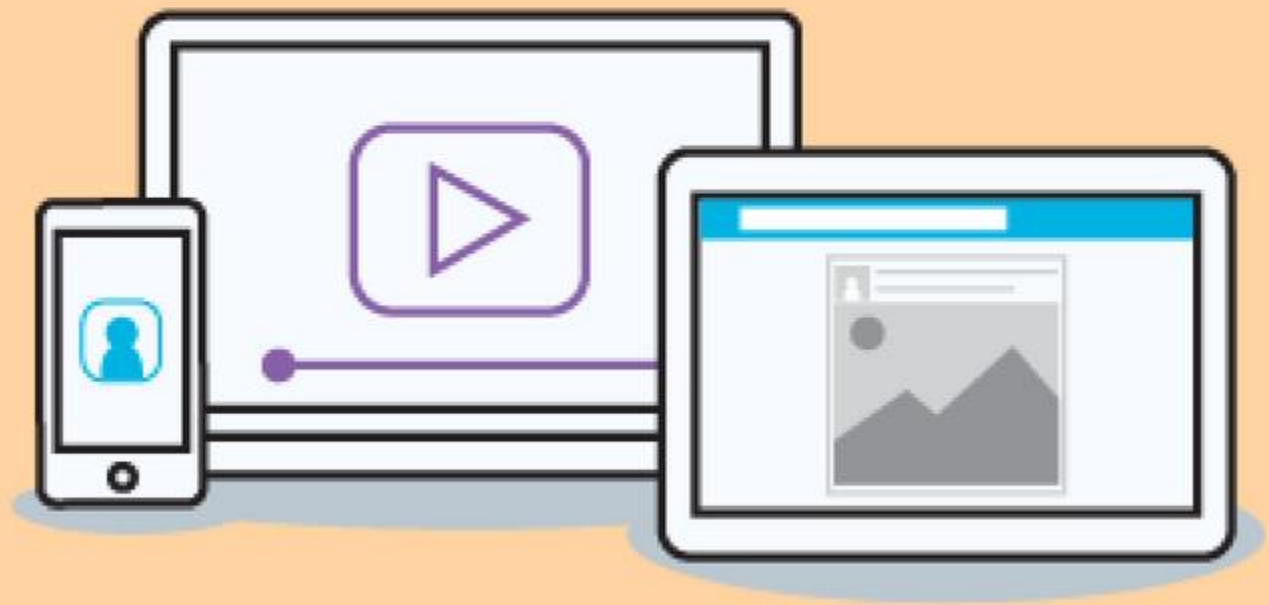


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective

The goal of the marketing campaign is to increase new visitors to the blogpost by 100 every month.

KPI

The main KPI to track will be the new vs returning Visitor Analytics for the Blogposts.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Male, 27 years• Single• Bachelor's Degree• Works at Service oriented firm• Earns 09 Lakhs per annum	Satish Matthew	<ul style="list-style-type: none">• Working on real time projects• Creating Job opportunities• Ideas from field experts• Diagnose my skills and ability
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Sports• TV & Movies• Reading• Blogging & Chatting	<ul style="list-style-type: none">• To acquire skills for own marketing ideas• To begin a firm or business• To gain skills for my current job position• To launch my career	<ul style="list-style-type: none">• Time restrictions• Inefficient Mentor relationship• Lack of Classroom interaction



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:

- *I choose:*

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

2. What is the framework of your blog post?

- *I will use: SCQA also called the Pyramid Principle*

Blog

Why I decided to enroll in Udacity's Digital Marketing Nanodegree

I was always interested in Learning Digital marketing .Being in the IT industry it is mandatory for me to constantly keep learning new things. However why I choose to enroll in Udacity Digital Marketing Course is explained in the blog post link shared below:

<https://bit.ly/2WwWCno>





Step 3

Craft Social Media Posts

Summary

Choose three social media platforms you will use to promote your blog.
Write a short explanation about why you chose those platforms.

I will choose the following three social media platforms to promote my blogpost:

1. LinkedIn : I will choose this platform as this is a social media for working professionals and entrepreneurs . Since mostly the post targets people who look to work on self improvement and LinkedIn is a good platform to promote such ideas.
2. Facebook: I will use this platform to promote idea of Learning Digital Marketing among the different peer groups of like minded people. Since Facebook is the biggest social media in the world it gives me access to a large number of user base with many of my Friends being user of this social media
3. Twitter: Twitter can be used to spread information among different set of people at a much faster rate . The post on twitter follows the character limit and aims to promote the blog post at the fastest rate.

LinkedIn Post

Ever wondered that with the ever changing Job Market it is of utmost importance to have a backup career option and learn new things to keep one relevant. Here is my take on why I enrolled in Udacity's Digital Marketing nanodegree and why you should too. The link to blogpost is in the first comment.

#Udacity#DigitalMarketing#Nanodegree



FaceBook Post

The changing nature of Job Market and the shorter career span in IT industry makes me wonder what can be done to be relevant in the coming times. I was confused and wanted to find a solution. I am very glad that I stumbled upon Digital marketing and glad that I found Udacity and their premium offerings in Udacity's Digital Marketing Nanodegree .Go on and read it.

Why I decided to enroll in Udacity's Digital Marketing Nanodegree



Twitter Post

Do you feel like there is a need to get a backup career option. Find out how I am helping myself with @Udacity in the blog post.

#DigitalMarketing#Udacity

Why I decided to enroll in Udacity's Digital Marketing Nanodegree

