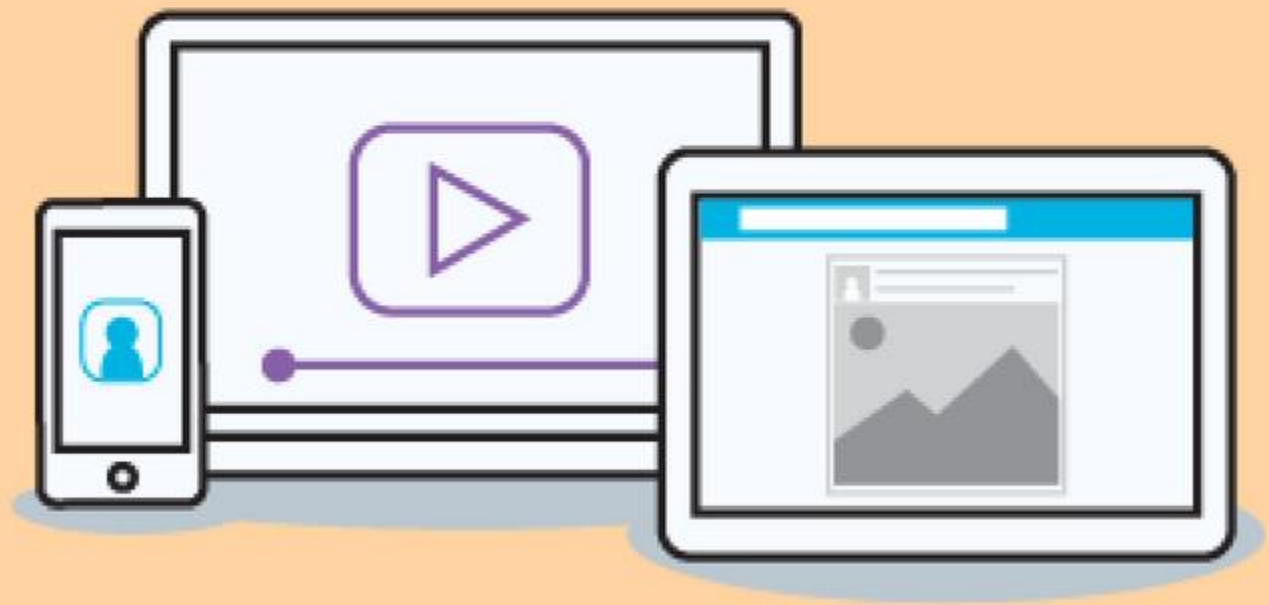


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective

The marketing objective for my blog post is

- *to get at least 100 new reader for my new blog in September 2021*
- *To introduce myself as blogger through social media channels for more than 1000 user in September 2021*

KPI

What is your primary KPI to measure marketing success?

- The number of reader gained in September 2021.*
- The number of likes, comments and shares on social media channels that I will use to promote my blog post.*

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">-male or female from 25 to 35 years old-has engineering background-looking forward to has his/her own private business or start up-looking forward to use digital platforms to market his/her product-lives in Egypt	<p>-Mohamed Senior Engineer in local company</p>	<ul style="list-style-type: none">-needs to get new skills in marketing-looking for trusted course with good reviews not to waste his/her time-looking for free course
Hobbies	Goals	Barriers
<ul style="list-style-type: none">- playing football- playing online games- read in technology	<ul style="list-style-type: none">-get certificate in digital marketing-market his/her product by himself	<ul style="list-style-type: none">- fear from failure- do not have large network and contacts in his intended work- do not have enough knowledge about digital marketing platforms



Step 2

Write a Blog Post

What is the theme and framework of your blog post?

1. Theme

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

2. What is the framework of your blog post?

- *SCQA framework*

Blog Post

Udacity's Digital Marketing Nanodegree helps me and can help you...

Free Course

from Udacity
and
Egyfwd



Photo by [Mikael Blomkvist](#) from [Pexels](#)

Situation:

Startups in Egypt made a great success such as Swvl, RiseUp, Bekia, Hitchhiker and many others. This encourages many people to initiate their own, especially with the strong support that the government provide.

DIGITAL MARKETING
NANODEGREE PROGRAM

Complication:

I want to start my own, but I worry about marketing and how I can find my customer online. This would consume my budget if I hired a professional digital marketer .

Question:

Can I learn digital marketing for free and do this task myself?

Answer:

*After deep search in all online educational platforms. I found **Udacity's Digital Marketing Nanodegree** that helps to build my strong knowledge and provide me with the required practical experience. I got all of this for free throughout **EGYPT FWD** initiative powered by Information Technology Industry Development Agency (ITIDA).*

I joined this program to get:

- knowledge from highly qualified staff*
- Practical experience through the projects on the course*
- Support from Udacity and EgyFWD community*
- Udacity highly reputable Certificate*

All of this for free without paying any money. Faithfully, they helped me to build my future.

You can join and get the chance.....



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 choose to promote my blog on three social media networks that I expect to find my target persona there

1- Facebook

I expect that my target persona has personal account on Facebook also, he hope that he try to create Facebook business page

2- LinkedIn

HE / She is an engineer, he must have a LinkedIn account. This community has lot of engineers and there are many start ups news on it

3- Twitter

I expect to find my target persona there. I think my post can find a lot of engagements there and can find many professionals who will retweet my blog

Facebook post

If you plan to initiate your start-up and worry about how to market your product on social media. If you worry about budget and you can not hire professional marketer.

Read my blog to know more about the free digital marketing course from Udacity and Egyfwd initiative

Like, Comment and Share

[#Udacity_Egyfwd_digitalmarketing](#)



LinkedIn

I am founder of an engineering start-up company and marketing through social media was one of the obstacles that faced me. Read my blog to know how Udacity and Egyfwd initiative helped me for free

Like, Comment and Share
[#Udacity_Egyfwd_digitalmarketing](#)



Twitter

Marketing is the main base for any start-up. Read my blog to know more about the free digital marketing course from Udacity and Egyfwd initiative

Read my blog to save your budget

Like, Comment and retweet

[#Udacity_Egyfwd_digitalmarketing](#)

