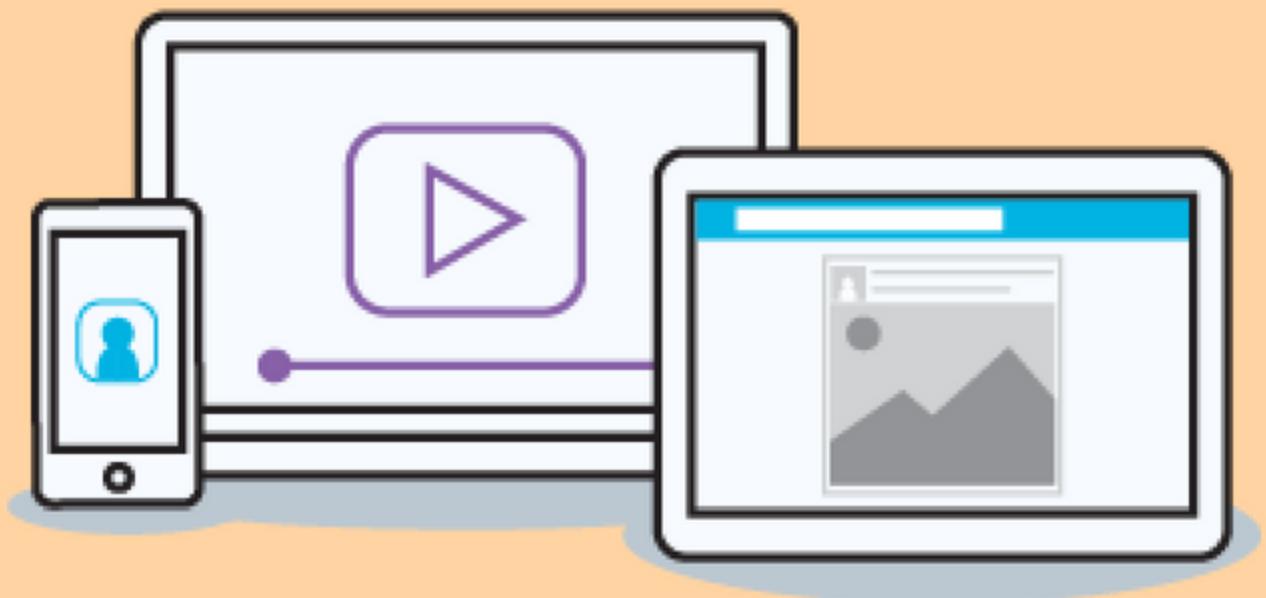


Project 2

Market your Content





Step 1

Getting Started

Marketing Objective

Acquiring 200 blog followers by end of December 2021.

KPI

The number of Blog followers by end of December 2021.



<https://bit.ly/3uFEIBf>

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">- Male- 24 years old- Lives in Giza- Fresh graduate	Marawan	Courses in which he can learn and practice digital marketing with the ability to get a job just after finishing it.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">- Soccer- Swimming- Reading- Travelling	<p>He want to</p> <ul style="list-style-type: none">- Become a digital marketer.- Get suitable job.- Become a freelancer and work online.	<ul style="list-style-type: none">- He doesn't have sufficient experience in digital marketing.- He doesn't have any data about work through the internet.- Lack of funds for courses.



Step 2

Write a Blog Post

What is the theme and framework of your blog post?

I decided to choose the Digital Marketing Nanodegree Program because it became the most important in the world nowadays and made a revolutionary update in all industries.

Also, Digital Marketing allow personnels to work online in any place and affords satisfying profits.

Pixar

Blog Post

My amazing journey in Nanodegree Digital Marketing Program with Udacity.

It was rich in learning and exercising so, I achieved my goals.

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



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



Step 3

Craft Social Media
Posts

Platform 1 and Post

Facebook

I chose Facebook because it is the most popular social media platform and I have a lot of friends and relatives there.

The screenshot shows a web browser window with multiple tabs open. The active tab is for facebook.com, displaying the profile of a user named Mohammed Nabil. The profile picture is a blue circle with a white icon. The bio section includes the text: "surgeon at El Zaitoun specialized hospital", "Urologist at Egyptian fellowship board", "Former Urology Resident at Sheikh Zayed Specialized Hospital - Egypt", and "Joined November 2007". Below the bio, it says "Followed by 558 people". The "Edit Bio" button is visible. The "Posts" section shows a single post from "Mohammed Nabil" just now, which reads: "Come my friends and see my journey of success in Nanodegree Digital Marketing Program with Udacity. #Udacity #digitalmarketing". This post includes a large image of a dirt road with the word "START" painted in white. Below the post are "Like" and "Comment" buttons, and a "Write a comment..." input field. The browser's address bar shows other tabs like "Digital Marketing Professional...", "Bitly | Link Management", and "macos screenshot - Google Se...". The top right of the browser has various icons for refresh, search, and tabs.

Platform 2 and Post

Twitter

I used Twitter because it is full of inspiring people and many of teenagers are active there. And many of my friends could interact with my tweet and will retweet it.



Platform 3 and Post

Instagram

I used Instagram because it is a great platform which mainly deals with photos and so it has many young followers that will be interested in our 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	0	21	2	7	0
Facebook	0	108	7	76	0
Twitter	0	12	1	2	0
Instagram	0	43	3	12	0