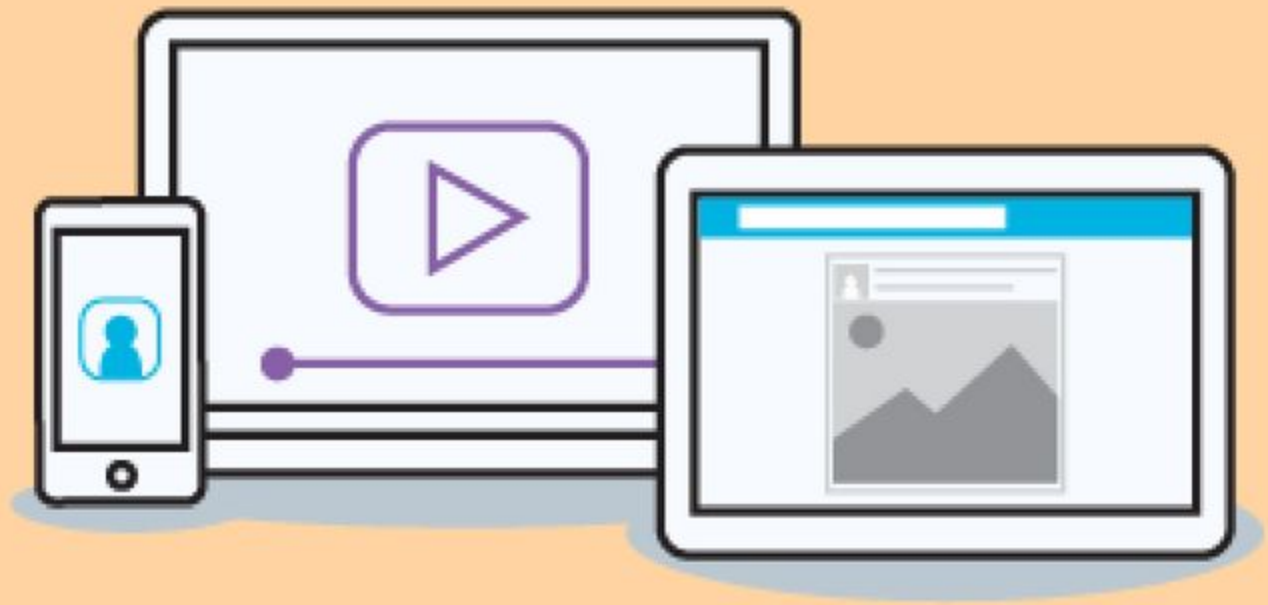


Project 2

Market your Content



How to use this Template

- Make a copy of this Google Slide deck ([Google Drive Directions](#)).
- We have provided these slides as a guide to ensure that you submit all the required components to successfully complete your project.
- When presenting your project, please only think of this as a guide. We encouraged you to use creative freedom when making changes as long as the required information is present.
- **Don't forget to delete this and all** of the other example slides before you submit your project.

Reference slide remove
before you submit



Step 1

Getting Started

Marketing Objective

100 new followers on the blog in the next month

50 new likes on the blog post in the next month

KPI

Number of followers and likes during the next month

Target Persona

Background and Demographics	Target Persona Name	Needs
<p>From 20 to 35 years old</p> <p>Do not have current job or need to improve their career The have bachelor degree</p> <p>B class</p>	<p>Youth who want to improve their knowledge and social levels</p>	<p>Finding job</p> <p>Know more abut digital marketing</p>
Hobbies	Goals	Barriers
<p>Spend long time on social media platforms</p> <p>Watching online videos</p> <p>Always want to learn and improve themselves</p>	<p>Work from home</p> <p>Become digital marketers</p> <p>Improve their income</p>	<p>Lack of experience in digital marketing</p> <p>Do not know from where should they start</p> <p>Do not know about online courses from Udacity</p>



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:**

- *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*

Write a blog post, with the theme you've chosen from the options above, in the space provided below.

By [bymuratdeniz](#)

https://www.istockphoto.com/photo/business-people-using-mobile-phone-and-laptop-gm1280116868-378513586?utm_source=pixabay&utm_medium=affiliate&utm_campaign=SRP_image_noresults&referrer_url=http%3A%2F%2Fpixabay.com%2Fimages%2Fsearch%2Fudacity%2520digital%2520marketing%2F&utm_term=udacity%20digital



Blog Post

I had a problem getting work from home. I started to improve my skills to get online job or freelance job. I hear about Udacity online courses which was a great chance for me to study at home .So I started studying Digital marketing and this helps me so much. I learned many things in online marketing ,how to create content, how to plan a marketing campaigns and measure the impact of this campaigns. So I support everyone who loves marketing to take this scholarship from Udacity to improve his or her skills and increase their income

<https://wallaasaad22.blogspot.com/2021/10/digital-marketing-nano-degree-with.html>



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.

In the following slides, put the copy and image you will use for each social media channel. Use this blog post from Hootsuite to help you understand image copyright.

This will guide you in choosing the right graphic for your posts:

<https://blog.hootsuite.com/understanding-image-copyright/>

Facebook Post

I choose this platform as many people spend a lot of time on it so the target audience for my blog must have Facebook accounts

Link of the photo used : by [oatawa](#)

<https://www.istockphoto.com/photo/social-media-marketing-concept-attracting-with-a-huge-magnet-gm1277965513-377031513>



Wallaa S. Hassan

Just now · 



Great chance to study digital marketing without paying any money join [Digital Marketing by Udacity](#) now and enjoy the scholarship free for a limited time only visit the link to know more <https://wallaasaad22.blogspot.com/2021/10/digital-marketing-nano-degree-with.html>



 Like

 Comment

 Send

Linked In Post

I choose this platform as the most of the people who want to find a new job always go to this channel to interact with job owners and find new job so it might be the desired channel

Link of the used photo :by [Thailand Photographer](https://www.istockphoto.com/photo/woman-holding-apple-iphone-6s-rose-gold-with-icons-of-social-media-on-screen-social-gm1162303314-318760247).<https://www.istockphoto.com/photo/woman-holding-apple-iphone-6s-rose-gold-with-icons-of-social-media-on-screen-social-gm1162303314-318760247>



Wallaa Saad
Food Stylist (Freelance)
now •



Now great opportunity to find new job by studying digital marketing at Udacity and get certified certification visit the link for more information <https://lnkd.in/dzSnQkAi> #digitalmarketing #job #opportunity #udacity



Twitter Post

I Choose this platform as people on twitter always very busy and do not have much time so online courses will be useful to them as they wont go to place to learn or work

Link of the used photo : by

[:AlexSecrethttps://www.istockphoto.com/photo/speech-bubble-with-hashtag-symbols-gm1209439795-349977797](https://www.istockphoto.com/photo/speech-bubble-with-hashtag-symbols-gm1209439795-349977797)



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Great opportunity to study digital marketing at home with Udacity visit the link to know more

wallaasaad22.blogspot.com/2021/10/digita...



@ You can reply to this conversation





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					
Social Platform					
Social Platform					
Social Platform					

Extra Credit: Analysis

What would you do differently based on your results?

What other topics might you feature on your blog and in social?