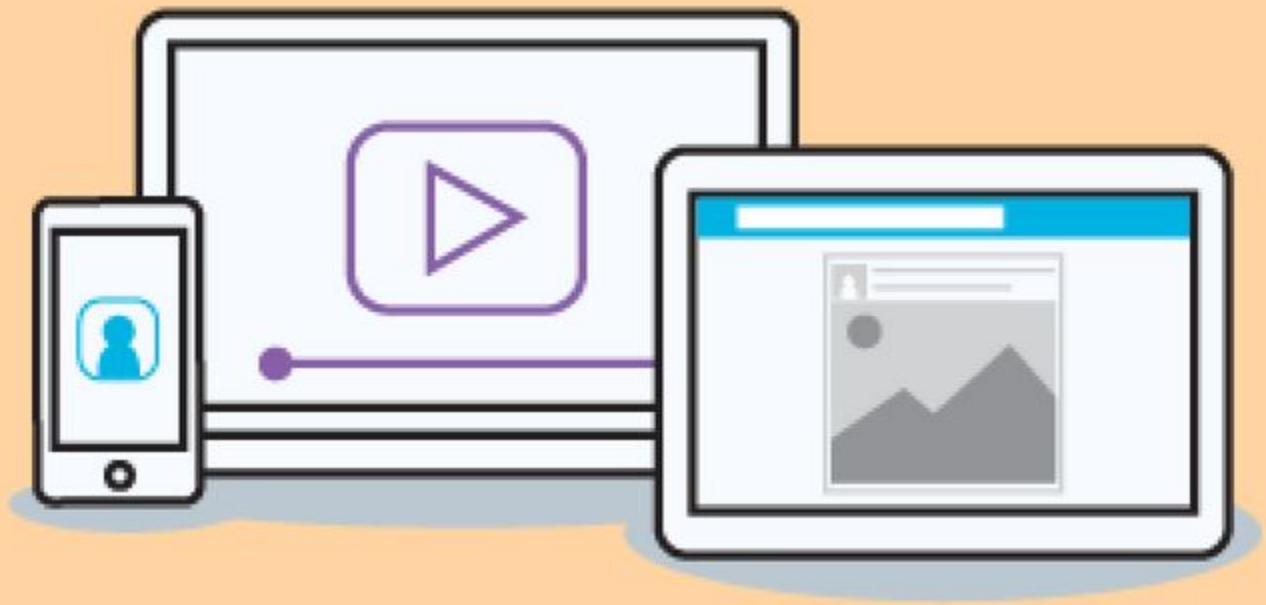


Project 2

Market your Content



Project Summary

by Katerina Bosko, PhD
(www.cross-validated.com)

Summary: In this project, I wrote a blog post that should be read by my target persona and created 3 social media posts to promote the blog post.

Results: review of Digital Marketing Nanodegree by Udacity published on my blog www.cross-validated.com

Details on slides that follow:

1. Blog Post summary and link
2. Motivation for choosing social media platforms
3. Social Media Posts on LinkedIn, Twitter and Facebook



Step 1

Getting Started


Marketing Objective

Acquire 100 unique new blog visitors in July 2020 that will land on the page for this blog post

KPI

Number of unique new visitors

Target Persona

Background and Demographics	Target Persona Name	Needs
<p>Male, in Mid-20s, Computer Sci student working in Insurance Sales, Married without kids with up to 50,000 USD income (middle-class)</p>	 <p>Ambitious Andy</p>	<p>Money</p> <p>Grow own business</p> <p>Career Support & Mentoring</p>
Hobbies	Goals	Barriers
<p>Reading</p> <p>Wolf of Wall Street favorite movie</p>	<p>Get a PhD</p> <p>Start a lead generation company</p> <p>Launch a career in new industry</p>	<p>Never completed online courses before</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?*
- *Review of the Program*

2. What is the framework of your blog post?

- *SCQA also called the Pyramid Principle*

Blog Post



In this post, I provide a comprehensive review of Digital Marketing Nanodegree, starting with my motivation for taking the program, giving an overview of what to expect and finally weighing up pros and cons.

<https://www.cross-validated.com/Udacity-Review-Digital-Marketing-Nanodegree/>



Step 3

Craft Social Media
Posts

Summary

1. **LinkedIn** - because the target audience for this blog post is in “employment” market segment, LinkedIn is the best social media platform as it is created exactly for this segment. I hope to attract new readers through this medium.
2. **Twitter** -because this platform is a standard way to share knowledge and blog posts; it’s also easy way to notify my followers and reactivate users that already visited my blog, driving further the traffic
3. **Facebook** - this platform is great way to stay in touch with friends, old and new. By sharing my blog post on Facebook, I might attract new visitors who are not yet in the market segment for this blog. This will create awareness about my blog

Platform 1 and Post

Considering Digital Marketing Nanodegree by Udacity? Check out my review of the program on my blog -

<https://lnkd.in/dmgfttv>

...see more



 Like

 Comment

 Share

Platform 2 and Post

wrote a review of Digital Marketing Nanodegree by Udacity on my blog - cross-validated.com/Udacity-Review...
#DigitalMarketing #Udacity #Nanodegree #upskill



Platform 3 and Post

almost finished Digital Marketing Nanodegree by Udacity and decided to write a review about it. Check out on my blog - <https://cross-validated.com/Udacity-Review-Digital-Marketing-Nanodegree/>

#DigitalMarketing #Udacity #Nanodegree #upskill



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