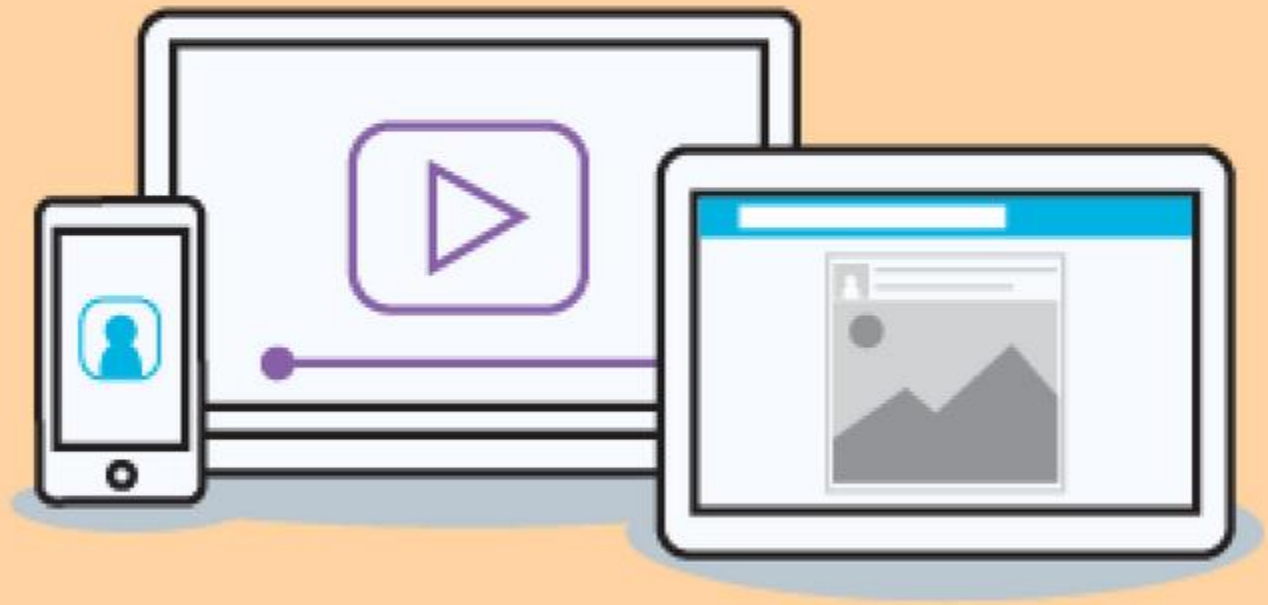# Project 2
Market your Content

Step 1

Getting Started
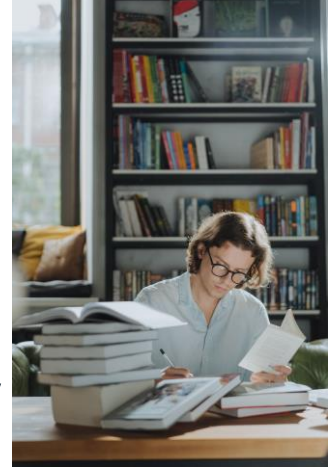
Marketing Objective

Acquire 100 blog followers by march 2022.

KPI

The primary kpi to measure success will be the number of blog followers by march 2022.

Target Persona
https://bit.ly/3uLALaV

Background and Demographics	Target Persona Name	Needs
Male Age : 18-22 Student Lives in Cairo Bachelor degree	Mohammed	Take course from home Get experience with learning projects and get feedback on them
Hobbies	**Goals**	**Barriers**
Reading Play video games Do creative work	Learn high income skill Build a successful online business Have the freedom to work from any place in the world	No guide to learn with the right direction Online courses are expensive

Step 2

Write a Blog Post

What is the theme and framework of your blog post?

I had a business and I couldn't grow it online and I didn't have money to do paid advertising so I had to do content online until I figured the Udacity nano degree program so I enrolled in the program until I was able to grow my business online since getting this knowledge about marketing I got the ability to do any business at any time as it 's the same framework.

Pixar framework

Why I choose the udacity nano degree programm

I was 17 when I started my first online business it was a freelance graphic design business and I wasn't able to get any clients and every day I was trying to get clients even free clients to show my work and I was also struggling to any of these solutions so I said maybe the problem is with my design skills so I started to learn web development after 2 months I built some personal projects and also no clients so I changed another time to app development I built some personal projects and no clients until I figured out that my problem is all about marketing I didn't know how marketing goes specially free marketing

because I didn't have money to do paid ads so I had to do content marketing and I found the nano degree program from the fwd. scholarship (a scholarship from the Egyptian ministry of communication) and because of this scholarship I learned a lot about content marketing and digital marketing that I am sure I wouldn't be able to learn these things from anywhere else and also because of this scholarship I changed my business from a freelance graphic design business to a digital marketing one and soon I will l scale it up to a digital marketing agency until finally I am able to get my first freelance client online and ever since then my life has changed as I am able to work from any place I want , Thanks to Udacity and to the FWD scholarship because you really brought a value into my life.

The link to FWD program :
[Home – egfwd](https://bit.ly/3oKaI5s)
https://bit.ly/3oKaI5s
The link to the blog:
https://bit.ly/3Lu8Sd1

Step 3

Craft Social Media

Posts

Platform 1 and Post

I was broke as a graphic designer and as a programmer until I learned digital marketing and started my agency discover the full story from here in my blog: https://bit.ly/3Lu8Sd1

#digital_marketing #nanodegree

This post is in Facebook because it's the biggest social network and a lot of students and youth are in there

Platform 2 and Post

If you want to discover how I went from designer and programmer without any clients to building my own digital marketing agency check it out here from my blog post : https://bit.ly/3Lu8Sd1

#bogpost #digitalmarketing

- *This post is in twitter because it's for critical discussions*

Platform 3 and Post

Digital marketing is booming right now if you want to get into it learn more from the link in the bio

#myjourny #digitalmarketing

- *This post is in Instagram because it's powerful tool for creative work and posting great images in it .*

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	0	0	
Social Platform	Facebook	0	0	0	
Social Platform	Twitter	0	0	0	
Social Platform	Instagram	0	0	0	