



Project 2: Market your Content

Exploring Blog & Social Content



Step 1: Getting Started

Marketing Objective

I would like to get at least 50 new readers for my blog (www.sampathmk.com) within a month (of publishing the article) without spending a dollar

KPI

The primary KPI to measure marketing success would be:

The number of new readers I get for my blog www.sampathmk.com



Target Persona

Demographics

- Male, 36 yrs old
- Married, one child
- Works as a midlevel manager in an Indian IT company
- Interested in technology, but job role does not entail much new learning
- Income is around INR 30,000,00 per annum

Sam
'IT MidManager'
Chakravorty



Needs

- Would like to pick up new skills, at his own pace
- Would like it to be credible
- Would like to get connected to industry for freelancing options

Hobbies

- Travel, Photography
- Watching movies
- Reading about technology

Goals

- Learn some technology and earn credible degrees outside of job
- Turn Freelancer in a few years
- Be able to make time for himself

Barriers

- Travels quite a bit, and hence time is premium
- Age/Stage of career – a perception that it may be too late in the career for such kind of a 'hands-on' course
- Does not have too many contacts outside of office, so does not know where to start, how to start



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:

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

2. What is the framework of your blog post?

- *I'll use: SCQA also called the Pyramid Principle*

Blog Post

Why I signed up for Udacity's Digital Marketing Nano Degree, and you should too



The IT industry seems to be at another major inflection point. Every other article talks about how jobs are changing, how mid-senior managers are going to be an extinct species soon, what new skills will need to be picked up to be employable and how specialists are being sought after. I found myself suddenly confused, and slightly nervous about what was to be done to negotiate this turn that the industry was taking. What was I to do? Read on:

<https://goo.gl/DZqjyP>

Source: <https://pixabay.com/en/person-human-joy-sunset-sun-110305/>



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 will promote my blog on the following three social media platforms because these are the main social networks where the target persona hangs out primarily.

- **LinkedIn:** Since this is a professional network, professionals use this to exchange information, ideas related to various industries. Since my blog post is about jobs, skills, trends and personal experience it would be of interest to LinkedIn members, particularly the section I am targeting. I have used a very sober, professional tone for my LinkedIn post.
- **Twitter:** This is another platform cited as being used by my interviewees. Twitter is a great platform for fast information exchange, and is used by most professionals and brands around the world. I have used a short note for Twitter in keeping with the character limit constraints
- **Facebook:** This is another platform used by my target persona, and a place to exchange news and information – both personal and professional. I have used a semi-personal tone for my Facebook post.

LinkedIn Post

How can mid-senior managers (like you and me) thrive in an industry that suddenly demands a new set of skills? Here's my new blog post on how I am negotiating this challenge with help from @Udacity. Please read and comment.

#DigitalMarketing #Nanodegree #IminDMND

Why I signed up for Udacity's Digital Marketing Nano Degree, and you should too



Twitter Post

Want to know how @Udacity is helping a mid-senior IT manager like me thrive in these challenging times? Presenting my new blog post! #DigitalMarketing #Nanodegree #IminDMND

Why I signed up for Udacity's Digital Marketing Nano Degree, and you should too



Facebook Post

The IT industry seems to be at another major inflection point. Every other article talks about how jobs are changing, how mid-senior managers are going to be an extinct species soon, what new skills will need to be picked up to be employable and how specialists are being sought after.

I found myself suddenly confused, and slightly nervous about what was to be done to negotiate this turn that the industry was taking. Enter @Udacity. And suddenly everything fell in place. Read on.
#DigitalMarketing #Nanodegree #IminDMND

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