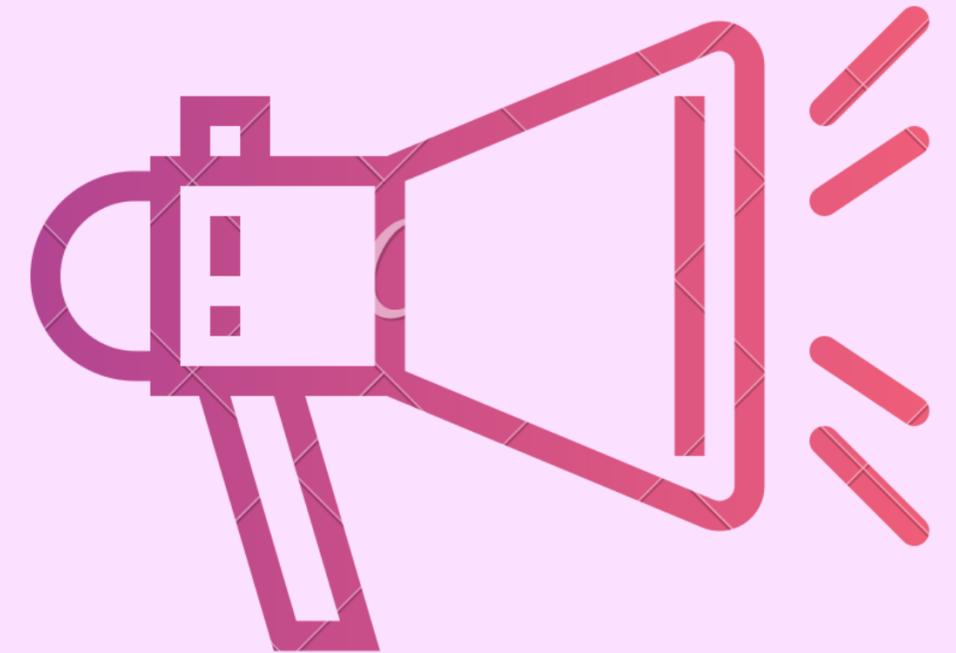


PROJECT 1

**MARKET YOUR
CONTENT**

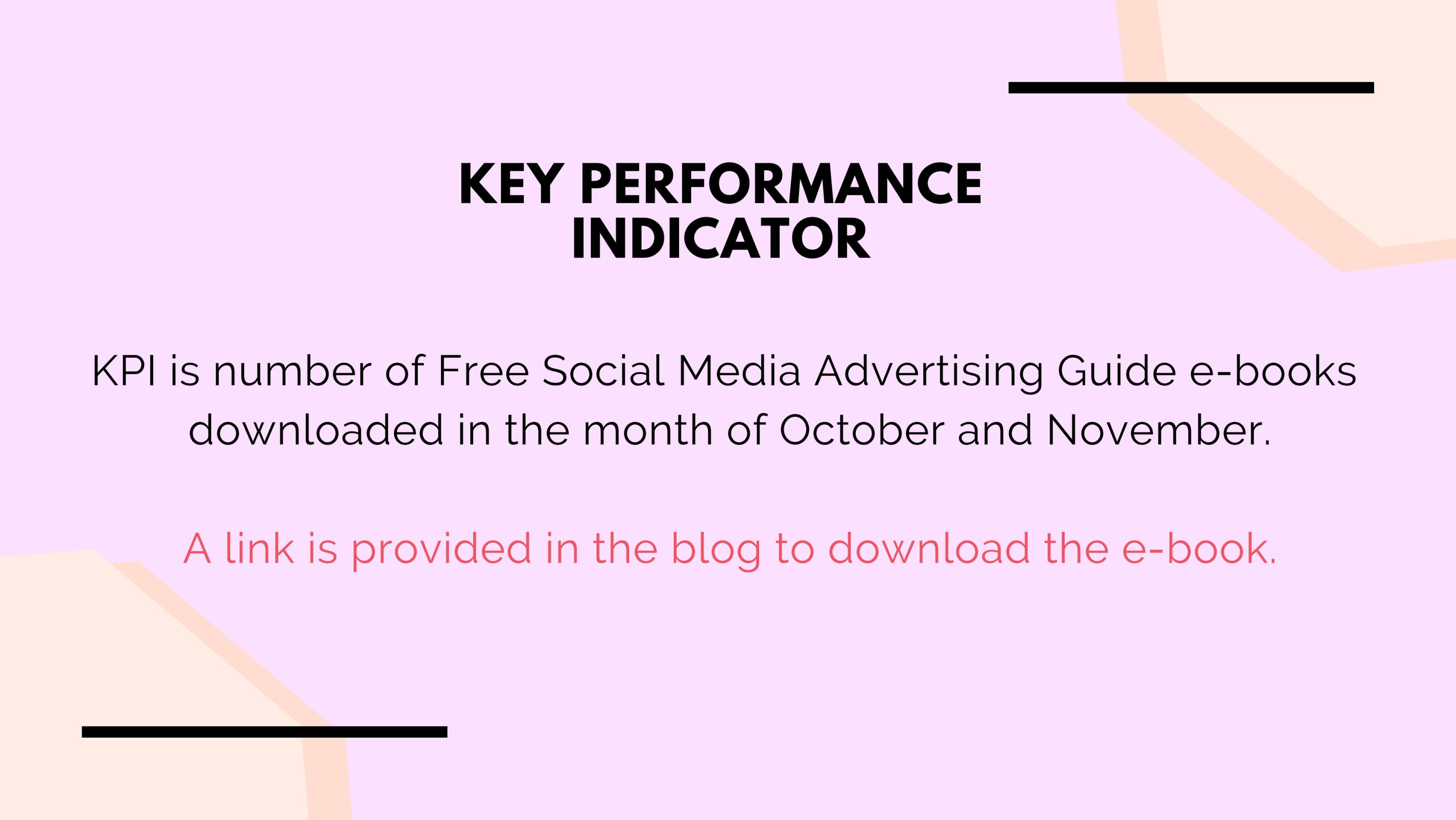




MARKETING OBJECTIVE

The marketing objective of Udacity's Digital Marketing NanoDegree program is to acquire 5000 blog followers in the month of October and November before the DMND session November - February.



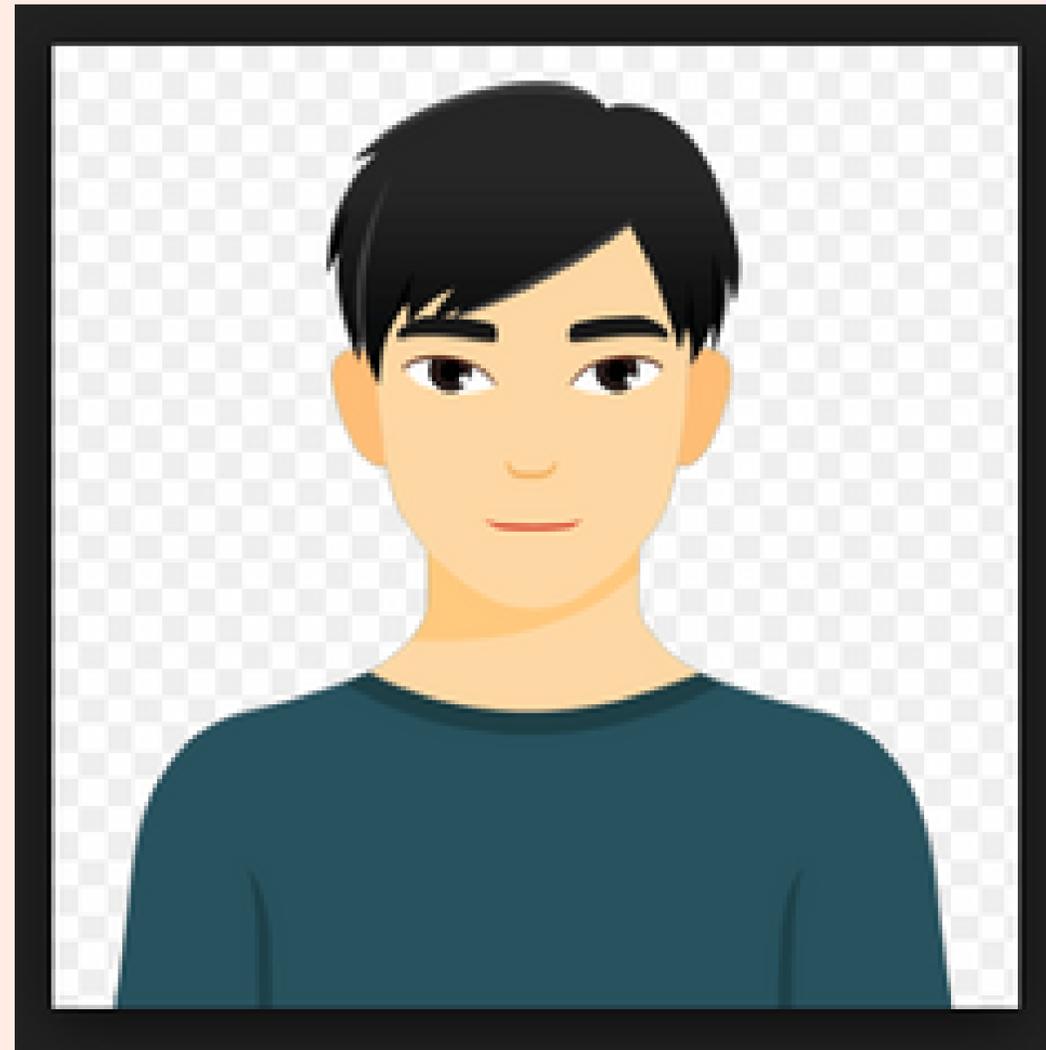


KEY PERFORMANCE INDICATOR

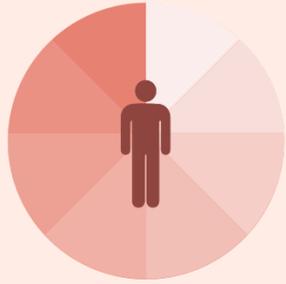
KPI is number of Free Social Media Advertising Guide e-books downloaded in the month of October and November.

A link is provided in the blog to download the e-book.

TARGET PERSONA



SHARAD JAIN



BACKGROUND & DEMOGRAPHICS

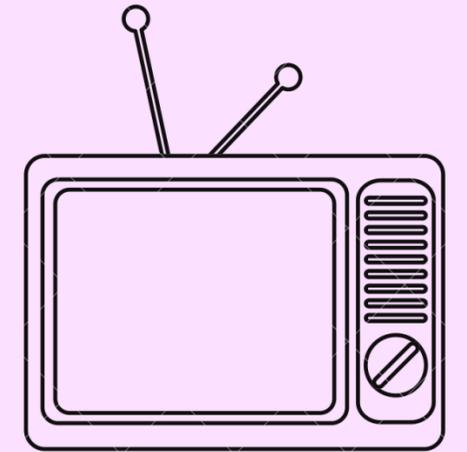
- Male
- 21 years old
- College student
- Pursuing Bachelor's in Engineering
- Lives in Bangalore
- Earns part time income through mentoring



HOBBIES

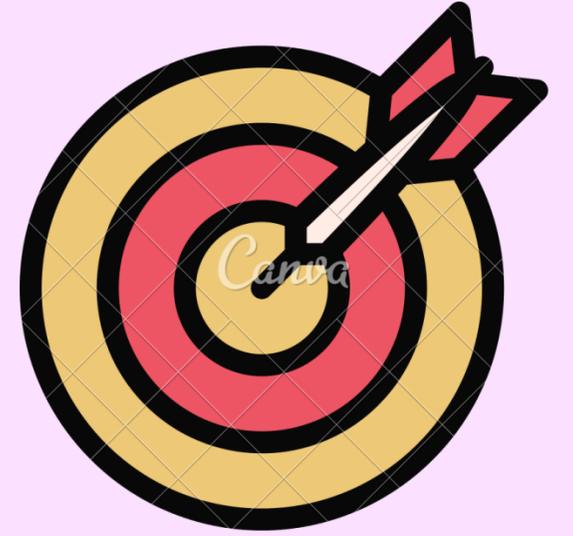


- Blogging
- Watching movies
- Traveling
- Volleyball and Table Tennis
- Exercising



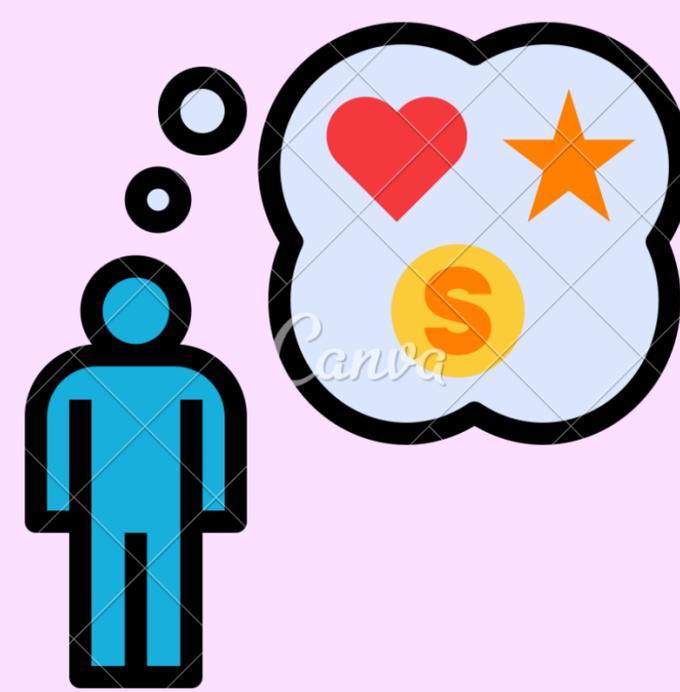


GOALS



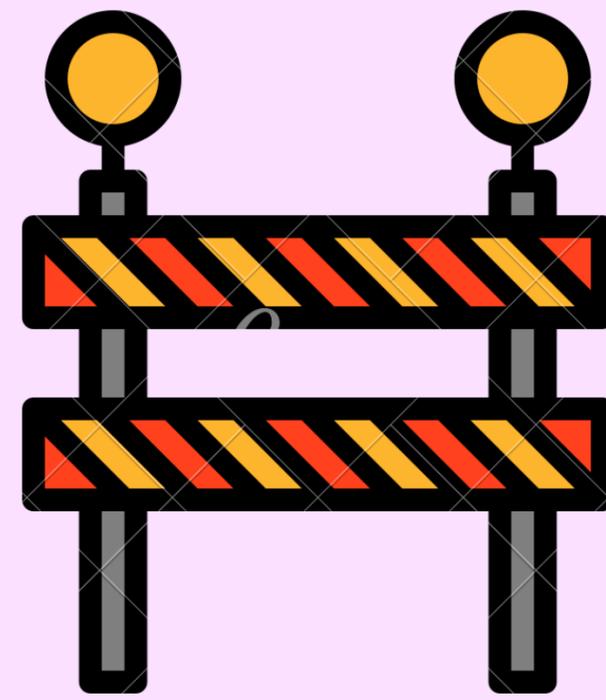
- Start career in digital marketing
- Earn money through part time freelancing
- Become a top digital marketer
- Start own company
- Become financially independent and secure

NEEDS



- Skills necessary for digital marketing job
- Practice real world projects
- Mentor for direction and support
- Connect with people of same ideas and interests
- Guidance from field experts

BARRIERS



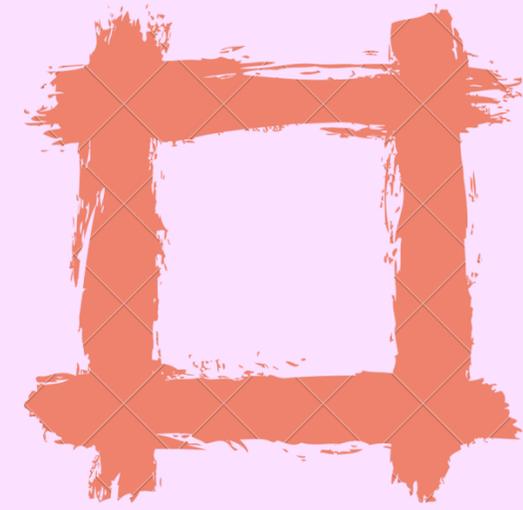
- Limited time to manage college studies and Nanodegree program
- Travels frequently, so lack of focus
- Options of free digital marketing courses
- Cost of Digital Marketing NanoDegree

THEME OF BLOG



In teenage years, I was always curious about marketing strategies such as placements of billboards, targeted ads and most importantly the timing of ads shown on television and channels on which they were broadcasted. I always used to wonder why ads of candies and chocolates are shown more on kids channels such as POGO or Disney, and those of sports accessories on sports channels such as Star Sports or ESPN. I started studying marketing in high school. Hyper-personalization of ads in this digital era made me wonder more and I knew I was drawn towards Digital Marketing. So to follow my interest, I enrolled in DMND to become a Digital Marketer.

FRAMEWORK



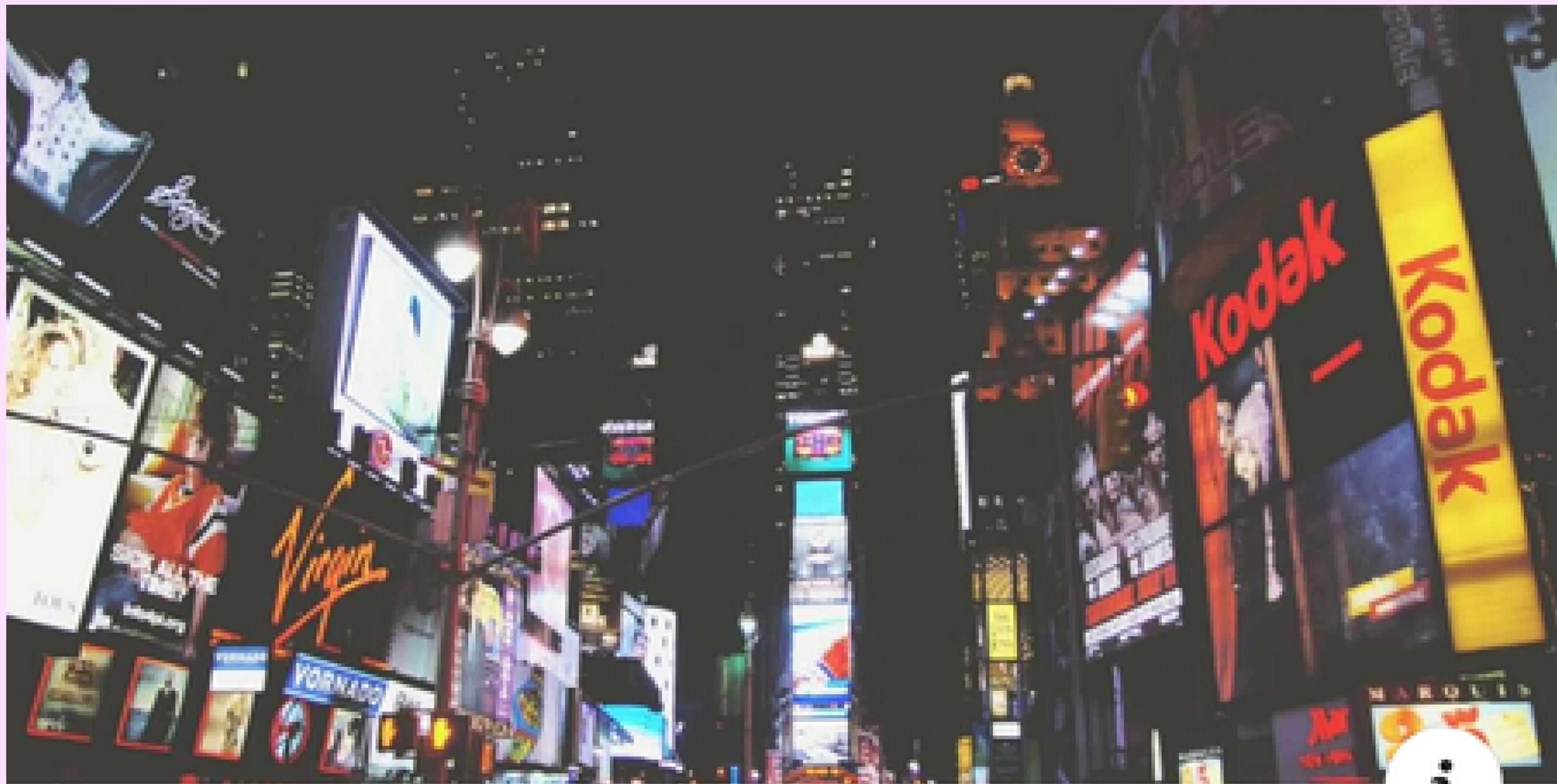
PIXAR



Great things happen when you don't let your curiosities die!

In teenage years, I was always curious about advertisements. Digital marketing excited me and I started searching more on the topic until one day I came across an ad on Facebook that changed my life.

Link - **bit.ly/sma-dmnd**

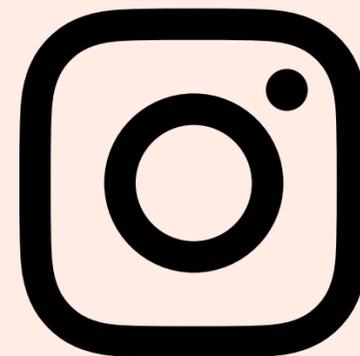
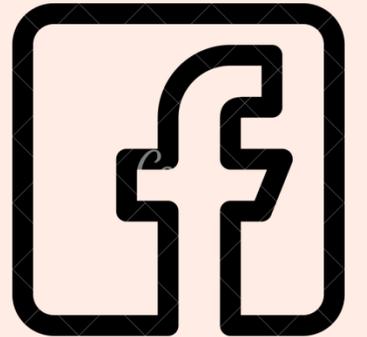


MEDIUM.COM

**Great things happen when you don't let your
curiosity die!**

SOCIAL MEDIA PLATFORMS

- **FACEBOOK**
- **LINKEDIN**
- **INSTAGRAM**



LinkedIn



I chose LinkedIn because it is a formal platform in which people are more receptive to messages especially those that offer value such as quality blogs, learning courses and Nanodegrees.



Megha Jain

Economics student | Obsessed with Learning |

2d • Edited

In teenage years, I was always curious about advertisements. Digital marketing fascinated me and I started searching more on the topic until one day I came across an ad on Facebook that changed my life.

[#digitalmarketing](#) [#marketingandadvertising](#)
[#Socialmediaadvertising](#)

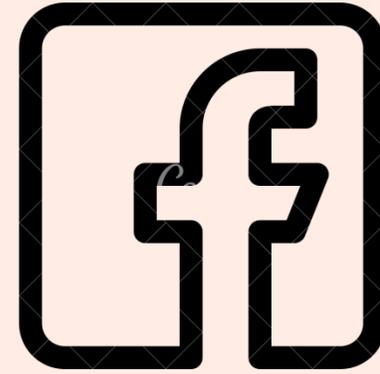


Great things happen when you don't let your curiosity die!

medium.com



Facebook



I chose Facebook to build brand awareness. Also, it is an informal platform and content posted here can reach larger segments of population in minimum time.

People here, particularly young generation is more receptive to eye catching blogs and videos.



Megha Jain



8 Dec at 22:09 · 🧑🏻

Do you ever wonder why some brands such as Zara, GAP and Louis Vuitton are available only in few cities but not in all cities?

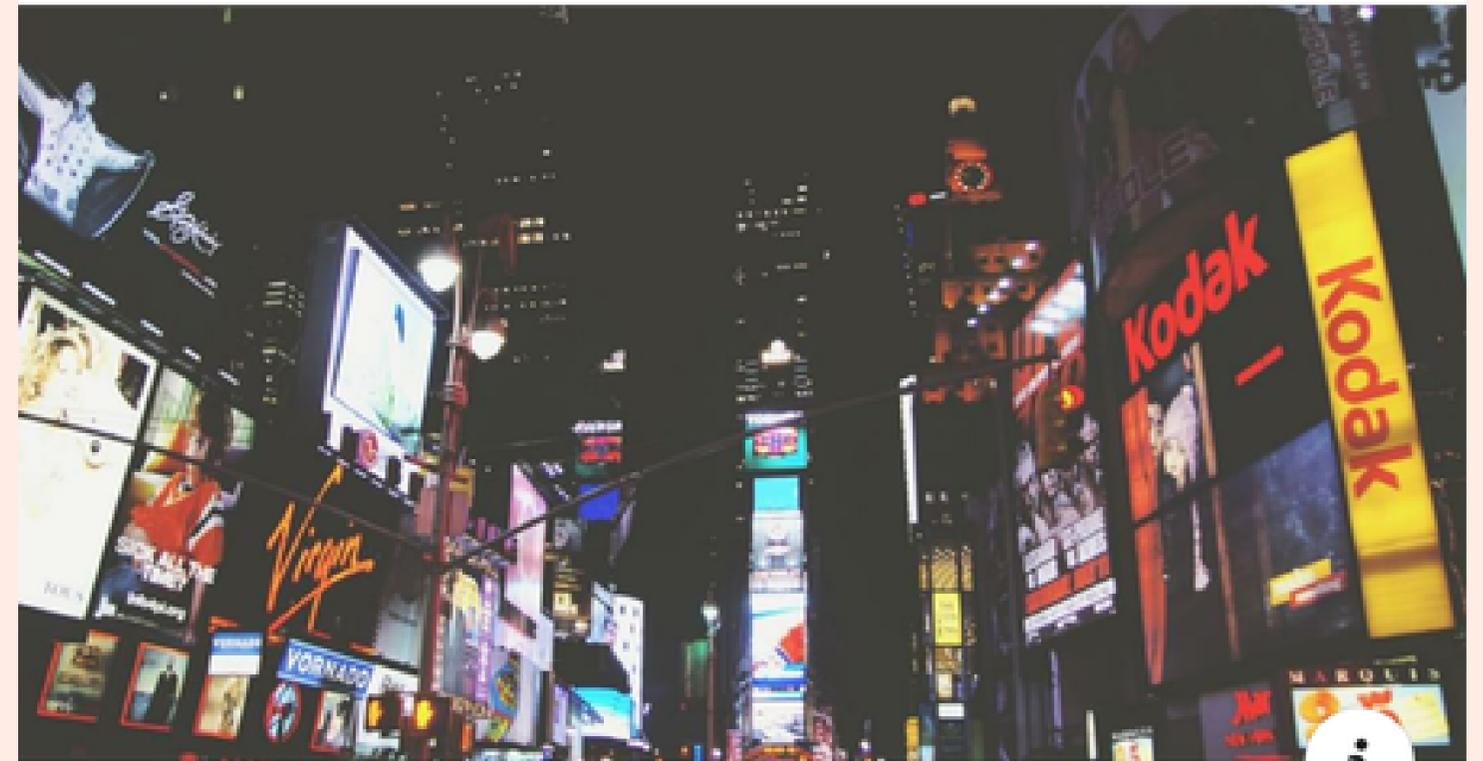
Why some advertisements appear only on some particular channels or at a particular time?

Or how the shoes that you searched yesterday on Google appeared on Facebook or Instagram ad today?

Or how the shoes that you searched yesterday on Google appeared on Facebook or Instagram ad today?

If you are curious about these, then you would love this too! 😁

Udacity India



MEDIUM.COM

Great things happen when you don't let your curiosity die!



Majority of young population especially those aged between 16-30 are most active on Instagram than on other informal platforms. People here like creative content, so content that is engaging and also useful at the same time is most appreciated. I chose Instagram to reach younger population.

Instagram Story

Do you ever wonder why Zara, GAP and Louis Vuitton are available only in few cities but not in all cities & towns ?

Why some advertisements appear only on some particular channels or at particular time like only at night?



Or how the shoes that you searched yesterday on Google appeared on Facebook or Instagram ad today ???

If you are curious about these, then you would love this! 
bit.ly/sma-dmnd

TRAFFIC ON FIRST DAY



VIEWS BY TRAFFIC SOURCE

32

Medium ?

3%

External referrals

97%

email, IM, and direct

13

facebook.com

13

Android app

3

linkedin.com

2

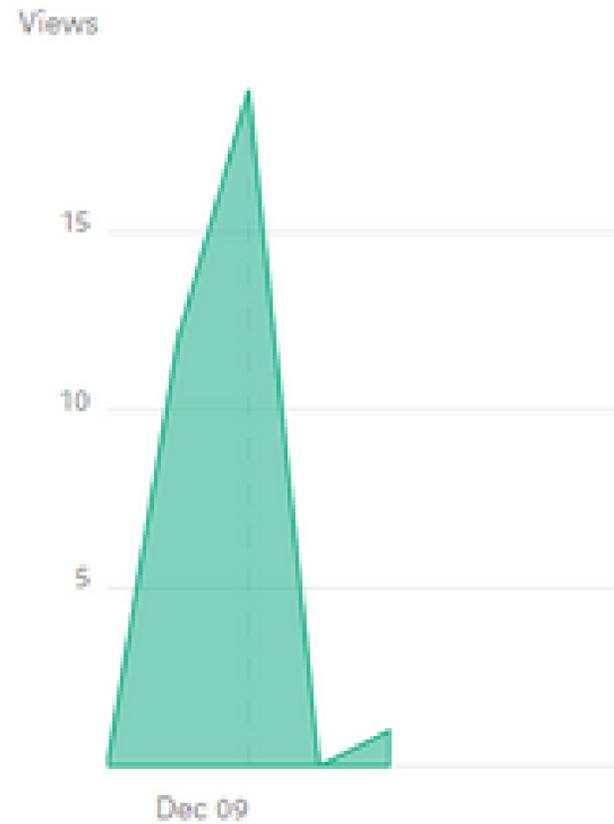
Views

15

10

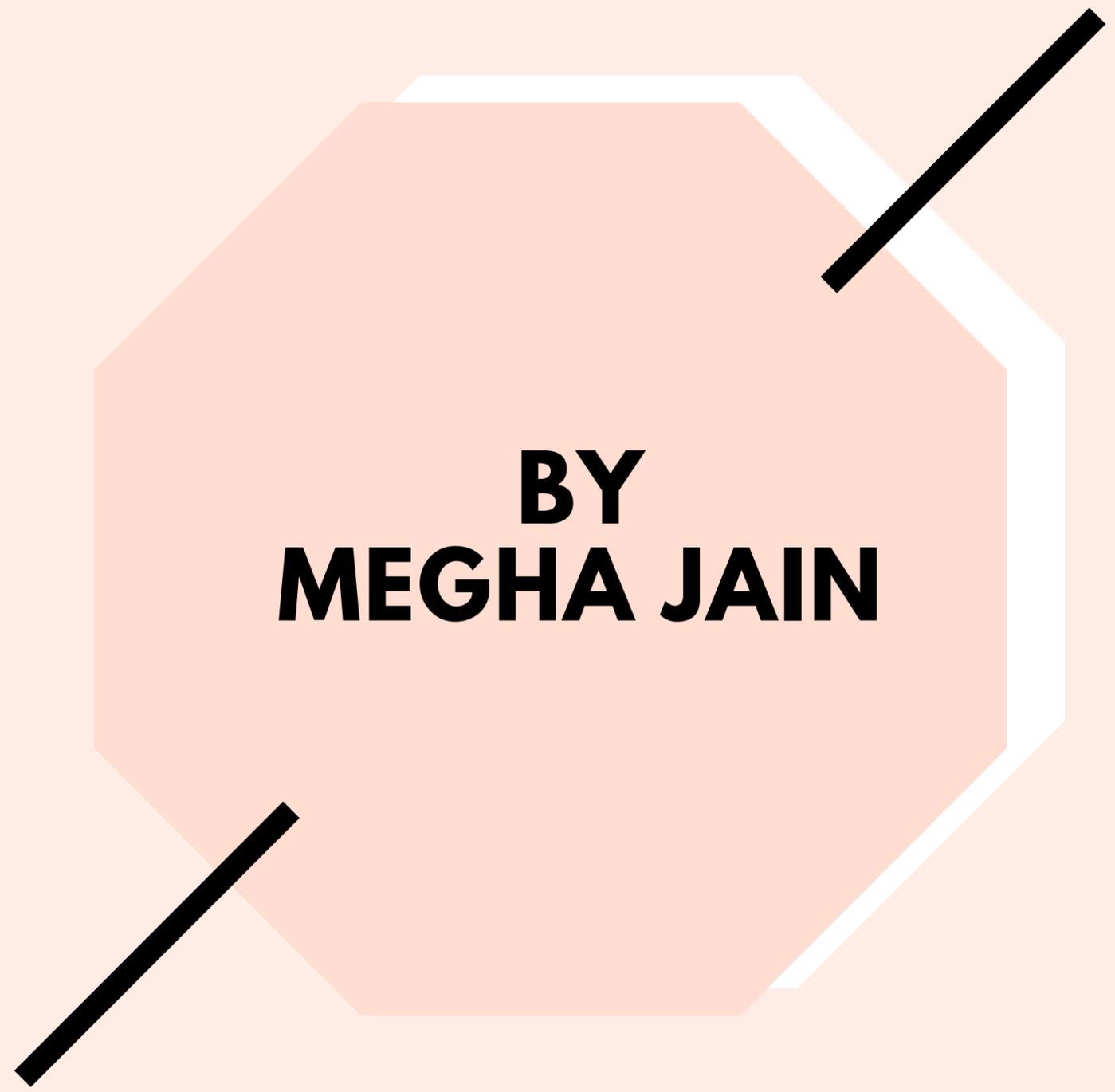
5

Dec 09





THANK YOU



**BY
MEGHA JAIN**