UDACITY

Marketing Objective/ KPI

Udacity Enterprise

Marketing Objective

Achieve **Click Through Rate (CTR) of 7%** during the month of June 2021 for "Udacity's Enterprise Program" link, directing traffic from blog to Udacity Enterprise landing page.

This goal will be focused on driving traffic to the site in hopes of raising awareness of the Enterprise Program. By raising traffic to this landing page, users can learn more about how Udacity can offer solutions to their training and educational needs, and ultimately increase the likelihood of requesting a consultation.

Further examination can be done on goal achievement of users who clicked on "Request A Consult" and compared to the number of users that had our blog post as a part of their customer journey.

KPI

The **CTR** achieved on users who ended up on Udacity Enterprise landing page sourced from blog's "Udacity's Enterprise Program" link during June 2021.

Using UTM Tracking codes on our "Udacity's Enterprise Program" link on our blog, along with data review through Google Analytics, we will be able to see how effective our blog is at directing traffic to our site for this specific campaign.

Target Persona

Background and Demographics	Digital Desire Dan	Needs
- Male, 35-40 years old - Married, 2 kids (10 & 12) - MBA in Marketing - Lives in Major City - Works as Chief Marketing Officer for medium sized firm that is growing - HH Income $160,000		- Cost efficient way to better onboard employees in usage of digital marketing tools/practices - Needs to give a resource to current employees to close skill gaps - Increase cross team understanding of software - Stay relevant as competitors are navigating the digital space more effectively
Hobbies	Goals	Barriers
- Loves music - Avid concert goer - Sports - Family focused - Enjoys high status cars - High brand affinity	- Revamp onboarding process with content specific to how digital marketing can help the organization - Software skills to be understood across the organization to improve efficiency - Improve team morale - Get more value out of expenditures for training	- Large number of new employees coming in due to growth - Not enough time to individually train new members on current trends in digital marketing - Cannot support current members with turnaround time needed

Blog Post

Udacity Enterprise

Theme + Framework

The blog post titled "3 Effective Ways You Can Begin Your Digital Marketing Journey" provides insight on why I choose to take the Digital Marketing Nanodegree Program and how it can add value to other individuals and organizations.

It is targeted towards hiring managers that are looking to increase their employee's knowledge base on digital marketing through hands on, relevant training.

The short form blog post follows the SCQA framework and is intended to draw traffic to the Udacity Blog Site.

3 Effective Ways You Can Begin Your Digital Marketing Journey

You have a website, you've created social accounts, and you've even heard that if you pay Google some money, they might increase where your site appears in search queries… although you're not quite sure how or why. I've been there. This was the main reason I started focusing in on my digital marketing education and enrolled in Udacity's Digital Marketing Nanodegree Program.

The reality is, unless you have a thorough understanding of how the different aspects of digital marketing operate, you might as well be throwing darts in the dark.

Fortunately, it doesn't have to be this way. Here are a few tips on how to turn the lights on for your digital strategy.

Trust the Experts.

When it comes to learning the components of digital marketing there are a variety of tools literally at your fingertips. This is an ever-changing field where the learning experiences never stop, even for the experts. That being said, those experts know a thing or two about what works, and you would be surprised how many are willing to share their knowledge.

Look into industry leading certifications programs such as HubSpot Academy or Google's Digital Garage. These certifications serve as tutorials on digital marketing tools, concepts, and practices that will provide you with a better understanding of the space and make your organization more effective. Being a teacher turned aspiring digital strategist, I turned to online educational platforms like Udacity to solidify my base understanding and found a wealth of useful content. Knowledge is power.

Content is Key.

Between SEO, PPC, Social, Content, Email and everything else that goes into digital marketing, navigating the digital landscape can feel a lot like having 5,000 keys for one keyhole. Where do most marketers make their biggest mistake? They start diving into every area without an understanding of how each area functions specifically, rather than focusing in on one at a time.

Start with content marketing. It's the single most powerful tool that you can leverage, and most likely the one that will feel most natural. Content marketing is all about telling your story. Why do you do what you do? How do you do it? What do you have to offer? There are a variety of different mediums to tell your story including blog posts, infographics, and eBooks just to name a few. Nail down the content first, and then learn how to distribute through the use of other digital marketing channels.

Help Others Catch Fire.

Streamlining effective employee training can help align motives, clarify business goals, and reveal pathways to achieve those goals. One of the most effective ways to do this is through Udacity's Enterprise Program. Udacity offers customizable, hands on training led by industry leading professionals that allows organizational members to emerge with the skills and confidence to optimize returns. Picture igniting a fire of interest for digital marketing with each member of your team.

Not throwing darts in the dark anymore, are we?

Blog Post

Short form blog highlighting three effective ways that businesses and individuals can better leverage digital strategy. In addition, learn how Udacity Digital Marketing Nano Degree and Enterprises Programs can help you, and your team, gain better knowledge and understanding of digital marketing collectively.

https://bit.ly/3i38WnO

Social Media Distribution

Udacity Enterprise

LinkedIn

With our target market operating within the professional space, it is important to find them where they are likely to be engaging with pain point solutions. LinkedIn is the perfect space to communicate with these users and provide a solution.

Twitter

Twitter is now commonly used as an answer outlet, just as much as it is for news. By utilizing relevant hashtags and utilizing influencers to retweet content, the post can become more viral, directing more hits to the blog post, and ultimately driving more clicks to the Enterprise landing page. This strategy aligns directly with our marketing objective for this blog post.

Mauricio Vazquez @mvazquez13 · 6h

Learn how to begin taking actionable steps towards becoming better informed on digital marketing strategy and how to best to support your team in these efforts.

#iminDMND

3 Effective Ways You Can Begin Your Digital Marketing Journey
https://bit.ly/3i38WnO

Facebook

Our target persona still spends a lot of time on Facebook due to age demographics. They are part of professional groups that communicate on Facebook. By posting in these groups, we increase our chance of being seen by users who find our content relevant, and we also have the opportunity on Facebook to boost our post for more to see.