

CONTENT MARKETING



Creating compelling and valuable content that resonates with the interests and values of your target audience is key to marketing success! In this program, participants will enhance their skills in writing, photography, video, audio, and interactive communication to grow their business. They will learn to craft engaging content for social media, email marketing, and other advertising channels to capture the interest of target audiences and ultimately drive traffic and conversions.

The Content Marketing program aims to elevate the quality and impact of content using innovative creative techniques and marketing strategies. Prior completion of the Marketing Essentials Program or some marketing experience is recommended to maximize the benefits of this program.

Learn content marketing foundations including:

- **Target audience and competitor research:** conduct research to identify target audiences, analyze competitors, set clear objectives, and measure the effectiveness of your content
- **Creating engaging content:** develop compelling content for social media, email marketing, and other advertising channels to captivate and engage your audience
- **Enhanced technical skills:** improve your skills in writing, photography, video, audio, and interactive communication to produce high-quality and impactful content

Content Marketing is for you if:

- You're a small business owner, nonprofit manager, or aspiring entrepreneur
- You have completed the Marketing Essentials Program or have some prior marketing experience
- You have marketing responsibilities
- You're looking to increase results of your content marketing efforts

Section 1: Strategy & Inspiration	
Topics	Skills, Knowledge and Abilities
Content Research	Market, Customers, Competitors
Setting Objectives	Awareness, Education, Website Conversion
Drawing Inspiration	Sources for Content Ideas
Target Audiences	Segmenting Your Audiences
Types of Content	Branded, Informational, Relationship
Content Formats	Writing, Photography, Rich Media
Building a Media Library	Compiling your content ideas & assets
Scheduling Your Content	Platforms & Software
Section 2: Skills Building	
Topics Covered	Skills, Knowledge and Abilities
Effective Writing	Attention & Retention, SEO
Writing for Different Formats	Web, Social, Email, Ads
Photography	Composition, equipment, editing.
Video – Short Format	Mobile video production
Video – Long Format	Desktop video production
Audio	Voiceover, music, sound editing
Podcasting	Audio, Video, Live
Interactive Tools	Surveys, Polls, Events
Artificial Intelligence	Appropriate use of AI in Content
Section 3: Implementation & Measurement	
Topics Covered	Skills, Knowledge and Abilities
Web Content	Google Analytics, SEO
Social Media platforms	Engagement and Algorithms
Email Marketing	Listing building, segmenting, management
Advertising	Conversion, A/B Testing
Key Performance Indicators	KPI results and thresholds
Consumer Surveys & Feedback	Getting Quantitative & Qualitative results

*Suggested tool