

Content Marketing



▶ 3 Lessons

💡 Learn about

In a digital landscape in which consumers are increasingly turning away from traditional advertising, content marketing isn't just a new marketing tactic or tool. It's a powerful new way for you to think about, and act upon, your relationships with your customers. In these lessons, we dive into what content marketing is and how it's being used, the tools and resources needed to deliver a successful content marketing program, and the key steps you need to take to build out an effective content marketing plan.

By the end of these 3 lessons you will understand:

- ✓ What content marketing is and how brands are using it
- ✓ The tools, resources and strategic considerations necessary for delivering a content marketing program
- ✓ The key steps involved in building a content marketing plan

📄 Lesson Overview

Lesson 1

An introduction to content marketing, from what it is and how real brands are using it, to the key issues to be aware of.

In this lesson you will learn:

- ✓ What content marketing is, and how it differs from traditional marketing
- ✓ The quantitative and qualitative benefits of content marketing
- ✓ How real brands are using content marketing
- ✓ The issues that can come alongside content marketing

Lesson 2

An overview of the tools, resources and strategic considerations necessary for building a successful content plan.

In this lesson you will learn:

- ✓ The roles 'owned', 'earned' and 'paid' media can play within your content marketing plan
- ✓ The resources your content marketing plan will need to draw on
- ✓ The questions you should ask yourself and your organisation before developing a content marketing plan

Content Marketing



3 Lessons

Lesson 3

From developing customer persona models to tracking results, this lesson provides a step-by-step guide to building out an effective content marketing plan.

In this lesson you will learn:

- ✓ How to create effective customer persona and journey models
- ✓ How to conduct an audit of your existing content and audience assets
- ✓ The key steps involved in creating and publishing content