

Advanced Content Marketing

Marketing, Sales, Customer Service
Toronto (Canada)
10 - 14 Mar 2025

UK Training

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Advanced Content Marketing

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Introduction

We live in a time of great technological evolution and revolution. Innovation is not only upon us; it affects, even disrupts, us as marketers and as consumers of other businesses. Things are now very different; marketing is no longer what it used to be. The old fashioned 'interruptive' approach to capturing customer attention is declining. Partially due to all the distractions facing consumers, partially as the number of touchpoints between businesses and customers has exploded, but also because what customers want is changing too. As such it's time for businesses to establish a new relationship with them, Customers are more connected than ever before.

Important note: all Bookboon courses are, simply, straight to the point. It means that they far away from any theory & padding. The material is written by practitioners rather than researchers or scientists.

Course Objectives of CONTENT MARKETING

- How to track your results properly
- Exactly what content marketing is and how to incorporate it into your business
- How to publish your content and incorporate SEO into your strategy so people can find you
- How to increase traffic coming to your website
- How to engage your customers with your content
- How to optimize what you already have and create GREAT content with it
- How content marketing can be a cohesive blend with your other marketing tactics
- Which channels work, why, and how to incorporate them into your marketing plan

CONTENT MARKETING Course Outlines

Day 1

Introducing Content Marketing

- What is Content Marketing?
- Why is Content Marketing important?
- The past, the present, and the future
- What is Content Marketing good for?
- ROI is where it's at

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- SEO

Day 2

Plan & design Content

- User Experience; UX
- Before we begin might I ask, “Where are you now?”
- Define your goals
- Plan your preparation
- Creating a strategy
- Definitions; Content Marketing terminology

Day 3

Audience

- Develop Buying Personas
- Auditing your website
- Content Mission Statement
- Architecture is important
- Audience & Plan; Mascots
- Competitors are sources of information
- Further Research
- Keyword Research
- Internal Communications

Day 4

Preparation for Content Marketing Workshop

- Plan; Generate Killer Content Ideas
- Plan; Create an event calendar
- Plan; Editorial Board

Day 5

Audience & Plan

- Identifying Influencers
- Licensed Content
- Traffic
- Engagement
- Actions
- Plan & Measurement; Monetisation

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