COURSE SYLLABUS

Content Marketing Bootcamp

Live instruction: Develop a content marketing plan covering creation, curation, distribution, and performance measurement.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/courses/digital-marketing-strategies-advanced



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Course Outline

Content Marketing

Introduction to Content Marketing

- What is content marketing
- The Role of content marketing
- Planning your content strategy
- Creating a content calendar

Content Creation

- The different types of content
- Mapping content to buying stages
- Utilizing content curation
- Content creation best practices

Content Promotion

Content promotion best practices

Content Measurement

- Why you need to promote your content
- Where to promote your content
- Creating a content promotion plan
- How to measure the success of your content marketing
- KPIs for content marketing
- Identifying opportunities to maximize results