

Content Marketing Bootcamp

Content creation, promotion, and measurement all receive thorough treatment in this course. The accelerated class passes on useful insights along with the best practices for putting content creation to work in promoting your brand.

Group classes in NYC and onsite training is 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