



Workshop Overview

This workshop will teach you how to develop original content as well as the distribution platforms and methodologies behind them to get the content to the right audience. Measurement and monitoring of this marketing will also be covered.



Benefits

This course will give a good understanding of content marketing to ensure you can pitch it internally and externally. The course will cover the best practice for the design and development of new ideas that suit your business.



Who should attend ?

This workshop is designed to engage key stakeholders and is most suitable to teams from marketing, sales, and customer experience so that the content going out from the organisation has seamless continuity.

Outcomes & Content

- ✓ Content marketing: the benefits
- ✓ Current content collection
- ✓ Content review
- ✓ Who is the audience?
- ✓ Developing new content
- ✓ Content calendar planning
- ✓ Content marketing across media
- ✓ Social media and content marketing
- ✓ Measuring the impact of your content
- ✓ Content marketing and SEM

