



CONTENT MARKETING MASTERY IN A NUTSHELL

COURSE OVERVIEW:

If you want to build your brand's authority and nurture prospect/customer relationships the right way, you must deliver "value in advance." Content is how you do just that. In this course, you'll learn how to craft and execute a content strategy that utilizes more than just your blog. Using these high-yield strategies, you'll spread your brand's message to new audiences and existing prospects alike, by providing genuine value in advance.

In this class, you will cover how to create a content marketing strategy as well as:

- Core Concepts of Content Marketing
- Content That Drives Awareness
- Content That Generates Leads
- Content That Sells
- Content That Increases Retention & Loyalty

After completing the 50 question final exam, you will have a solid foundation in the following content marketing tactics:

- Create content that drives Awareness and Engagement through podcasts, videos, and blog posts.
- How often you should be posting your content.
- Create a Lead Magnet and the 7 different types of Lead Magnets you can create.
- The gray area between copywriting and content marketing and the difference between the two.
- Create content that increases customer retention and loyalty through welcome emails, about pages, and package inserts.

COURSE OUTLINE:

<p>MODULE 1: START HERE</p> <p>Learn the what and the why of Content Marketing and how it connects to the Customer Value Journey.</p>	<p>MODULE 4: CONTENT THAT SELLS</p> <p>Learn how to create content at the Convert and Ascend Stages of the CVJ so prospects are making a more informed buying decision.</p>
<p>MODULE 2: CONTENT THAT DRIVES AWARENESS</p> <p>Learn how content marketing relates to the Aware and Engage phases of the CVJ.</p>	<p>MODULE 5: CONTENT THAT INCREASES RETENTION & LOYALTY</p> <p>Develop content at the final stages of the CVJ (Advocate and Promote) to increase retention and loyalty and frequent buyers.</p>
<p>MODULE 3: CONTENT THAT GENERATES LEADS</p> <p>Learn how to generate content at the subscribe stage of the CVJ that generates more leads and subscribers.</p>	

WHO SHOULD TAKE THIS COURSE:



Content Marketing Managers



Social Media Managers



Advertising Creatives

WHEN YOU'RE DONE YOU'LL...

Receive a solid, foundational understanding of today's content marketing tactics:

- Understand the fundamentals of effective content marketing to build a solid foundation that is used throughout the Value Journey.
- Drive awareness using blogs, podcasts, video, and other content mediums to engineer engagement.
- Generate leads by developing Lead Magnets, squeeze pages, and other assets that help you convert first-time buyers from scratch.
- Leverage customer stories, product demos, product comparisons, and social events within your content marketing strategies to convert customers and upsell your core offer.
- Increase retention and customer loyalty by leveraging content marketing strategies such as: welcome emails, about pages, support documents, and live events.