

Content Marketing Training

Awarding Institution: Selecta Training

Training Institution: Selecta Training

Course Code: CM-01

Course Language: English

Notes: This training program adheres to provide quality digital marketing training to the young talent

Program Awards

Title	Type	Description
Content Marketing Training	Vocational	Content Marketing Specialist

Overview of Content Marketing:

Content marketing is a new marketing strategy. It involves sharing relevant articles, videos, podcasts and other media to attract, engage, and retain the audience. This tactic fosters expertise, boosts brand awareness, and keeps your business at the top of customers' minds when it comes to buying what you sell.

In this training program, you will study the fundamental techniques that content marketers employ to attract and keep clients profitably. You will learn how to create, plan, and implement a content marketing strategy, evaluate and measure the success of content marketing, write persuasive copy, apply a strategic framework when writing, and use content marketing to establish your professional brand and authority.

Additionally, you'll learn how to use content marketing to develop your brand and put the concepts you've been given into practice.

Learning Outcomes:

You will learn about the entire content marketing and become acquainted with:

- The significance of content marketing and its advantages.
- The various components of every content marketing plan.
- How crucial buyer personas are to content marketing.
- What constitutes valuable material.
- How to monitor and evaluate the performance of your content marketing plan.



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QUALITY TRAININGS FOR THE BENEFITS

- To consistently create quality content, learn a framework for content creation.
- Make material that is appealing to both people and search engines.
- Become a more effective, leaner, and tactical content marketer.

Basics of Content Marketing:

Basics of content marketing

includes, • What is content marketing?

- What are buyer personas? **The power of storytelling**
- Why business need a story
- What are the elements of a good business story
- How to apply storytelling in marketing strategy

Devising a content creation plan:

- Importance of content production framework
- How to build content creation plan
- Resources to create a framework

Planing a Long-Term Strategy:

- Significance of creating a long-term content strategy
- How to create long-term marketing plan

Generating Ideas for content

- The main source of ideas for content marketing (Mind) • Other ways to generate ideas.

Creating quality blogs for your audience

- Why blogs are important
- Choosing a topic for blog posts
- Writing a working title for your blogs
- Creating and structuring a blog post
- Optimizing the blog post
- Effective blogging tricks

Increasing the value of your content by reusing

- The advantages of reusing the content • How is content republished?



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- How can content be reused?
- How to use content repurposing to your advantage.

Creating Video Marketing Campaign

- Why would you make interesting videos?
- How to integrate video into your inbound marketing strategy
- Guidelines for beginning video marketing

Promoting your content

- Creating a content and promotional strategy
- How to promote your content organically
- Paid advertising, in addition to organic promotion
- Advice on Developing Viral Campaigns
- Increasing the promotion of your content

Freelancing Training:

- Introduction to freelancing
- How freelancing works
- Significance of being a freelancer
- Various freelancing platforms
 1. Fiverr
 2. Upwork
 3. Freelance.com.