

Advanced Content Marketing Certification

Course Agenda

1. Introduction to content marketing
2. Developing a vision of content marketing success
3. Developing a business case for content marketing
4. Creating a successful content marketing strategy
5. Creating a remarkable editorial mission statement
6. Targeting customer intent
7. Targeting key influencers
8. Producing content consistently
9. Producing engaging content
10. Using effective B2C & B2B content marketing tactics
11. Building successful B2C & B2B social media platforms
12. Helping customers find the information they seek
13. Helping the influencers who influence your customers
14. Measuring content effectiveness
15. Measuring return on marketing investment
16. Improving by experimenting with new initiatives
17. Improving by becoming more sophisticated or mature
18. Content Marketing in the foreseeable future

For information on the course, visit:

<https://www.simplilearn.com/digital-marketing/content-marketing-certification-training>



LIVE SUPPORT 24x7



REQUEST A CALL BACK



EMAIL US

