



COURSE

CONTENT CREATION

Course overview

Have you ever read a story on Facebook that dragged you to follow the publisher and become one of their fans? Have you ever waited for certain content published on a certain day of the week that made you feel like an addict? Can content creation generate leads? What is the science behind successful content if it is not just a matter of talent?

What will you learn?

- Learn why content is the king and covers the inbound marketing fundamentals.
- Understand the concepts and landscape of content marketing industry.
- Get familiar with the top tactics in content creation and implement them.
- Use the concept of storytelling.
- Use content creation techniques and tools.
- Realize and use the power of user generated content.
- Know the characteristics of content for Facebook & Instagram.

12 Total Course
HOURS
3 DAYS (4 hrs each)



Course Outlines:

Content Marketing Fundamentals

- Content Marketing (Definitions and History).
- Brand and Buyer Persona
- Media Types (Owned, Paid and Earned).
- Content Copyrights
- The Concepts and Landscape of the CM Industry
- Using Inbound Marketing for Lead Generation.

Content Creation for Facebook & Instagram:

- Why Content is Still the King.
- The Top Tactics for Content Marketing.
- Content Strategy Tactics.
- STEPPS (Social Currency, Triggers, Emotions, Public, Practical Value and Stories).
- Story Telling (Hero, Branding, Emotions, Challenge, Serials, Locations, Actors, Attention, Everywhere, All time).
- Tools for Content Creation.
- Hashtags.
- Real Time Marketing.
- News Jacking.
- Brand Jacking.
- Content Pillars.
- Characteristics of Content for Facebook.
- Characteristics of Content for Instagram.
- Creating a Content Calendar.
- What User Generated Content is.
- Examples of User Generated Content.
- How to Use User Generated Content in Marketing on Facebook & Instagram.
- Practical Project