Content Marketing

Description

The brand content gives visibility and meaning to your brand. This training is intended for entrepreneurs, communication managers, who wish to know the foundations of web copywriting and branded content. During this training participants will learn how to write and design content for the web (blog, social networks, website).

Niveau
Fondamental

Course Content

Module 1 : Content Marketing Figures

- State of play (B2B, B2C)

Module 2 : Content curation

- Usefulness of content curation
- Curation and monitoring tools: Scoopit, Google Alerts, Feedly (Demo and practice)
- Watch / curation exercise

Module 3 : Brand Content

- Brand content basics
- Examples of cases

Module 4 : Content Strategy

- Definition of the editorial line
- Build personas
- The editorial charter

Module 5: Content and web writing

- Content plan, essential elements (on WordPress or other CMS)
- SEO optimization
- Measure the results of the content strategy

Module 6: Content Plan Exercise
Documentation

- Digital courseware included

Participant profiles

- Communication Managers
- Marketing Managers
- Professionals wishing to learn to write for the web

Prerequisites

- Basic knowledge of internet browsing
- Basic knowledge of WordPress or a CMS

Objectives

- Know how to set up a content plan
- Know how to identify content on the web
- Know how to optimize an article on WordPress, Drupal … (SEO)

Classroom Registration Price (CHF)
1400
Virtual Classroom Registration Price (CHF)
1300
Duration (in Days)
2
Reference
DM-CO