

Content Marketing – Building Your Business & Reputation

Course Outline

Duration: **3 hours**

Course Description

Content marketing has evolved as a credible, cost-effective and powerful way of gaining presence within your market sectors. It focusses on offering genuinely interesting and helpful information to your target audience – rather than a pushy sales-based approach. This is why it works, enhancing relationships, reputation... and sales.

This half-day course helps you to understand why content is the focus of so many marketing strategies today and how to make content marketing work for your business.

Who should attend?

Business owners and those responsible for marketing who want to understand what content marketing is, how it will benefit their business and how to use it to build their reputation and the business.

What will it cover?

You'll learn about:

- What is content marketing?
- Key benefits of content marketing
- The power of story telling
- Generating valuable content ideas
- Key buying words
- Essentials of effective writing
- Overcoming writer's block
- Did it work? Monitoring content marketing