

CONTENT CREATION TRACK

per session: 4 Hrs

5 Sessions

20 Hours

Foundations

- What is Content?
- History of Content Creation
- Content: Formats, Types, Platforms
- Content Writing Vs. Content Creation
- Copywriting Vs. Content Marketing
- Popular Mistakes in Content Writing
- Content Marketing Funnel

Content Strategy & Planning

- Content Goals and Objectives
- Audience Research & Buyer Persona Profile
- Core Message & Tone of Voice
- Content Ideation
- Content Themes & Pillars
- Content Types & Channels
- Content Calendar

Content Creation

- Campaign Concept
- Slogan / Tagline
- Formulas for Writing Headlines
- Formulas for Writing Copies
- Refining Content & Proofreading
- Using AI in Content Creation

Content Analysis

- Monitoring the Content Performance
- Making Data-Driven Decisions