

Customer Growth Programmes

FUNDAMENTALS IN CONTENT MARKETING



Overview

Content marketing is the art of communicating with your customers and prospects without selling. It is non-interruption marketing. Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty.

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Topics Covered

- Create a content marketing strategy and framework
- How to identify what makes good content
- What different types of content types and how to create them
- Pull together a content library from current resources
- Identify the best content marketing mix for your business
- How to use multiple channels for content marketing – Email, blogging etc
- Use content marketing to generate leads
- Use marketing automation to nurture your leads for conversion
- How to use content marketing to encourage user generated content
- Create your own content marketing plan

Target Audience

Marketing Managers, Department Heads, Directors

Outcome

Once you have completed this course, you will be fully prepared for exploiting a growing phenomenon in marketing and gain competitive advantage over your competition. Your company will be perceived as a trustworthy value added company this will fuel the referral marketing of your business, drive loyalty and increase profits