

A Beginner's Guide to Unlocking Content Marketing

GoSkills online course syllabus

Skill level

Beginner

Lessons

24

Pre-requisites

No prior experience needed

Video duration

1h 11m

Estimated study time

1h 11m

Instructor

Kelli Schutrop

Introduction

- 1 Win customers with content marketing
Content marketing is competitive.

Defining Content

- 2 Content is more than copy
A common myth is that content is copy. After watching this video, you will be able to counteract this myth with a clear definition of content.
- 3 Content is more than a cost
A common myth is that content is an expense. After watching this video, you will be able to counteract this myth with a clear definition of content.

Defining Content Marketing

- 4 What is content marketing?
More and more organizations are dedicating budget to content marketing.
- 5 Typical goals of content marketing
Successful content marketing has a clear goal. In this video you'll identify common goals of content marketing such as attracting new customers.
- 6 Advanced goals of content marketing
After you succeed with fundamental content marketing, you earn the opportunity to set ambitious new goals.

Elements of Successful Content Marketing

7 Growing a niche content audience
Successful content marketing attracts and engages the right people.

8 Defining a unique brand viewpoint
A distinct brand can make your content marketing stand out.

9 Actively promoting content
Build it and they will come does not work for content marketing.

Develop a Winning Content Marketing Strategy

10 Selecting the right audience
Successful content marketing cultivates a niche audience.

11 Conducting competitive analysis
To compete at content marketing, it helps to know your competitors.

Create and Source Effective Content

12 Mapping content to the customer journey
Content mapping identifies what content customers need at each point in their journey.

13 Choosing content marketing formats and channels
Content marketers face more choices in formats and channels than ever before.

14 In house vs outsourcing
Content marketers often have to decide whether to create content themselves, buy it from others, or both.

Grow Content Operations

15 Setting up a content calendar
Content marketing requires detailed planning starting with a content calendar.

16 Defining a content process
Effective content is the result of a thoughtful process.

17 Clarifying roles and responsibilities
It often takes a village to plan, create, and deliver effective content marketing.

Establish Content Intelligence

18 Selecting content KPIs
Content KPIs are measurements and metrics that will shed light on your content's impact.

19 Collecting and tracking content KPI data
A variety of data sources can inform your content KPIs. You'll identify three categories of data sources after watching this video.

20 Optimizing content performance
Optimizing your content can maximize the value you get from it.

Content Marketing Opportunities

21 Scaling content marketing
After enjoying success, content marketers face the opportunity to scale.

22 Succeeding as a small business
Even small businesses can do content marketing effectively.

23 Succeeding as an enterprise
Being big doesn't guarantee success with content marketing.

Conclusion

24 Next steps
Thank you for watching this course!