

Leveling Up with Advanced Content Marketing Strategies

GoSkills online course syllabus

Skill level

Beginner

Lessons

24

Pre-requisites

No prior experience needed

Video duration

1h 5m

Estimated study time

1h 5m

Instructor

Kelli Schutrop

Introduction

- 1** **Scaling content marketing success**
Strategically growing your content marketing program is a big job.

Building Message Architecture

- 2** **Creating a message that resonates**
When you deliver the right message, you can get powerful results.
- 3** **Testing messages quantitatively**
Views, likes, comments, and shares are the metrics you should pay attention to.

Creating Compelling Stories

- 4** **Architecting storylines**
Hook your audience with a powerful story. After watching this video, you'll be able to identify the fundamental elements of powerful stories.
- 5** **Making your customer the hero**
When you make your customers shine, you've on your way to building brand advocates.
- 6** **Making your employees the heroes**
Today, customers want to understand the heart of a company. After watching this video, you'll be able to share effective stories from your employees.
- 7** **Using persuasive techniques**
The best stories and content help guide and persuade viewers to make decisions.

8

Experimenting with story formats

There are many effective ways to tell a story. After watching this video, you'll be able to tell better stories with your content.

Creating Effective Thought Leadership

9

Choosing thought leadership topics

When people see you as a leader online, it helps you build brand authority.

10

Answering the "so what" question

If your content doesn't share a compelling narrative, your customers will wonder if it's worth their time.

11

Experimenting with thought leadership formats

There are many different ways to help grow your thought leadership.

Growing and Engaging Your Audience

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Growing your email list

Email is still a very powerful marketing tool that you should be using to reach your audience.

13

Finding lookalike audiences

You might be missing out on reaching a larger audience if you aren't actively searching for lookalike audiences.

14

Improving your content SEO

One of the most important ways people will discover your content, is through searching online.

15

Expanding your content distribution

There are thousands of places to showcase your content online. After watching this video, you'll be able to get your content in front of more people.

Personalizing Content Experiences

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Understanding content personalization elements

To break through the noise, you need to make your content feel personal.

- 17** **Creating personalized "wow" moments**
If you follow the right methods, you can create a viral effect with your content.

Scaling Content Marketing Operations

- 18** **Managing a content marketing team**
There are a set of key players you should have on your content team.
- 19** **Repackaging your content**
A great way to keep the content calendar full is to re-use older content and give it a new life.
- 20** **Creating a content supply chain**
When you have a lot of content to create, you need a supply chain that can support a consistent flow.

Assessing Content Marketing

- 21** **Evaluating content marketing impact**
You should always be evaluating if your content is inspiring the actions you'd like it to.
- 22** **Using content optimization testing**
To help your content improve, you should always be testing. After watching this video, you'll be able to tweak your strategy for maximum results.
- 23** **Calculating content marketing ROI**
You cannot effectively build a content strategy without understanding the impact of every dollar spent.

Conclusion

- 24** **Next steps**
Thank you for watching this course!