Content Marketing

This certificate program is designed to immerse you in a dynamic, hands-on project mirroring the authentic landscape of content marketing. This approach enables you to acquire practical skills through experiential learning.

Course 1

Construct an effective content marketing strategy, identifying: the purpose and goals for your content, target audience and buyer's journey, and the most effective paid, earned, shared and owned channels to leverage.

Project Milestones

1. Ideate a topic that interests you – this will be the basis for the content you create in the certificate.
2. Research the "industry" for your topic and create a content marketing strategy.
3. Develop a target audience, persona and journey map for your topic.

Course 2

From ideation and development to editing and dissemination, create engaging stories in various content formats that will resonate with your target audience and help your "brand" meet its business goals.

Project Milestones

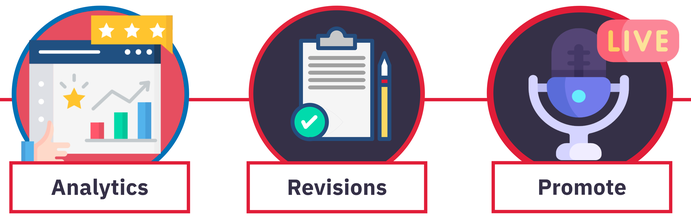
1. Generate content ideas for your chosen topic, and conduct research to support the content you will create.
2. Write a blog for your topic - considering keywords, images, headlines, storytelling, primary research, etc.
3. Repurpose your blog into another asset (video, carousel infographic, etc.).
4. Create social media posts for the content you created and post to Facebook, Instagram and X through a course HubSpot account.

Course 3

Promote and revise your content based on the analytics from your campaigns to ensure it makes an impact.

Project Milestones

1. Analyze the analytics of your social media posts and make revisions as needed.
2. Analyze the analytics of your blog and make revisions as needed.
3. Write an email campaign to further promote your blog.



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