

Content Marketing – Full Course + Interactive Workbook

Course Overview

Master content marketing strategy, creation, and measurement with hands-on exercises

Learning Path: Strategy 'n Creation 'n Distribution 'n Measurement

Approach: Learn framework 'n Apply through exercises 'n Build complete plan

Final Outcome: Full 1-month content marketing plan + measurement framework

MODULE 1: INTRODUCTION TO CONTENT MARKETING

What is Content Marketing?

Content Marketing is the process of creating and sharing valuable, relevant content to attract and engage an audience — and eventually drive sales.

Instead of directly selling, you educate, entertain, or inspire.

Examples: Blog posts, YouTube videos, podcasts, ebooks, infographics.

• **Visual Example:** Instead of saying "Buy our blender," you post recipes, smoothie guides, and tips 'n people trust you 'n then buy your blender.

MODULE 2: BENEFITS OF CONTENT MARKETING

- Builds trust & authority
- Improves SEO (Google loves fresh, useful content)
- Generates leads & sales
- Works for long-term brand growth
- **Cost-Effectiveness:** Compared to traditional advertising, content marketing provides a higher ROI over time. A single blog post can generate traffic and leads for years (compound effect)

MODULE 3: TYPES OF CONTENT + WORKBOOK

Content by Funnel Stage:

- **Top of Funnel (TOFU - Awareness):** Educational content for a broad audience. (Blog posts, infographics, social media videos)
- **Middle of Funnel (MOFU - Consideration):** Content for those comparing solutions. (Case studies, webinars, comparison guides)
- **Bottom of Funnel (BOFU - Decision):** Content that drives the final purchase. (Free trials, demos, testimonials, discount offers)

Workbook Section 3: Content Types Practice

Quick Recap

- **TOFU:** Awareness stage (blogs, social posts, infographics)
- **MOFU:** Consideration stage (case studies, webinars)
- **BOFU:** Decision stage (testimonials, free trials)

Practice Questions

Multiple Choice:

1. Which funnel stage is a case study best suited for?
 - a) TOFU
 - b) MOFU
 - c) BOFU
 - d) None

Fill in the Blank:

1. Content at the awareness stage is called _____.

Mini Project:

List 3 content ideas for each funnel stage for a fashion brand:

- **TOFU:** _____
- **MOFU:** _____
- **BOFU:** _____

MODULE 4: CONTENT STRATEGY FRAMEWORK) + WORKBOOK

This module is the backbone of the entire process. Let's break it down further.

1. Define Your Audience (Create Buyer Personas)

- Go beyond demographics. Create a detailed "buyer persona"
- **Example Persona "Freelance Fran"**: 30-year-old graphic designer, struggles with finding clients and managing finances, spends time on Instagram and LinkedIn, goals are to earn more and work less
- **Include**: Goals, Challenges, Pain Points, Where They Hang Out Online, What They Value

2. Set SMART Goals

- Make goals **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-bound
- *Vague Goal*: "Get more traffic"
- **SMART Goal**: "Increase organic blog traffic by 25% in Q3 by publishing 2 SEO-optimized articles per week"

3. Choose Platforms Strategically

- Don't be everywhere. Be where your audience is
- **B2B**: LinkedIn, Twitter, Webinars, Blog
- **B2C (Visual)**: Instagram, TikTok, Pinterest
- **B2C (Knowledge)**: YouTube, Blog, Email Newsletter

4. Content Pillars & Topic Clusters

- **Content Pillars**: 3-5 broad topics your brand is an expert in. (e.g., for a blender company: Healthy Recipes, Kitchen Hacks, Sustainable Living)
- **Topic Clusters**: Create a "pillar page" (a comprehensive guide) and link to related "cluster" blog posts (specific subtopics). This is great for SEO

5. Content Calendar (Deep Dive)

- Use a tool like Trello, Asana, or a simple spreadsheet
- **Columns should include:** Publish Date, Topic/Title, Target Keyword, Funnel Stage, Content Format, Responsible Person, Status (Idea, In Progress, Published), and Promotion Channels

6. Create & Publish

- Focus on quality and consistency. A consistent publishing schedule builds audience trust

7. Measure & Analyze

- Schedule monthly check-ins to review performance against your SMART goals

Workbook Section 4: Strategy Practice

Quick Recap

Audience personas 'n SMART goals 'n Platforms 'n Content pillars 'n Calendar 'n Publish 'n Analyze

Practice Questions

Multiple Choice:

2. Which is NOT part of SMART goals?

- Specific
- Actionable
- Relevant
- Time-bound

Application Exercise:

1. Write a SMART goal for a bakery selling online courses
2. Create a mini persona for "Fitness Fiona" who wants healthy snack recipes

• Mini Project:

Build a 1-week content calendar:

Date	Title	Funnel Stage	Format	Platform
Mon				
Tue				

MODULE 5: CONTENT CREATION TECHNIQUES + WORKBOOK

Let's add a proven copywriting framework.

• The AIDA Model:

- **Attention:** Use a strong hook (shocking stat, compelling question, relatable story)
- **Interest:** Expand on the hook. Explain why it matters to *them*
- **Desire:** Paint a picture of the solution. Use benefits, not just features. Show them the "after" state
- **Action:** The clear, direct CTA. "Buy Now," "Download the Guide," "Subscribe"

• Storytelling Formula:

- Use the "**Before -> After -> Bridge**" model
- **Before:** Describe the problem (the struggle)
- **After:** Show the ideal outcome (the success)
- **Bridge:** Explain how your product/service/content is the bridge from Before to After

Workbook Section 5: Creation Practice

Quick Recap

- AIDA copywriting (Attention, Interest, Desire, Action)
- Storytelling formula (Before 'n After 'n Bridge)

• Practice Questions

True/False:

1. AIDA stands for Attention, Insight, Demand, Action. (T/F)

Fill in the Blank:

2. The formula "Before 'n After 'n Bridge" is used for _____.

Application Exercise:

3. Write an AIDA Facebook ad copy for a productivity app

• Mini Project:

Write a "Before 'n After 'n Bridge" LinkedIn post for a freelancer platform

MODULE 6: SEO + CONTENT) + WORKBOOK

Beyond keywords, focus on **search intent**.

1. Search Intent is King:

- Why is the user typing this query? Your content must satisfy their intent
- **Types:** Informational ("how to fix a leaky faucet"), Commercial Investigation ("best blenders 2024"), Navigational ("Vitamix login"), Transactional ("buy Vitamix 5200")
- **Action:** If you rank for "best blenders," your page should be a comparison guide, not a direct product page

2. On-Page SEO Checklist:

- Target keyword in title tag (H1), URL, and first 100 words
- Use related keywords (LSI keywords) naturally throughout the content
- Optimize images with descriptive file names and alt text
- Meta description should be a compelling summary (155 characters)

3. Technical SEO (Basics):

- Site speed matters
- Ensure your site is mobile-friendly
- Internal linking is crucial for site structure and user engagement

Workbook Section 6: SEO Practice

Quick Recap

- Search intent is key (Informational, Commercial, Navigational, Transactional)
- On-page SEO checklist: keyword in title, first 100 words, meta description, alt text

- Technical SEO: speed, mobile-friendly, internal linking

Practice Questions

Multiple Choice:

3. Which SEO factor improves ranking?

- a) Flash animations
- b) Mobile-friendliness
- c) Duplicate content
- d) Hidden text

Application Exercise:

4. Match content type to funnel stage:

- Blog guide on "Top 10 HR Tools" 'n _____
- Free trial 'n _____
- Customer testimonial 'n _____

Mini Project:

Choose 1 keyword. Write:

- Blog title: _____
 - Meta description: _____
 - 3 subheadings (H2s): _____
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MODULE 7: CONTENT DISTRIBUTION + WORKBOOK

Creation is only half the battle. Distribution is key.

1. Owned Media:

- **Email Marketing:** Your most valuable channel. Build a list and send weekly newsletters with your latest content
- **Website/Blog:** The home base for all your content

2. Earned Media (How to get it):

- **HARO (Help A Reporter Out):** Sign up as a source to get quoted in news articles

- **Build Relationships:** Connect with other creators and journalists in your niche
- **Create "Linkable Assets":** Incredibly useful content like original research, massive guides, or unique tools that others *want* to link to

3. Paid Media (Beyond \$20 ads):

- **Boosted Social Posts:** Target your posts to look alike audiences or people who have visited your website
- **Content Recommendation Platforms:** Outbrain, Taboola (place your content on major publisher sites)
- **Retargeting Ads:** Show ads to people who have already visited your blog but didn't convert

Workbook Section 7: Distribution Practice

Quick Recap

- Owned media (email, website)
- Earned media (press, backlinks, HARO)
- Paid media (ads, boosting posts, retargeting)

Practice Questions

True/False:

2. HARO is a tool for connecting with journalists. (T/F)

Mini Project:

Identify distribution channels for a SaaS startup:

- Owned: _____
- Earned: _____
- Paid: _____

MODULE 8: REPURPOSING CONTENT + WORKBOOK

Example: A "10 Kitchen Hacks" Blog Post

- **Blog Post** 'n The full article
- **Infographic** 'n Turn the 10 hacks into a visual chart
- **Instagram Carousel** 'n One hack per slide
- **YouTube Short/TikTok** 'n Film a quick video of the 3 best hacks
- **Email Newsletter** 'n "Here are 3 of our favorite hacks from our new guide"
- **Quote Graphics** 'n Pull a single tip and make a square graphic for Pinterest/Instagram

Workbook Section 8: Repurposing Practice

Quick Recap

One blog can become infographic, video, carousel, email, quote graphics • **Practice Questions**

True/False:

3. Repurposing content means copying the same article to multiple sites. (T/F)

Fill in the Blank:

3. The compound effect of content means one piece can bring _____ over time. • **Mini Project:**

Take an imaginary blog post and repurpose it into 3 different formats:

1. _____
2. _____
3. _____

MODULE 9: TOOLS FOR CONTENT MARKETING

Let's categorize these tools.

- **Ideation & Research:** AnswerThePublic, BuzzSumo, Google Trends
- **SEO:** Ahrefs (free version: Ahrefs Webmaster Tools), SEMrush, Moz
- **Writing & Editing:** Grammarly, Hemingway App
- **Design:** Canva, Adobe Express, Figma
- **Video & Audio:** Descript (editing), CapCut, Anchor
- **Planning & Organization:** Trello, Asana, Notion, Google Sheets

- **Social Scheduling:** Buffer, Hootsuite, Later
 - **Analytics:** Google Analytics 4, Google Search Console
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MODULE 10: MEASURING SUCCESS) + WORKBOOK

Go beyond vanity metrics. Tie metrics to your SMART goals.

• Awareness (TOFU) Metrics:

- Website Traffic (Sessions, Users)
- Organic Search Traffic & Keyword Rankings
- Social Shares & Reach

• Engagement (MOFU) Metrics:

- Average Time on Page, Pages per Session
- Comments & Social Interactions
- Email Subscription Rate

• Conversion (BOFU) Metrics:

- Lead Generation (Number of ebook downloads, sign-ups)
- Sales/Revenue (Track using UTM parameters in Google Analytics)
- Customer Acquisition Cost (CAC) from content efforts

Workbook Section 10: Measurement Practice

Quick Recap

- **Awareness:** traffic, shares
- **Engagement:** time on page, comments

- **Conversions:** leads, sales, CAC

CAPSTONE PROJECT: BUILD A 1-MONTH CONTENT PLAN (ENHANCED) + WORKBOOK

Step 1: Choose Your Niche & Define Your Persona

Example: "Sustainable Gardening for Apartment Dwellers"

- **Persona Name:** Urban Greg
- **Demographics & Goals:** [Fill this out as per Module 4]

Step 2: Set a SMART Goal

- "Acquire 50 new email subscribers in one month by offering a lead magnet"

Step 3: Keyword & Topic Research

- Research 10 keywords, categorizing them by search intent (Informational, Commercial)
- **Example:** "small space gardening" (Informational), "best self-watering planters" (Commercial)

Step 4: Choose Your Core Content & Pillars

- **Pillar 1:** Getting Started **Content:** "The Ultimate Guide to Apartment Gardening"
- **Pillar 2:** Plant Care **Content:** "How to Keep Your Herbs Alive with Low Light"

Step 5: Create a Repurposing Plan

For "The Ultimate Guide to Apartment Gardening":

- **Blog Post** **Content:** The full guide
- **Lead Magnet** **Content:** Turn the "Tools & Supplies" section into a downloadable PDF checklist
- **Infographic** **Content:** Visual summary of key steps

- **Instagram Carousel** 'n Top 5 tips
- **YouTube Short** 'n Quick setup demonstration
- **Email Newsletter** 'n Highlight 3 key takeaways

Step 6: Distribution Strategy

- **Email** 'n Send weekly digest
- **Earned** 'n Submit guest post to gardening site
- **Paid** 'n Run \$50 Instagram ad campaign

Step 7: Measurement Plan

- **Awareness:** Track organic traffic & reach
- **Engagement:** Track email signups, comments
- **Conversions:** Track checklist downloads 'n subscriber growth

WORKBOOK SECTION: CAPSTONE PROJECT TEMPLATE

Build Your 1-Month Content Plan

1. Choose Niche & Persona:

- Niche: _____
- Persona Name: _____
- Demographics: _____
- Goals: _____
- Pain Points: _____
- Platforms: _____

2. SMART Goal:

- Specific: _____
- Measurable: _____
- Achievable: _____
- Relevant: _____
- Time-bound: _____

3. Keyword Research (10 keywords):

- Informational: _____
- Commercial: _____
- Transactional: _____

4. Content Pillars & Topics:

- Pillar 1: _____ 'n Content: _____
- Pillar 2: _____ 'n Content: _____
- Pillar 3: _____ 'n Content: _____

5. Repurposing Plan:

Original Content: _____

- Format 1: _____
- Format 2: _____
- Format 3: _____

6. Distribution Strategy:

- Owned: _____
- Earned: _____
- Paid: _____

7. Measurement Plan:

- Awareness Metrics: _____
- Engagement Metrics: _____



- Conversion Metrics: _____

