

# Content Marketing – Full Course + Interactive Workbook

## Course Overview

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

**Learning Path:** Strategy → Creation → Distribution → Measurement

**Approach:** Learn framework → Apply through exercises → Build complete plan

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

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## 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 → people trust you → then buy your blender.

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## 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 e.g. 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 Specific, Measurable, Achievable, Relevant, and Time-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?
- a) Specific
  - b) Actionable
  - c) Relevant
  - d) 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

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## 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?
  - Flash animations
  - Mobile-friendliness
  - Duplicate content
  - 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): \_\_\_\_\_
- 

## 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 lookalike 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. \_\_\_\_\_
- 
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## 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
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## 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 in Content: "The Ultimate Guide to Apartment Gardening"
- Pillar 2: Plant Care in 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 in The full guide
- Lead Magnet in Turn the "Tools & Supplies" section into a downloadable PDF checklist
- Infographic in 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

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## 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: \_\_\_\_\_

