

Day 5 – Content Marketing

Topic: Crafting Engaging Content

Content is the backbone of digital marketing. Today's class focused on **content creation strategies**, including types of content (blogs, videos, infographics, and social posts) and how to tailor them to audience preferences.

We discussed the **AIDA model** (Attention, Interest, Desire, Action) for creating persuasive marketing content.

Practical Work / Activities:

- Created sample blog titles and short posts.
- Studied examples of successful content marketing campaigns.
- Worked on aligning content tone with brand identity.

Key Takeaways:

- Learned that valuable content builds trust and engagement.
- Understood storytelling's role in content marketing.
- Gained confidence in writing creative marketing content.