

Content Marketing

Lesson-1

The Power of Story Telling

Link: <https://app.hubspot.com/learning-center//tracks/15/110/113>

Reading Material: https://enviableworkplace.com/executive-summary-golden-circle-simon-sinek/?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Lesson-2

Building a Content Creation Framework

Link: <https://app.hubspot.com/academy//tracks/15/113/116>

Reading Material-1: https://blog.hubspot.com/marketing/create-robust-editorial-calendar-ht?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Reading Material-2: https://www.upwork.com/hiring/startup/hire-freelancer-5-simple-steps/?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Lesson-3

Planning a Long-Term Content Strategy

Link: <https://app.hubspot.com/learning-center//tracks/15/112/115>

Lesson-4

Generating Content Ideas

Link: <https://app.hubspot.com/academy//tracks/15/111/114>

Reading Material: https://blog.hubspot.com/marketing/how-to-figure-out-what-keywords-your-potential-customers-are-using?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Book: <https://www.amazon.com/Technique-Producing-Ideas-James-Young/dp/198781746X>

Tool: https://www.hubspot.com/blog-topic-generator?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Lesson-5

Creating Quality Blog Content Your Audience Loves to Read and Share

Link: <https://app.hubspot.com/academy//tracks/15/377/2055>

Training: https://academy.hubspot.com/courses/blogging-training?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Reading Material: https://blog.hubspot.com/marketing/how-to-start-a-blog?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Tool: https://moz.com/explorer?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Lesson-6

Extending the Value of Your Content Through Repurposing

Link: <https://app.hubspot.com/academy//tracks/15/115/118>

Reading Material: https://blog.hubspot.com/insiders/repurpose-content?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Lesson-7

Creating Topic Clusters and Pillar Pages

Link: <https://app.hubspot.com/learning-center//tracks/15/120/581>

Reading Material: https://blog.hubspot.com/news-trends/topic-clusters-seo?utm_source=cmc-workbook&utm_campaign=cmc-w

Lesson-8

How to Create a Successful Video Marketing Strategy

Link: <https://app.hubspot.com/academy//tracks/15/419/2313>

Training: https://academy.hubspot.com/courses/video-marketing?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Reading Material: https://wipster.io/blog/how-to-get-started-with-video-marketing-a-checklist-for-marketers?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Lesson-9

Building a Guest Blogging Strategy Powered by SEO

Link: <https://app.hubspot.com/academy//tracks/15/378/2061>

Training: https://academy.hubspot.com/courses/seo-training?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Reading Material: https://ahrefs.com/blog/seo-strategy/?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Tool: https://moz.com/link-explorer?utm_source=cmc-workbook&utm_campaign=cmc-workbook

Lesson-10

How to Effectively Promote Content

Link: <https://app.hubspot.com/learning-center//tracks/15/116/119>
