

Content Marketing and Content Strategy («CONTEN»)

In this workshop you will learn the basics of Content Marketing and develop a first Content Strategy for your company.

Duration: 1 day

Price: 750.–

Course documents: Digital handouts

Content

- Basics of Content Marketing and Content Strategy
- Basics storytelling and tactics for online communication
- Editorial planning template and tools
- Workshop: Practical work (individual work or in small groups) Content Strategy

Key Learnings

- Know how to manage and compile content and make it available to an audience
- Know how to win customers with good content in the digital age
- Know how to plan, analyze and prioritize your content as part of a well-founded Content Marketing Strategy
- Development of a Content Strategy
- Measuring the success of your Content Strategy

Target audience

This course is targeted at people who want to take on operational communication and marketing tasks in the Social Media Sector and use the corresponding tools professionally.

Requirements

Good Social Media Skills according to the following courses:

- [Writing skills for Social Media \(«SFSM»\)](#)
- [Social Media in Marketing & Communication \(«SMC»\)](#)

Additional information

Please bring your own laptop.

You can use your laptop to store what you have seen and learned during the course and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. Please contact info@digicomp.ch after course registration.

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/digital-marketing/content-marketing/course-content-marketing-and-content-strategy