

CONTENT MARKETING COURSE OUTLINE

GUIDE TO CONTENT MARKETING

- Intro to Content Marketing
- Build a Strong Foundation
- Generate Clickable Idea

WRITE CONTENT LIKE A PRO

- Secrets of Professional Content Writers
- Templates for Quick Content Creation
- Common Content Marketing Roadblocks

THE OTHER SIDE OF CONTENT CREATION

- Optimize for Search
- Promoting Your Content to Increase Traffic
- Increase Engagement with content
- How to use content for Sales
- Driving Business Objectives with Content
- 5 Simple Strategies for Monetizing your Content

GUIDE TO COPYRIGHT AND DMCA

- Intro to Copyright
- Intro to DMCA
- Laying a Solid Foundation
- Intro to Plagiarism
- Affects of Plagiarism

WRITE FOR YOUR CUSTOMER

- How to Better Understand Your Customers
- Write More Compelling Copy
- Headline Writing 101
- Attention Grabbing Headlines

HOW TO DO COPYWRITING

- 4 Persuasion Secrets of Professional Copywriters
- Why Your Copy Shouldn't Be about You
- Six Proven Tips for Better Writing

WHERE TO SHARE

- Social Media
- Blogging
- Discussion Boards

CONTENT
MARKETING

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