

# Content Marketing Training

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BREAKDOWN & ITINERARY



Get comfortable with content



## Learn to create content that engages and delivers tangible return on investment

We might not be able to make you a wordsmith with our content training course, but we can tell you how to use content to reach your business targets. We look at the preventative techniques as well as the cures, which means that the opportunity that content presents for you will be realised. The training is tailored to your needs, too, so no stone will be left unturned when it comes to your content.

As well as helping even a complete digital marketing and search engine optimisation (SEO) novice understand the basics of content marketing, our tutors are able to arm you with the tools you need to recognise shortfalls in you brand's online performance and equip you with the knowledge of how best to fix them. All while being mindful of the effects of the very latest changes to Google's algorithms.

# Why Branded3?



We have a reputation in the search and digital industry as thought-leaders.



We've provided training in search and social to some of the top online marketers in the country.



We've won gold awards for our content marketing, so you couldn't be in better company.





# The course

# Targeted content makes the world go round

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Targeted content has never been more important when it comes to providing customers, prospective or otherwise, with an engaging online experience. When we've applied that thinking to our work with our clients, we've seen users not only interact with the brand more, but watched their profiles rise and, ultimately, their conversions increase.

We can help you to all of that with our one-day course.





## Who's it for?

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Basically, it's for anyone who wants to improve their understanding of content marketing. In particular, you'll get the most out of the course if you're a PR, journalism or traditional marketing professional who wants a better understanding of online content in relation to search and the modern user journey.

If you're after advice in terms of how to audit the content on your own site, which tools can help you formulate a strategy and how best to follow through on it, then this course and our experts are for you.

Want a bit more info? [Just get in touch.](#)

# Your course will cover:

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## What is content marketing?

- What constitutes 'content'?
- What works and what does not?

## The current search landscape

- ZMOT
- EAT and Google's quality guidelines

## User-driven content strategy

- Optimising for users first, search engines second
- The content marketing user model
- Defining your target audience
- Determining what your target wants and needs

## Content strategy

- Informational content  
*Search habits*

## Inspirational content

- PR and outreach

## How to build a content strategy

- B2C
- B2B

## Industry research

## Keyword research

## Audience research

## Content audit

- Google's algorithms and penalties and what they mean for content marketers and writers
- The crossover with design, CRO and SEO
- What to audit
- How to audit
- Common issues
- How to use Google Analytics
- How to Use Webmaster Tools
- Additional too

## The importance of a brief

- Tone of voice
- Structure and formatting
- Speaking to your target audience

## Research

## Imagery

## Referencing

## Proofreading

## Content management

## Measuring content performance

- Defining your KPIs
- Data sources (e.g. Google Analytics, social)
- How to analyse data

## Knowing when to adjust your strategy

- Interpreting data
- User habits
- Competitor activity
- Strategic business changes
- Changes in the digital landscape

## How to think like a publisher

## How to appeal to certain types of users

## Brainstorming

## Competitor research

## Content writing

- Writing for the web: Is there such a thing as 'ideal length' for content?
- Crafting headlines, subheadings and captions



A woman in a white shirt and dark skirt stands in a meeting room, presenting to a group of people seated at a table. A whiteboard with handwritten notes and diagrams is visible in the background. The scene is overlaid with a blue tint.

Tailored training

## We can put together a day that'll cover all the bases you need and none of the ones you don't

If your training requirements don't quite sync up with our planned curriculum, just let us know and we can put something together that meets your specific needs. Sometimes one size (or two sizes) doesn't fit all, and we understand that you might be best served receiving our expertise in a way that's tailored to you.

Whether it's a specific area of content marketing you need pointers on, or you want something unique to your company covered in detail, we can put together a training day that'll cover all the bases you need and none of the ones you don't.



What to expect

As well as being the UK's leader in search engine optimisation and digital marketing, we also like to think of ourselves as warm, friendly and approachable. Which is why we're sure your training with us will be as enjoyable as it is informative.

Every course, whether standard or bespoke, will start with a quick introduction where you'll get to know the trainer who'll be helping you get closer to becoming a digital marketing expert. Then we'll dive into explaining the topic to you in an easy-to-understand manner.

After a break for lunch, if you're doing a full-day course, we'll reconvene, delving deeper into the concepts you need to get your brand ahead online in a simple and concise way.

When we've covered everything, we'll round up all the things we've covered and you'll have the chance to ask any questions we might not have answered already.

From there, you'll be fully equipped to apply your new expertise to improve your audience engagement and overall online performance.

If you can't make it to our offices, we can bring our tried and tested training to you. Just drop us a line and we'll sort it out.

## Your trainers



**Erika Varagouli**

Content Marketing Manager



**Richard Cartey**

Editor

Big Daddy!

# About us

CREATIVE SEARCH  
SEO CREATIVE DIGITAL  
PROFESSIONAL CHALLENGED  
focussed USER JOURNEY  
DEVELOPMENT KNOWLEDGEABLE  
PIIONEERING BRAND DEVELOPMENT  
CONSIDERED  
BRAIN & EXPERIENCE  
VIRAL ACCESSIBLE  
INNOVATIVE RESOURCEFUL  
AMBITIOUS

THOUGHT-LEADERS

SOCIAL DESIGN

EMPHATICAL STRATEGY

OUTREACH

OUTREACH

SOCIAL MEDIA

INBOUND OUTREACH

APPROACHABLE

BRAND-FOCUSED

INSPIRATIONAL

WISDOM

WINNING

INSIGHT

WISDOM

INTEGRATED

## We grow business by creating content that engages consumers

Branded3 has a fantastic reputation in the SEO and digital marketing industries and we're regularly invited to give talks at some of the biggest conferences and events in the UK, sharing our expert knowledge.

We're always first off the mark when announcing and advising on a search-engine algorithm or filter change, and our strategies and techniques are very well-trusted as a result.

Having already delivered a number of successful training sessions to brands across the country, we're confident that our courses make a substantial difference, providing a fast return on investment.


For costing,  
dates and any  
other queries:

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# Thanks



**BRANDED3**