



*Training Course:
Content Marketing Certification*

*19 - 23 May 2025
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Content Marketing Certification

Training Course code: SM234970 From: 19 - 23 May 2025 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 € Euro

Introduction

Content marketing is an essential aspect of digital marketing that involves creating, publishing, and distributing valuable content to attract and engage a target audience. This training program is designed to provide participants with the skills and knowledge they need to become certified content marketers who can create and execute effective content marketing strategies that drive business results.

Objectives

Upon completion of this training program, participants will be able to:

- Understand the role and importance of content marketing in digital marketing
- Create effective content marketing strategies that align with business goals and objectives
- Develop compelling and engaging content for different platforms and formats
- Implement and manage content marketing campaigns that drive traffic, engagement, and conversions
- Measure and analyze the effectiveness of content marketing campaigns and optimize for better results

Target Audience

This training program is designed for marketing professionals, content creators, copywriters, social media managers, and anyone who wants to develop their content marketing skills and become a certified content marketer. It is suitable for individuals at all levels of marketing experience, from entry-level to experienced professionals.

Outlines

Day 1:

Introduction to Content Marketing

- Overview of content marketing and its importance in digital marketing
- Key terms and concepts in content marketing

- Identifying target audience and defining content marketing goals

Day 2:

Creating a Content Marketing Strategy

- Developing a content marketing plan
- Aligning content marketing with business goals and objectives
- Choosing the right content formats and platforms

Day 3:

Content Creation and Optimization

- Developing a content creation process
- Writing compelling and engaging content
- Optimizing content for search engines and social media

Day 4:

Content Distribution and Promotion

- Developing a content distribution plan
- Implementing and managing content marketing campaigns
- Using social media, email marketing, and other channels to promote content

Day 5:

Content Marketing Analytics and Optimization

- Measuring and analyzing content marketing performance
- Using data to optimize content marketing campaigns for better results
- Maintaining a content marketing strategy and continuing to improve

Registration form on the Training Course: Content Marketing Certification

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Person Responsible for Training and Development

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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