



*Training Course:
Content Marketing Certification*

*23 - 27 August 2027
Kigali (Rwanda)*

Training Course: Content Marketing Certification

Training Course code: SM234970 From: 23 - 27 August 2027 Venue: Kigali (Rwanda) - Training Course Fees: 6350 € Euro

Introduction

Content marketing has become a cornerstone of modern digital strategy, enabling organizations to attract, engage, and convert audiences through valuable and relevant content. A professional certification in content marketing validates the ability to plan, create, distribute, and measure high-performing content across platforms.

This program, designed by Global Horizon Training Center, prepares participants to achieve a recognized [Content Marketing Certification](#) e.g., Content Marketing Institute or HubSpot Academy while equipping them with practical, real-world content marketing skills.

Course Objectives

By the end of this program, participants will be able to:

- Understand the fundamentals of content marketing strategy
- Develop content plans aligned with business goals
- Create engaging and high-quality content
- Apply storytelling and brand messaging techniques
- Distribute content across digital channels effectively
- Optimize content using SEO and analytics
- Measure content performance and ROI
- Prepare for content marketing certification exams

Target Audience

This program is designed for:

- Content Creators and Writers
- Digital Marketing Professionals
- Social Media Specialists
- Brand and Communication Teams
- Entrepreneurs and Business Owners
- Professionals preparing for certification in content marketing

Outline

Day 1: Content Marketing Fundamentals

- Introduction to content marketing
- Role of content in digital strategy
- Content types and formats
- Audience targeting and personas
- Certification overview

Day 2: Content Strategy and Planning

- Developing content strategies
- Content calendars and planning tools
- Brand voice and messaging
- Customer journey and content mapping
- Editorial planning

Day 3: Content Creation and Storytelling

- Writing engaging content
- Visual and multimedia content basics
- Storytelling techniques
- Content for blogs, social media, and websites
- Content quality and consistency

Day 4: Distribution, SEO, and Promotion

- Content distribution channels
- SEO fundamentals and keyword usage
- Social media and email marketing integration
- Content promotion strategies
- Influencer and partnership content

Day 5: Analytics, Optimization, and Exam Preparation

- Content performance metrics and KPIs
- Google Analytics basics
- Optimization techniques
- Certification mock exam and review
- Exam strategies and final preparation

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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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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