

# Content Marketing Bootcamp

In this course, you will deep dive into the world of content marketing to promote your brand with content creation.

Group classes in NYC and onsite training is available for this course. For more information, email [hello@nobledesktop.com](mailto:hello@nobledesktop.com) or visit: <https://www.nobledesktop.com/classes/digital-marketing-strategies-advanced>



[hello@nobledesktop.com](mailto:hello@nobledesktop.com) • [\(212\) 226-4149](tel:2122264149)

## Course Outline

### Content Marketing

#### Introduction to Content Marketing

- What is content marketing
- The Role of content marketing
- Planning your content strategy
- Creating a content calendar

#### Content Creation

- The different types of content
- Mapping content to buying stages
- Utilizing content curation
- Content creation best practices

#### Content Promotion

- Why you need to promote your content
- Where to promote your content
- Creating a content promotion plan

#### Content Measurement

- How to measure the success of your content marketing
- KPIs for content marketing
- Identifying opportunities to maximize results