

Social Media Content Marketing: Blogs & Twitter

Learn about text-based (written content) social media marketing platforms like blogging and Twitter. Explore current social media marketing trends and develop a marketing content strategy for written content.

Group classes in NYC and onsite training is available for this course. For more information, email hello@nobledesktop.com or visit: <https://mimi.nobledesktop.com/classes/social-media-marketing-copy>



hello@nobledesktop.com • (212) 226-4149

Course Outline

Social Media Content Marketing: Blogs & Twitter

Introduction to content-based social media

- Benefits of content-based social media
- Content-based social media landscape
- Content-based social media today
- Choosing the right platform

Developing a strategy for written content

- Establish goals
- Define success metrics
- Analyze the competition
- Develop target audience
- Research trends and topics

Determine your brand image

- Trending information
- Creating a personality through content writing
- Content development
- Audience Engagement

Twitter Marketing

- Introduction to Twitter
- Understanding the algorithm
- Hashtags 101
- Twitter features overview

Importance of Blogging

- Introduction to blogging
- Creating evergreen content
- Posting blog content across platforms
- Choosing the right blog platform

Paid Advertising

- Choosing the right advertising
- Ad creation best practices
- Ad optimization
- Cross-platform advertising
- Ad analytics