

# Content Marketing Training Course

*How to Craft and Execute a Sustainable Content Marketing Plan*

# Course Highlights

This intensive 2-day course equips marketing professionals with the knowledge, skills, and tools needed to maximise your content marketing ROI.

You will learn how to craft a content marketing plan through a rigorous 5-step process using the acronym CREATE:

- **Construct:** Establish the right content marketing goals and roles
- **Research:** Analyse online content audiences and competitor best practices
- **Execute:** Craft and schedule on-goal and on-trend content
- **Amplify:** Distribute and promote content on the right channels
- **Test and Evaluate:** Measure content ROI to calibrate content tactics

Supported with relevant examples, online tools, demonstrations, and hands-on exercises, attendees will learn how to craft an impactful content marketing plan and generate better outcomes from their content marketing efforts.

## Key Features

- Up-to-date, bite-sized course modules
- Hands-on, interactive, instructor-led
- Actionable strategies, frameworks, and processes you can implement to new or existing campaigns
- Comprehensive and structured curriculum
- Real world examples and case studies
- Developed and delivered by industry experts
- Fully equipped, modern [training facilities](#) with laptops provided
- Lifetime access to updated online course materials via the [learning portal](#)
- [After-training support](#) provided
- Complimentary refresher course within one year post training

## Course Description

*“Content is the life-blood of the Internet” – Walter Lim*

Do you know that the most successful B2B companies spend 40 percent of their marketing budgets on Content Marketing? Or that [86 percent](#) of leading B2C companies adopt Content Marketing as a business strategy?

Voted as one of the most important [digital marketing strategies](#) in 2018, [Content Marketing](#) is growing in prominence here – nearly 60 per cent of APAC marketers and agencies believed content marketing to be a main priority for the industry.

On digital platforms, popular forms of content here include web and blog articles, photos, infographics, social media posts, emails, and e-Books. The most valuable content helps customers to solve problems, reduce pain or increase pleasure.

But how do you even begin? Where should you start?

Covering a unique 5-step process, this content marketing course will help you to achieve better outcomes from your content marketing efforts.

It will equip you with the essential knowledge and abilities needed to craft an effective content marketing plan across multiple channels and platforms.

Straddling both the art and science of content marketing, the course helps you to analyse your customers and competitors, embrace emerging trends in digital content creation, choose the right channels for promoting your content, and measure the success of your content marketing efforts.

## Course Objectives

By the end of the class, participants will be able to:

- Define what a content marketing strategy is, and understand the key principles of content marketing
- Identify key management actions and resources needed to build a successful content marketing function
- Research and curate relevant content ideas and adapt them for intended target audiences
- Map out content creation workflows, methods and frameworks, matched against specific content goals
- Execute integrated content marketing tactics on different channels like social media, search engines, online PR, and emails
- Measure content marketing ROI and optimize efforts
- Craft a methodical, 5-step content marketing plan

## Target Audience

Vice Presidents and Directors of Marketing and Public Relations, Marketing Managers, PR Managers, Marketing Executives, PR Executives, Business Owners, Content Marketing Specialists, Content Strategists and Entrepreneurs.

### Prerequisite

- Basic computer knowledge

**Each participant will be provided a windows laptop** for the duration of the course. Participants may however opt to bring their own laptops.

## Certification

Certification of Completion will be issued by Equinet Academy upon achieving at least 75% attendance for the course. Course Code: [CRS-N-0047975](https://www.equinetacademy.com/content-marketing-course)

## Course Outline

# Course Outline

## INTRODUCTION TO CONTENT MARKETING

Instructor-Led | Lecture, games, group discussion, group presentation, demonstration and modelling

- What is Content Marketing?
- What is Content Marketing Strategy?
- Intro to the CREATE Content Marketing Cycle

## CONSTRUCT – ESTABLISH CONTENT GOALS, ROLES AND TYPES

Instructor-led | Lecture, demonstration and modelling, drill and practice, brainstorming, group discussion, group presentation, didactic questioning, open class discussion

- Map out customer purchase journey:
  - Need Recognition
  - Research Options
  - Evaluate Brands
  - Purchase
  - Post-Purchase
- Determine content marketing goals:
  - Brand Awareness
  - Engagement
  - Conversion
  - Customer Loyalty
- Choosing right content types:
  - Landing pages
  - Blog articles
  - Infographics
  - White Paper/ eBooks
  - Slide shares
  - Videos
  - Emails
- Build content marketing function:
  - Content marketing roles
  - Content Marketing Templates and Workflows

## RESEARCH – STUDY CONTENT AUDIENCES AND COMPETITORS

Instructor-led | Lecture, drill and practice, group discussion, group presentation, group project work, didactic questioning, demonstration

- Develop Buyer's Persona:
  - Hygiene Factors
  - Demographics
  - Psychographics
  - Pain points
- Search Engine Optimization (SEO) research:
  - Search keyword research tools
- Social Media listening and research:
  - Social listening tools
  - Social media competitor tools
- Website content audit:
  - Website grading tool
  - Manual website audit checklist

## EXECUTE – CRAFT AND SCHEDULE ON-TREND AND ON-GOAL CONTENT

Instructor-led | Lecture, demonstration and modelling, drill and practice, case study, didactic questioning, group brainstorming, group presentation, group project work

- Building Content Marketing Funnel:
  - Why it is needed
  - Remarketing/ retargeting basics
  - Assembling specific content pieces
  - Mapping to customer journey
  - Determine content goal, hook and action
- Optimising Content for SEO:
  - Title tags
  - Meta tags and descriptions
  - Content quality and length
  - Image and media optimisation
  - External and internal linking
- Best practices in content creation:
  - Blog articles
  - Landing pages
  - Emails

## AMPLIFY – DISTRIBUTE AND PROMOTE CONTENT ON THE RIGHT CHANNEL

Instructional-led | Lecture, group discussion, didactic questioning, demonstration and modelling, games, class discussion + debate, drill and practice

- Content marketing hubs and pillars:
  - Content marketing hub and spoke
  - Content marketing pillar content and pages
- Content Promotion Strategies
  - Social Media Sharing
  - Direct Messages
  - Forums/ Group Posts
  - Emails/ Newsletters
  - Guest Blogging
  - Pitchces to Influencers
  - Advertising
- Content Management Plan:
  - Frequency of Content
  - Content calendar
  - Tools for content management

## TEST AND EVALUATE – MEASURE CONTENT ROI AND CALIBRATE CONTENT TACTICS

Instructional-led | Lecture, group discussion, didactic questioning, demonstration and modelling, games, class discussion + debate, drill and practice

- Measuring Content Marketing KPIs
  - Awareness metrics
  - Engagement metrics
  - Conversion metrics
  - Loyalty metrics
- Calculating Content Marketing ROI
- Tracking Content Metrics with Google Analytics
  - Reading Acquisition, Behaviours and Conversion Data
  - Mapping Content Behaviour Flows and Drop-Offs
  - Using Google URL builder



## Testimonials

# Testimonials

## **Sim Li Xuan – Advantech Co Singapore Pte Ltd:**

*“Thank you Walter for the informative lessons, good training materials provided. Enjoyed the group discussions where all of us brainstormed on ideas and shared them with the class.”*

## **Valerie Yong - Quantum Interactive Pte Ltd:**

*“This course introduces students to the fundamental aspects of content marketing. Personally enjoyed learning the part of content funnel and is very applicable to my business.”*

## **Janis Soo - The Institute of Banking and Finance:**

*“The course was great! I would recommend this course to all involved in content marketing and management.”*

## **Claudia Guerreiro:**

*“This course is easy to follow, a very useful course and hands-on in a short period of time.”*

## **Chin Wanying - ST Engineering Electronics Ltd:**

*“Very practical class with frameworks provided. Thank you Walter for this comprehensive and practical content marketing class. I have learnt a lot and am excited to implement what I have learnt in the content marketing strategy for work.”*

## **George Foo:**

*“This course is easy to follow and comprehensive. Walter is a knowledgeable instructor.”*

## Course Information

# Course Information

## Course Duration

2 Days (9am to 6pm)

## Course Fee

~~S\$990~~ S\$740 nett

### Self-Sponsored Individuals:

#### Self-Sponsored Singapore Citizens Using SkillsFuture Credit:

~~\$740~~ \$240

(Nett course fee payable after \$500 SkillsFuture Credit)

### Company Sponsored:

#### Company-Sponsored (SMEs and Non-SMEs) – \$2/hour:

Eligible for Company-sponsored Singapore Citizens and Singapore PRs who are full-time employees

~~\$740~~ \$708

(Nett course fee payable after training grant)

## Training Method

Instructor-led training

## Course Dates

3, 4 Dec 2018 (Mon, Tue)

11, 12 Feb 2019 (Mon, Tue)

25, 26 Apr 2019 (Thu, Fri)

6, 13 July 2019 (Saturdays)

## Instructor

### Walter Lim

Walter has almost 22 years of senior management experience in online and offline marketing, public relations, industry development, campaign and events marketing and strategic planning.

A seasoned business blogger at [Coolerinsights](#), Walter is a Jury for Mumbrella Asia Awards 2017 and has been a judge for the Singapore Blog Awards for the past 5 years. He is also a member of the Media Literacy Council and has spoken at multiple conferences and workshops on topics such as branding, public relations, social media marketing, and government-citizen engagement.

As a digital marketing consultant, Walter specialises in brand storytelling, content marketing, social media, PR, and online campaign management. His clients included major government agencies (IDA, HDB, NTU), MNCs (Pan Pacific Hotel Group, Coca-

Cola, Citibank, Gleneagles Hospital), Large Local Enterprises (NTUC First Campus, Jurong Point), and SMEs from the retail, FMCG, financial, healthcare, and legal sectors. He also teaches part-time at a local polytechnic.

Formerly the Director of Corporate Communications at Inland Revenue Authority of Singapore (IRAS), Walter managed the revamp of IRAS' website (2nd most visited in Singapore Government), successfully pitched an investigation story which received front page coverage on Sunday Times, and launched the agency's first YouTube video.

At National Heritage Board (NHB), he spearheaded social media marketing by starting Yesterday.sg – Singapore's first heritage and museums blog. He also pioneered social media marketing for NHB, and led in the development of its Facebook page, Twitter account, and YouTube channel.

Walter also organised a Singapore Food Festival event which drew 50,000 visitors over three days at Downtown East, and attracted 60,000 partygoers to a countdown party (the largest outdoor event then) at NTUC Club.

## **Other Achievements**

- Advanced Certificate in Training and Assessment (ACTA) certified trainer
- Member of Media Literacy Council from August 2017 to July 2018 (IMDA)
- Member of Jury for Mumbrella Asia Awards 2017
- Judge for Singapore Blog Awards for 5 years (SPH)
- Vice Chairman of the Association of Singapore Attractions (ASA)
- Board Governor for Army Museum
- Whole Of Government (WOG) team member for social media initiatives
- Member of the Industry Skills and Training Council (WDA)
- Member of Productivity Steering Committee (STB)
- Member of PS21 EXCEL Committee (Public Sector Wide)
- Judge for Businesses for Families and Tourism Awards (MSF)

## **FAQ**

### ***What is Content Marketing?***

Content marketing is a form of marketing that involves the creation of information (in any content format) and the distribution of the content (via any marketing channel) that shapes a brand's audience's perception of the brand and influences the purchase of a brand's products and services.

Related article:

[What is Content Marketing? Definition, Benefits, Examples](#)

### ***How is this course different from other digital marketing courses in the market?***

This course provides you with bite-sized, yet comprehensive and actionable content marketing strategies and tactics that you can implement right after the course, unlike other Diploma and certification courses which are packed with assignments and require long-term time commitment. Beyond this, it'll also be conducted by a highly experienced social media marketing professional.

At Equinet Academy, we are committed to delivering quality training:

- We provide you with life-time access to up-to-date course materials (learner's guide, slides, templates, and other training resources) via the [learning portal](#).
- You will not sit through hours and hours of dry and tormenting lecture. Instead, you will experience instructional design learning methodologies such as discussions, group project work, interactive quizzes, and hands-on implementation of the concepts learnt.

- You will be guided by an experienced professional in the field of social media marketing, who will be able to provide you with actionable advice and costly mistakes to avoid, thus shortening your learning curve.
- You will be provided with [additional support](#) after attending the course.

### ***Can't I learn everything online?***

No doubt there are tons of free information online – free tutorials, guides, and online courses that you can gain useful knowledge from. However, the intangible benefits of attending face to face training include real time consultation with an industry expert, peer to peer learning and interaction, and hands-on practical learning sessions. This will enable you to take away actionable strategies you can implement right after the training.

### ***If I have specific questions relating to my content marketing campaigns, can I consult the trainer?***

Yes of course. You may consult the trainer who'll be happy to provide advice in any areas of your campaigns – from content messaging and copywriting, designing of visuals, using of the tools, to reading of your campaign analytics during and after class.

### ***Do I have to prepare anything before attending the course?***

Course materials, a Windows laptop, and WIFI connection will be provided. You may wish to bring a notebook to take notes and a jacket as the room may be cold.

### ***How do I sign up?***

Simply [click here to sign up](#) for this course via the online course registration form.

Once we have received your registration details and payment, we will send you instructions on how to apply/claim funding (if eligible) via email.

Upon completion of payment and funding applications, your seat will be confirmed and we will see you in class!