

Marketing Content Strategy and Branding

Month Two Content:

Introduction to Digital Marketing & Content Marketing

- Define digital marketing
- Identify various types of digital marketing
- Describe how various digital marketing workplaces differ from one another
- Describe the basics of content marketing and how it touches each part of the customer journey
- Explain the distinction between content marketing and advertisements using case studies
- Match a content marketing case study to the part of the customer journey that it helps accomplish
- Recognize the steps of the content marketing process
- Analyze the steps in the content marketing process using a marketing case study
- Identify what a content strategy brief is and how content marketers use it to organize their process

Consumer Psychology & Buying Motivations

- Describe how the study of consumer psychology benefits companies and marketers
- Analyze different companies' advertisements and products using principles of consumer psychology
- Differentiate between qualitative and quantitative types of consumer research
- Practice summarizing learnings using different types of consumer research for a target audience
- Explain how personas can be used to humanize consumer research
- Practice synthesizing qualitative and quantitative data into a persona for a given target audience

Branding

- Describe the fundamentals of branding and explain why branding is important in marketing
- Examine how branding helps to distinguish two companies that have similar products
- Understand brand messages and the components of a brand messaging framework
- Describe the differences between brand messages for the various target audiences of a given brand
- Analyze how different marketing materials convey a company's brand messages using a marketing case study.
- Identify the tactical elements of branding and their importance in marketing
- Explain how tactical brands elements help to distinguish two companies that have similar products

Content & Channel Strategy

- Identify content topics areas that align with a target audiences' needs using a content marketing mission statement
- Select content format(s) that achieve various marketing goals using the customer journey funnel and the content marketing mission statement
- Determine which channel(s) to use to market content in order to reach a target audience



Blog Writing

- Identify best practices in blog writing
- Describe the value of blogs to the field of content marketing
- Identify how written copy aligns with a target market and a brand messaging framework
- Describe differences in written copy across blog posts that align with different target markets
- Create written copy for a blog post that aligns with a brand messaging framework and target audience.
- Create brand aligned written copy using a brand messaging framework for a target audience.

SEO

- Describe SEO and its impact on the field of digital marketing
- Recognize the role of link building to an effective SEO strategy
- Modify the written copy of a blog post to align with keywords for SEO

Writing for Various Marketing Channels

- Identify differences in writing styles across various marketing channels to drive engagement for a piece of content.
- Practice writing copy for various marketing channels with the goal of driving engagement.
- Select a visual for a Facebook and Twitter post using visual design best practices.
- Create written copy for a Facebook post.
- Create written copy for a Twitter post.

