

The Art and Science of Managing a Content Marketing Strategy

Course Type

In-Person Certification

Duration

2 Days

Course Overview

In a world where every brand is a conversation we've got to make sure we're delivering our content to the right people, at the right time, and through the right channels. Developing an engaging strategy, managing an effective process, and achieving measurable results with content marketing is a new mindset for most marketing organizations. It's a strategic process that starts well before the first word is written, and continues well after our audience become customers. Join us for this **new** course and put yourself on the path to developing a successful content marketing strategy.

Topics

- Building the business case for content marketing
- Developing the content marketing strategy
- Creating the story we want to tell with our content
- Managing the channels and tools of the trade
- Marketing the marketing: how to promote your content marketing
- Getting into the content marketing mindset

Key Takeaways

- Discover the details of how to develop an effective content marketing strategy
- Explore how to create your pillars of content and structure your content
- Make it real and turn process into measurable results

Course Outline

Day 1: 9:00 A.M. - 5:00 P.M.

Please arrive 30 minutes early to check in.

Getting Started With Content Marketing

- What is and is not considered content marketing
- Why content marketing?
- Taking a content marketing inventory and adding additional content distribution channels to your marketing strategy
- What is the landscape for content marketing?
- What are the key components of content marketing?

Content Marketing Trends & Opportunities

- Understanding the different forms and channels of content marketing (*in trending order*)

- Articles
- Social media
- Blogs
- e-Newsletters
- Case studies
- In-person events
- Videos
- White papers
- Webinars/webcasts
- Microsites
- Print magazines
- Traditional media
- Research reports
- Branded content tools
- Print newsletters
- e-Books
- Podcasts
- Mobile content (ringtones, wallpapers, audio tracks, widgets)
- Digital magazines
- Virtual conferences
- Info graphics

The How of Content Marketing

- Planning
 - Understanding your internal resources
 - Creating a publishing plan
 - The importance of the editorial calendar
 - Assigning roles
 - Creating a communication flow
 - Having a Plan B

- Creation
 - Content development ownership
 - Planning “what content” and “how often”
 - Creating “digestible” content
 - Curating and aggregating content
 - Automating content development
 - Understanding visually consumable content
 - Listening to augment output

- Publishing
 - Publishing regularly
 - Automating publishing
 - Repurposing content

- Distribution
 - Making content accessible to a variety of personas
 - Grabbing attention: marketing your content
 - How to keep content alive
 - Enabling content to travel
 - How to increase storytelling

Day 2: 9:00 A.M. - 4:00 P.M.

Content Marketing and Promoting Your Brand

- Balancing brand prominence and perceived content value
- Incentives: Do they have a place in content marketing?
- The balance between corporate responsibility and content innovation

Tracking Content Campaigns and ROI

- Testing and Measurement
- Measuring ROI

Case Studies

- What for-profits can learn from non-profits?
- Innovation in political campaigns
- Consumer brands and how they use content to impact beyond the buyer
- B-to-B brands

Making Content marketing a reality in your organization. (Hands-on Activity)

- Defining your plan and objectives
 - Taking inventory of your content now
 - Adding additional channels in the future
 - Building a business case
 - Defining buyer personas
 - Getting started with an editorial calendar
 - Action steps – beyond this seminar

Outline is subject to change.

Registration Rates

DMA member	\$1,399
Non-member	\$1,699

Location	Dates
New York	April 16–17, 2012
New York	June 25–26, 2012

Instructor

Robert Rose

Chief Strategist, Content Marketing Institute

As the Chief Strategist for the Content Marketing Institute and Founder and Chief Troublemaker at Big Blue Moose, Robert Rose innovates creative and technical content marketing strategies for his clients. An early Internet pioneer, Rose has more than 15 years of experience, and a track record of helping brands and businesses develop successful Web and content marketing strategies. He developed some of the the first Web strategies in the country for clients such as Mediamark Research (MRI) and CTAM (The Cable and Telecommunications Association) literally introducing these leading corporations to the Web. Prior to Big Blue Moose Robert was Vice President, Marketing and Strategy for CrownPeak, a software-as-a-service company focused on Web content solutions for online marketers. At CrownPeak Robert led not only the marketing and product strategy efforts for the company, but also worked with clients such as Nissan USA, Robb Report, First American Title, Skype, and Pep Boys to develop Web and content management strategies to successfully transform their online marketing and achieve profitable results.

Joe Pulizzi

Founder, Content Marketing Institute

Mr. Pulizzi is the content marketing evangelist who founded the Content Marketing Institute, which includes client-vendor matching site Junta42; the premier international marketing event, Content Marketing World; and *Chief Content Officer* magazine.