



Skills in 60: Content Marketing

This in-depth, short course will give you the fundamentals of designing and executing a content marketing campaign. The video lessons will guide you on how to conduct a basic content audit, set a plan for new content creation, and how to use KPIs to inform future initiatives. If you have any questions about the materials, please email support@mediabistro.com.

Lesson 1: What is Content Marketing and Where Does Great Content Come From?

In Lesson 1, students will learn how to define content marketing, find great content, and create content goals.

Lesson 2: Auditing Your Current Resources and Making A Content Plan

In this lesson, students learn how to conduct a content audit and set a plan for content creation.

Lesson 3: Create Once, Publish Everywhere

Students will learn the type of content that gets users sharing, the difference between “bricks vs. feathers” content, content funnel stages, and determining user needs.

Lesson 4: Content Measurement and Organization Moving Forward

In the final lesson, students will learn how to measure and evaluate success and how to use an editorial calendar to stay organized.