training code: DM-CMD / ENG DL 1d / EN

Content Marketing Essentials

Content marketing is one of the most effective ways to build long-lasting relationships with customers in the digital age.

Today, to stand out from the competition and truly drive sales results, simply being online is not enough. Brands need to create content that engages, builds trust, and most importantly — converts audiences into loyal customers.

Our live online training, led by experienced experts, will teach you step by step how to build a content marketing strategy tailored to your business goals, resources, and market specifics.

You'll gain access to practical examples, case studies, and tools that will allow you to immediately apply your new knowledge in practice. This training is an investment that will help you create an effective and scalable content strategy that works across every stage of the sales funnel — from attracting attention, to building trust, to driving conversions.

Training recipients

- This training is ideal for:
- Business owners and managers who want to increase brand awareness, reach new customers, and use content marketing to drive sales growth.
- Marketing and communications professionals looking to expand their skills with the latest trends in content creation and audience engagement.
- Content creators, freelancers, and personal brand builders who want to learn how to craft valuable, engaging content that truly attracts audiences.
- Educators and trainers seeking modern methods for creating educational content that engages learners and turns them into loyal clients or participants.
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Benefits

- Create content that drives real results – Learn how to produce engaging content that converts audiences into loyal customers.
- Build trust and brand loyalty – Discover how to craft communication that solves customer problems.
- Optimize your content process – Learn how to create content that works across multiple channels and reaches diverse audiences.
- Leverage AI in content marketing – Explore AI tools that accelerate content creation and improve efficiency.
- Measure content effectiveness – Understand how to track performance and optimize your strategy.
- Recycle and maximize your content – Learn how to repurpose existing content across formats and platforms.
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Training program

1. What Content Marketing Is (and Isn’t)

- Content Marketing in 2025: Facts and Myths
- Why content is an investment, not a cost – measuring success in content marketing
- What kind of content builds trust and loyalty?
- Case studies – key mistakes and challenges in 2025

2. Your Business and Your Audience

- Before you choose a format or channel – defining your USP and marketing goals
- Stand out or fade out – how to build an expert voice in a crowded content landscape
- Understanding your audience: who they are, what they need, and how to speak to them – creating personas and empathy maps
- What competitor analysis and social listening reveal about you and your customers

3. Choosing Formats and Creating Content

- Text, audio, and video content – what works best and where? Case studies from unexpected industries
- Selecting the right format based on your resources and goals – practical examples
- Social media: from Facebook to Snapchat – exploring both essential and niche platforms where your audience is active

4. Audio, Video, or Written Content?

- Video – the format everyone chooses: is it right for your brand and when does it pay off?
- The timeless power of newsletters – how to build an engaged community through written content
- Podcasts and videocasts – building your own long-term media platform

5. What's Next? Content Distribution and Channel Selection

- How the content ecosystem works – website, social media, YouTube, and other brand touchpoints
- The PESO Model – using Paid, Earned, Shared, and Owned media
- Where to start with limited resources – and when it's *not* worth investing in content
- Building your content distribution strategy and plan

6. Measuring, Recycling, and Maximizing Results

- How to reuse your content effectively – recycling and repurposing strategies
- What and how to measure to ensure your content performs – tools and analytics in content marketing
- Using AI tools to create high-quality content efficiently

7. Training Wrap-Up

Expected preparation of the participant

No prior experience or special preparation required.

Duration

1 days / 7 hours

Language

- Training: English
- Materials: English