



# Content Marketing Course

A 5 Star Rated course from the  
Marketing experts





# 1 Day Content Marketing Course

Learn how to develop a content marketing strategy and maximise it's potential for your business on this practical 1 day course.

## Introduction

This 1 day course is designed to equip you with the knowledge and tools you need to excel in content marketing.

Led by an industry expert, the training covers everything from strategic planning, to content creation, utilising AI tools, and optimisation to achieve maximum impact.

Through a mix of theory and hands-on exercises, you'll gain practical insights that you can immediately apply to your projects.

## Who would benefit from this course?

This course is ideal for marketing professionals, business owners or anyone

who wants to leverage content marketing for their business or company.

## Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment



5.0 ★★★★★

The trainer delivered an outstanding course. Everything was very relevant and adapted to my goals.

I learned a lot and maximize I didn't see the day go by. Would recommend this course to anybody!

Titouan  
St. Pierre Group

## Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£295 + VAT	£450 + VAT
Online	£250 + VAT	£375 + VAT

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online from £550 . Please email or call us with your preferred venue, number of delegates and any requests.



# Content Marketing

## Course Outline

This course will teach you how Content Marketing works, and how to maximise its potential for your business.

### Strategy & Planning

#### What is Content Marketing?

Understanding the journey of a piece of content from a person discovering it to them completing your goal.

#### Creating a plan, building a content calendar & setting goals for your content

We'll look at building a strategy for your content and making sure there's a plan in place to deliver the goals.

#### Targeting your content at the right people at the right time using the right format

We'll build a marketing persona that will help guide your content and what formats

to use. Should it be text/video/social? We'll also look at "intent" so we create content

to meet the needs of a customer whatever buying stage they are in.

#### Researching the content we need to create including keyword research

Discover a number of tools that will help you work out what to write about. We'll do some live research to find topics that will guide your content and find key words and phrases that will help your content rank well in the search engines

#### Using ChatGPT & Ai for to research content

A live example on how to use ChatGPT to come up with ideas on what to write about. We'll look at prompts that will get the best results.

#### What Google wants from your content?

A good look at what Google and other search engines want to see from your

content. We'll look at important factors that will help you rank well.

#### Promoting your content

We'll look at working out a content



promotion strategy right at the beginning, before we write anything. This way we know what we need and in what formats for the different channels.

### Creating your Content

#### Digital copywriting 101

A good look at the basics of writing for the web. We'll talk about copy length, use of images, calls to action, structure and a lot more.

#### Kickstart your content with ChatGPT & Ai

Its easy to not know what to write so we'll look at how to use ChatGPT to generate ideas, rewrite sentences and help get your creative juices flowing.

#### Selling benefits and features

Both are very important. We look in depth at how to create a benefit out of a feature of your product or service. Lots of examples.

Google

5.0 ★★★★★

Excellent delivery, informative, great analogies and thorough explanations.

Taylor Toby  
Crystal Creations

Continued on next page

For private courses the course content can be adapted to suit your requirements.  
Please contact us to discuss your requirements.



# Content Marketing

## Course Outline continued

### Using power and sell words

Discover words that will turn your writing into sales and goal conversions.

### Evergreen Content Marketing

A look at content that can power your social media and email marketing efforts over and over again.

### Cornerstone & Cobblestone Content

Discover how to structure your content into clusters, inter-link them and guide your customer on a journey.

### Content Repurposing

We'll talk about how to repurpose content into different formats so you get the most from your work.

### Optimising your Content for Search

#### An SEO 101 – all the basics covered

An in-depth look at title and description tags, explain what they are and how to write

them. This section covers all the tags, titles and headers you need to create better

performing content. We'll also look at image and video optimisation.

### Checking your SEO & page performance

We'll learn how to run reports in your web browser so we can identify basic issues and problems with our page or website. Not too technical!

### Monitoring & Tracking Results

#### Measuring the results using Google Analytics

Measuring the results using Google Analytics is the content we've created meeting its goals? We'll generate some tracking URLs so we can monitor results.

#### Underperforming Content

What should we do with underperforming content? Delete or rewrite?



### Using Google Search Console to monitor results

We'll have a quick look at how to find out where your content ranks and what search

words folks use to find it. Spot problems and monitor the search health of your content.

### Recap

A quick look at the flow of your content from the research to the writing to the measuring.

### Q & A.

Google

5.0 ★★★★★

I've attended three M Training courses in the past five months.

All have been extremely informative and very enjoyable. Would highly recommend.

Emma Dagnall  
Alphasonics

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# Content Marketing Course

## Why Choose M Training's Content Marketing Training Course

- Run by a digital marketer & trainer with over 10 years experience
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester, Birmingham and Online
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

## Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course and from £550 (full day) for a private online course.

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

## How to book

To reserve your place on our Content Marketing course, simply pick your preferred date and book on our website, send us an email or give us a call.

Or if you prefer, we offer private and In-House training on request.

Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)

Call: 0161 226 6032

Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)

We offer group booking discounts for two or more delegates.

The course content was completely relevant and I certainly learnt a lot tips and tricks to improve my digital campaigns.

I will send my team on the course to improve their skills too. Well Done!

Donna Sheridan,  
Head of Marketing