

# Bringing Content Marketing Into Focus

 Instructor-led  Onsite or Remote  ~7 Hours

## Overview:

In a saturated multichannel environment, it's a constant challenge to develop cutting edge content. Equip marketers with the skills to develop a content strategy that meets big-picture business objectives.

## Business Outcomes:

- Drive more effective oversight of content teams and agencies.
- Identify content and cadence best practices for your audience.
- Tie content strategy back to brand narratives and conversion goals.

## Content Marketing

**Develop a content strategy** and prioritize the most important brand collateral.

**Choose KPIs** that accurately measure the success of campaigns.

**Determine the best channels** for your content based on audience and available resources.