

The Content Strategy & Marketing Course / Curriculum

Content Strategy[®]
& Marketing Course

contentstrategycourse.com



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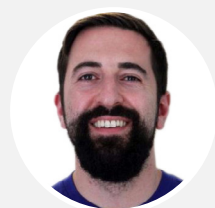
Founder, Express Writers,
Expert Content Marketer,
Author, Speaker



Michele Linn

VP of Content, Content
Marketing Institute

**Teaching: Content
Marketing Strategy
& Blogging**



Dan Levy

Content Director,
Unbounce

**Teaching: Content
Investment**



Steve Rayson

CoFounder,
BuzzSumo

**Teaching: Topic
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Digital Marketing
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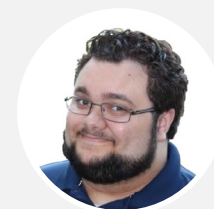
**Teaching: Content
Promotion**



Shani Taylor

Customer Success
Manager, Airtable

**Teaching: Advanced
Editorial Calendar
Building**



Ryan West

Customer Success Lead,
SEMrush

**Teaching: Keyword
Research & Reporting**

Get the Accompanying Bestseller



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BARNES&NOBLE



What's In the Practical Content Strategy & Marketing Certification Course?

For entrepreneurs, agencies and freelancers who want to optimize BOTH their time AND tools to only create content that converts

Are you TIRED of reading a gazillion blogs for marketing wisdom?

Perhaps, you're sick of trying to implement their tips and tricks because you never get results.

Do you feel burnt out and FRUSTRATED when it doesn't work?

Here are some common struggles content marketers and strategists deal with.

- You find content creation, planning and publishing difficult.
- You draw a blank when it comes to writing on topics that will reach your audience and offer them REAL VALUE.
- You don't know how to target your ideal audience and get in their head so you can create for *them*.
- You are missing some part of how to do the "SEO" part of content marketing. Do you *really* know how to research for high-ROI keywords?
- You're confused about which tools to use, and how to use them.
- You aren't sure how to build a brand "content strategy" from start to finish that the boss or your client will approve. The Practical Content Strategy & Marketing Course is a proven, tested 6-week online training course that teaches you the actionable steps and implementation methods you need to make immediate advancements with the skills you have.



This is not your typical course.

This is not simply about reading a textbook to get a certificate and a pat on the back.

What's inside is an actionable program with very *specific, outlined steps*.

Steps for you to follow and learn from.

Steps that will teach you wildly profitable content marketing and strategy skills.

Skills that guarantee you will thrive.

Skills you can take to the bank, to earn respect from your boss or win even more clients with.

Build a Brand Content Strategy from the Ground Up
as You Learn the Skills That Matter in Content Marketing

Introduction Module: Welcome to an ROI-Driven Content Strategy Teaching

- **Ease into the comprehensive learning** in the weeks ahead by refreshing your mind with the basics.
- **Get familiar** with industry lingo and terminology,
- **Grasp the core skills** you need to know that will be taught in the coming weeks, and
- **Understand the structure** of a content marketing team.
- **Know exactly WHY** content marketing is ESSENTIAL today.
- **Build a strong foundation** of knowledge with PDFs, cheat sheets and video lessons.
- You can easily fit both the 'Intro Module' and 'Week One' content into a single week.

Week 1: Core Foundations of a Practical Content Marketing Strategy

- Define a key topic area where you can build an authoritative, online presence that guarantees a high Return on Investment (ROI). This knowledge applies to any brand you build an inbound marketing strategy for!
- Learn what a Content Differentiation Factor (CDF) is, and how to build one for ANY brand so they STAND OUT in the industry. This makes creating content much easier.
- Know your niche and what to create for repeated content success.
- Know how to define content marketing success as a whole.
- Learn from real examples of high-ROI content that has resulted in real profits.
- See the structure of a multi-person content team in action.
- Michele Linn, VP of Content at Content Marketing Institute, shares in a video lesson with Julia how their \$17.6 million enterprise was built through content.

Walk through every step with PDFs, cheat sheets, guest expert lesson, Brand Strategy Exercise, and video lessons.



Week 2: Audience Persona Building, Mapping Content to the Sales Cycle and Brand Content Style Guidelines

- Identify and create audience personas for any target audience.
- Learn from hands-on video exercises how to build surveys to get real-time, valuable data about an audience you're serving (and incentive for higher response rates).
- Learn how to use Facebook Audience Insights to build new audience data.
- Map your persona to the stages of awareness in the sales cycle, and learn HOW and WHY to create content that SOLVES PROBLEMS at the specific stage they're in.
- Know how to utilize a sales team to nurture leads to get the information that will help you create valuable, profitable content.
- Learn how to create a brand content style guidebook that can direct content creation for ANY brand.
- Get an overview of the best email marketing tools and how to use them.

Grow your confidence with PDFs, cheat sheets, Brand Strategy Exercise, and video lessons.

Week 3: Understanding Keywords, Researching SEO Opportunities, & Creating Keyword Reports

- Learn about defining your goals for inbound ranking and overall content success.
- Explore Google's standards for content – find out why organic search is far higher ROI and more valuable to today's search audience than paid PPC.
- Reveal the biggest mistakes in keyword research that you must avoid.
- Know how to conduct effective, in-depth keyword research, using the top industry tools. Plus learn why and how to choose an SEO tool to track ranking and ongoing positions.



- Watch as I demonstrate proven methods on how I find a MONTH of SEO content for my agency that ranks without question!
- Watch guest speaker Ryan West from SEMrush show you how to find a great keyword, and pull live brand keyword reports.
- Get in-depth guidance on all aspects of SEO keyword research, including geo-targeted location content.
- Learn how to check for important ranking factors and be able to immediately identify opportunities for low-hanging SEO content you can easily create for any client.

Strengthen your understanding with PDFs, cheat sheets, guest expert lesson, Brand Strategy Exercise, and video lessons.

Week 4: Building an Authority Presence Online

- Get to know what strong online content looks like.
- Learn all the nuances of how to build content that ranks high in search results for YEARS and how to maintain this authority over time.
- Skip all the strategies that DON'T work: in this week, we'll cover only the keys of what DOES work when it comes to building true authoritative online content.
- Learn about the core content commitments and how to define them.
- Discover why one of the content commitments we discuss matters more than anything, and learn how to leverage that for long-term gain.
- Understand the importance of content structure, internal and external linking.
- Get confident with social media and how to combine the right social media platforms with the right brand (for clients you work with or your business).
- Get to know the benefits and methods of profitable guest blogging.



- Learn from Guest Expert Dan Levy of Unbounce as he shares secrets on how they built authority solely through blogging.
- Learn from Guest Expert Michele Linn of Content Marketing Institute as she explains how to lay the groundwork for business blogging.

Jump up a level with PDFs, cheat sheets, guest expert lesson, Brand Strategy Exercise, and video lessons.

Week 5: Practical Content Creation (Your Site & Guest Platforms)

- Never get stuck for content ideas again with an outlined, physical content creation process complete with steps.
- Learn how to pull strong brand awareness topics for any brand.
- Use techniques from a web crawl to find questions readers are asking online that you can create content for.
- Get proficient on professional industry tools such as BuzzSumo and Hawkeye to identify trends in ANY industry to write about! These also make killer guest blog posts that editors will DIE for.
- Get to know buyer-focused content, and how to create content and find topics that match the stages your customer is in.
- Learn how to create content that fits both SEO purposes and brand awareness.
- Know the ins and outs of SEO content optimization! See live demos of content structured for success.
- See the anatomy of web pages vs. blog pages, and learn how to create content that ranks consistently.
- Learn about 10x content, what that truly means, and how to go above and beyond in your content for your reader.
- Become an expert at guest blogging! Learn how to get on the publications you want, how to pitch editors, and send in irresistible topics and content pieces.
- Learn how to optimize your content for conversions, and how to add “list building” to your content creation.
- Guest expert Steve Rayson shares how to build strong headlines and discover hot topics.

Make real gains with PDFs, cheat sheets, guest expert lesson, Brand Strategy Exercise, and video lessons.



Week 6: Content Promotion Techniques, Setting a Budget, Preparing Your Editorial Calendar, & Maintenance

- Learn from Guest Expert Sujjan Patel as he kicks off the final week with a lesson on how to promote your content to draw more eyeballs on it.
- Learn about social media post structure and how exactly to optimize your post performance for maximum brand exposure.
- Study the intricate workings of effective email marketing, best practices for writing, scheduling and sending emails to your list.
- Learn about setting a budget for content marketing and how to set realistic expectations for your clients.
- Streamline your hiring process to know how to recruit professional, reliable talent to your writing team to support your content creation.
- Ugly editorial calendars, begone. Find out the easiest tool EVER that'll become your new secret weapon!
- Learn how to update your content for ongoing success (and why old content is your MONEY content).
- Know how to track and immediately see/report on content rankings to clients.
- Know how to set up a content plan for your clients.
- Learn from Guest speaker Dan Levy as he shares insights on the cost and return of 10x blogging.
- Learn from Guest speaker Shani Taylor's tutorial on creating an advanced editorial calendar.
- Learn from Guest speaker Ryan West of SEMrush as he teaches you how to track your rankings and research competitor rankings.

Lock in professional knowledge with PDFs, cheat sheets, guest expert lesson, Brand Strategy Exercise, and video lessons.



BONUS CONTENT: Now What? Let's Hurry Up and Get You Ready to Earn

- **Save some big \$\$** by taking advantage of my partnership with major tools like SEMrush, BuzzSumo, and more. This earns my students custom discounts they can use on the neverending list of tools that content strategists and marketers need. You can save some cash long-term with the discounts offered in the course.
- **Get your hands on all the templates** I've built for my course students in this bonus library
- **Access swipe files straight from my management vault**, which I've built to hire and retain great writers
- **Get Exclusive Access to authentic high-conversion materials.** This includes my pricing guides, recorded calls and consultation scripts we use to convert our clients, and templates to help you find your way in the content strategy market.
- **Get Access to Extra Lessons:** Twitter Growth Hacking, Live Demo of How to Improve Your Content Writing Skills & More

This section is focused on helping you achieve the next step after you learn these high-ROI skills, which is getting that job you want or working to earn more clients.

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\$997 or 12 easy payments of \$99/month