TRAINING
Content Marketing

LEARNING OBJECTIVES
- Develop a content marketing strategy aligned with business objectives and target audience
- Produce digital content optimised for SEO and social media
- Adapt formats and channels based on customer journeys
- Implement a consistent and measurable editorial calendar
- Track content performance using relevant KPIs

TRAINING DURATION
2 days (14 hours)

TARGET AUDIENCE
This training is intended for digital professionals looking to structure and implement an effective content marketing strategy

PREREQUISITES
Good knowledge of the digital environment (websites, SEO, social media), command of B2B/B2C digital communication, and an interest in writing

ACCESS TIME
Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE
- Inter-company training: €1,400 excl. VAT per person
- Intra-company / tailor-made training: on request

DETAILED PROGRAMME

- Content fundamentals and strategy
  - Definition of content marketing and current trends
  - Understanding audience expectations and digital journey
  - Building a content strategy: objectives, targets, messaging
  - Practical case: audit of an existing strategy
- Creating high-value content
  - Choosing the right formats based on the objective (acquisition, loyalty, awareness, etc.)
  - Web writing rules: clarity, SEO, call-to-action, storytelling
  - Adapting tone according to brand and channel
  - Workshop: writing an optimised article or social media post
- Multichannel distribution and content repurposing
  - Distribution plan: channels, frequency, adaptable formats
  - Repurposing content across different media
  - Building a realistic editorial calendar
  - Workshop: creating a monthly editorial schedule
- Measurement, analysis and continuous optimisation
  - Key KPIs: traffic, click-through rate, bounce rate, conversions, engagement
  - Monitoring and reporting tools (Google Analytics, Meta, SEO tools)
  - Adjusting the editorial strategy based on data
  - Case study: diagnosis and optimisation recommendations

CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to develop effective editorial strategies and web content. They may also specialise further in SEO, brand content or influencer marketing.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status or special needs: please contact us to arrange an interview and offer a suitable programme: handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

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