



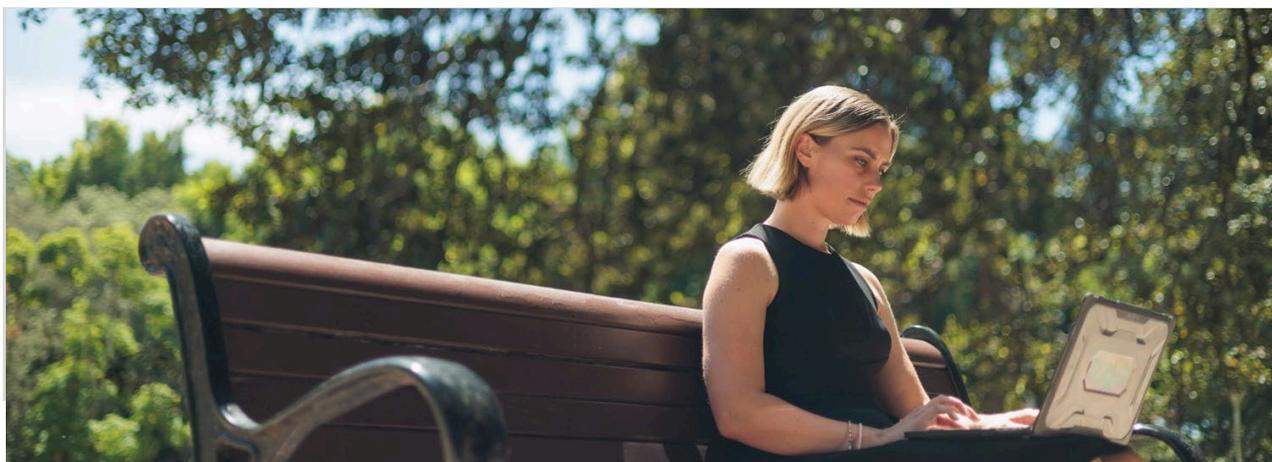
THE UNIVERSITY OF  
SYDNEY

# Content Marketing Course

*Centre for  
Continuing Education*



# Content Marketing Course



Social media provides businesses and brands the opportunity to connect with their customers in more meaningful ways. Content marketing that is relevant and engaging is key to building trust, improving sales and creating customer loyalty. But navigating today's crowded and rapidly evolving social media marketplace can be a challenge.

This one-day course looks at how you can profile your customers to gain deeper insights into the types of content they want to consume and the best practices for creating low cost but highly effective content. We will cover the strategies behind content marketing and step-by-step ways to plan, create and schedule your content calendar. You will also learn how to track the effectiveness of content on your social media channels, website or blog.



## Course duration

1 session, 8 hours total



## Time

9am - 5pm



## Format

Face-to-face  
or  
Online in real-time



## Dates

Browse available  
[course dates](#)

## Intended audience

No prior experience in content marketing is needed but having access to social media platforms is required to actively participate in class.

## Prerequisites

None



## Upon completion

Every participant receives a University of Sydney certificate of completion.



## Aims

This course aims to show you how to strategically and operationally implement a content marketing plan for your business.



## Outcomes

By the end of this course, you should be able to:

- approach content marketing from a strategic understanding of how it impacts a customer's buying decision and relationship with a business or brand
- assess your audience and customer demographics to determine the types of content they will engage with
- utilise low-cost, no-cost tools to produce on-brand and engaging content
- develop a structured and strategic content marketing calendar that is time-efficient to produce, schedule and manage
- analyse content and customer feedback to review its performance
- structure a balanced and effective content calendar for your business
- evaluate content for performance, engagement and appeal.



## Content

- The role of content marketing in a customer's journey and social media platforms today
- How content is used to develop trust, credibility and understanding of a customer's needs
- How to profile a customer base to establish customer groups
- How to profile a customer group to identify the types of content they will respond to
- The types of content that can be produced and distributed across social platforms
- The best practice for content marketing across each social platform – Facebook, Instagram, LinkedIn, YouTube and Twitter
- Low-cost, no-cost ways to produce content that reflects your brand or business utilising tools, apps and guidelines
- How to distribute and post content on social media platforms both natively and using scheduling tools
- How to create a content plan for your business
- How to create content production plans
- How to evaluate the performance of content marketing



## Delivery style

You are required to bring your own device.

## Materials

Case studies and app guides are distributed electronically.



*“Really interesting day, I felt like I gained a lot from the course. Nice group size - allowed for everyone to share their ideas and allowed time for the facilitator to provide individual advice.”*

**Liam Bourke**

*“The facilitator is a leader in content marketing and her wealth of knowledge is incredible. This course combines the technical and the creative in an action packed day of learning. Brilliant course!”*

**Sarah MacLellan**



*“The course was engaging and very useful for the day to day content creation at any company (big or small). The tutor uses her vast experience to share relatable examples from different industries. She also combines practice with theory, which makes it even more enjoyable and useful.”*

**Gabriela Ibarra**



## **Organisational training and development**

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



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**SYDNEY**

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*inspire leadership*

**For more information**

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