



3. RESEARCH & CONTENT MARKETING

- Content Marketing**
- Types of Content**
- Content Intent**
- Community Management**
- Content Marketing Strategy**

3.1. RESEARCH

- Social Listening**
- Competitor Analysis**
- Content Audit**

3.2. PLAN

- Content Goals**
- Buyer Personas**
- Content Topics**
- Content Calendars**
- Content Management Systems**

3.3. CREATE & CURATE

- Content Creation**
- Content Types**
- Content Creation Tools**
- Content Curation**
- Content Curation Tools**
- Defining Your Personality**
- Brand Storytelling**
- Content Personalization**



3.4. PUBLISH

Content Platforms
Content Seeding
Content Scheduling
Content Promotion
Content Repurposing

3.5. MEASURE

Content Marketing ROI
Content Marketing Goals
Key Metrics & Tools