

Lesson 1: The Power of Storytelling

Lesson description:

Every successful company has a story. It's needed to survive. What do you stand for? What message do you support? These are all concepts that we'll discuss in this lesson.

Learning assets:

- Why your business needs a story
- What do you need to tell a great story?

Questions you should know the answer to:

- How does it differ from non-business storytelling?
- What's the goal of business storytelling?
- What isn't a business story?
- What is the Golden Circle?
- Why is the Golden Circle important to storytelling?
- What are the foundational storytelling elements?
- How do you determine characters within a story?
- What is first, second, and third point of view?
- Why is conflict important to a story?
- How should you end a story?
- Why should your content be consistent and authentic?
- Why should your content be clear and concise?
- How can you define a business' purpose?
- How can you define the conflict in a story?
- How can you define the characters in a story?
- How can you tell point of view within a story?
- How can you tell if there's a resolution to a story?

Lesson 2: Building a Content Creation Framework

Lesson description:

To create quality content in a scalable and efficient manner, you need to have a structure in place. Learn how to build a content creation framework for your company, including identifying campaigns, setting timelines, reviewing content, and measuring success, all of which are discussed in greater detail in this lesson.

Learning modules:

- Why your business needs a framework for creating content
- How to build a content creation framework
- What resources will you need to create meaningful content?

Questions you should know the answer to:

- Why is it important to have a clear and repeatable process?
- Why is it important to have an organized process?
- Why should your content process be agile?
- How do you conceptualize content?
- Why do you need timelines for content creation?
- What is a content creation workflow?
- How should you review and edit your content?
- How should an editor provide feedback on edits?
- What should you use to edit content?
- How often should you update a content promotion process?
- What should you use to host and store your content?
- Why would you use a naming convention formula?
- Why should your content creation framework evolve?
- What roles are included in a content creation team?
- What is the blink test?
- What is a CMS? Why do you need one?
- What are examples of analytics platforms?
- What should you use to organize planning and internal communication?

Lesson 3: Planning a Long-Term Content Strategy

Lesson description:

A long-term plan identifies and organizes all the initiatives and campaigns over the course of a year where content will need to be created. In this lesson, you'll learn how to create realistic content goals and perform an audit that will help identify content needs to build a helpful, relevant journey for your audience. You'll finish the lesson with an overview on how to work with industry influencers to expand the reach of your content efforts.

Learning modules:

- Why long-term content planning is important
- How to build a long-term content plan
- How to work with influencers to improve your content strategy efforts

Questions you should know the answer to:

- Why does a long-term content plan need to be organized?
- Why should you align your content goals with the company's goals?
- How does a long-term content plan help tell a story?
- What are SMART goals? Why do you need to set them?
- Why do you need a content audit?
- How do you organize a content audit?
- How do you find resources to include in a content audit?
- Why is it important to know upcoming event-based initiatives?
- What's a buyer persona profile include?
- What's the buyer's journey?
- Why should you identify the buyer's journey for your personas?
- How does identifying the buyer's journey for your personas help your long-term content plan?
- How can you tell what a complete buyer's journey looks like?
- What is a content compass? How is it used?
- How can you tell if a business has a completed content compass?
- What is influencer marketing?
- How can influencer marketing impact your SEO?

Lesson 4: Generating Ideas for Meaningful Content Creation

Lesson description:

One of the differences between good and great content marketers is that the latter have a process which they rely on to consistently produce high-quality content ideas. In this lesson, you'll learn how to research and uncover an idea and expand on it whether you're doing it yourself or with a team. Sometimes, ideas aren't easily apparent.

Learning modules:

- Why you need a process to generate ideas for content creation
- Where do ideas come from?
- How do you generate ideas for content creation?

Questions you should know the answer to:

- Why should you have a process for generating content ideas?
- How do you gather raw material?
- What types of content should you read?
- How should you digest content?
- Why is it important to unconsciously process content?
- What is the eureka moment?
- Why is it important to know your buyer personas' reading habits?
- How would you go about finding your buyer personas' reading habits?
- How can you analyze your competitors?
- How can you use search engines to help generate content ideas?
- What is a content brainstorm?
- How do you create a comfortable atmosphere for a content brainstorm?
- What can you do to organize a content brainstorm?
- What is the end result of a content brainstorm?

Lesson 5: Creating Blog Content Your Audience Loves to Read and Share

Lesson description:

Creating quality blog content your audience loves to read and share is easier said than done. In this lesson, you'll learn why blog post structure matters, how to choose a topic and a title for a blog post, how to structure a blog post, and you'll finish with some effective blog writing tips.

Learning modules:

- Why blog post structure matters
- How to choose a topic and a title for a blog post
- How to create and structure a blog post
- How to optimize a blog post
- What are some effective blog writing tips?

Questions you should know the answer to:

- Why does blog post structure matter?
- How do you choose a topic and a title for a blog post?
- What is a working title?
- How many characters will Google display for a title tag?
- What is whitespace?
- How often should you bold content in a blog post?
- Where should you insert CTAs in your blog posts?
- What can you do to improve your writing?

Lesson 6: How HubSpot Uses Blogging to Rank #1 on Google

Lesson description:

In this lesson, you'll learn all about the three major things HubSpot has done to increase our rank in search and dramatically increase organic traffic using our blog. You'll learn all about building topical relevance, optimizing your blog content for Google's featured snippet, and implementing a process called historical optimization to rank for target topics using blog posts you've already written and published.

Learning modules:

- How does HubSpot use blogging to rank #1 on Google?
- Building topical relevance
- How HubSpot builds topical relevance
- Optimizing featured snippets
- How HubSpot optimizes for featured snippets
- Why is historical optimization a key SEO play?
- How to get started with historical optimization

Questions you should know the answer to:

- What is topical relevance?
- Why is building topical relevance important?
- How do you build topical relevance?
- What is a featured snippet?
- How do you optimize your website pages for a featured snippet?
- What is historical optimization?
- When should you implement historical optimization?
- How do you historically optimize your website's pages?

Lesson 7: Extending the Value out of Your Content Through Repurposing

Lesson description:

A wise marketer looks for efficiencies when it comes to content output. Repurposing content is a strong content creation method of recycling content into different formats, giving yourself the ability to produce more content at a quicker pace. In this lesson, you'll learn how to proactively identify repurposing opportunities before a piece of content is created, as well as how to repurpose and republish a successful piece of content after it's been created.

Learning modules:

- The benefits of repurposing content
- How do you republish content?
- How do you repurpose content?
- Repurposing content to support a product launch

Questions you should know the answer to:

- Why should you repurpose content?
- What are the benefits of repurposing content?
- What's the difference between republishing content and recycling content?
- Which sites should you post republished content to?
- Which content should you republish?
- Why should you update the headline of republished content?
- How long should you wait before republishing content?
- What is the difference between short-form content and long-form content?
- What is needed to recycle short-form content into a long-form content offer?
- Why would you recycle a long-form content offer?

Lesson 8: Creating Topic Clusters and Pillar Pages

Lesson description:

Content marketers are constantly battling for the attention of their audience. But with all the content being published online, search engines like Google are being forced to better organize and showcase the content they think would be helpful to the searcher. All this change brings opportunity for content marketers to be found and, more importantly, found by their ideal audience. In this lesson, you'll learn a list of techniques on how to create content that both humans and search engines will love.

Learning modules:

- Why are topic clusters important?
- How do you create an effective topic cluster?
- Examples of commonly used pillar page types
- How do you create an effective pillar page?
- How to optimize and grow your pillar pages over time

Questions you should know the answer to:

- How have search engines evolved?
- How has SEO evolved?
- What is a topic cluster?
- What is a pillar page?
- What is a broad topic?
- What is a specific topic?
- What are the three most common pillar page types?
- How do you optimize your pillar page for the featured snippet?
- How do you optimize a pillar page for search engines?
- What's a list of ways to improve the on-page experience for your pillar pages?

Lesson 9: How to Create a Successful Video Marketing Strategy

Lesson description:

Learning how to create a successful video marketing strategy can be overwhelming and complicated if you don't have the right mindset. In this lesson, you'll learn why it's important to create engaging videos and how to use video throughout the inbound methodology. You'll finish with a list of tips you can use to get started creating effective videos for your business.

Learning modules:

- Why should you create engaging videos?
- How to use video throughout the inbound methodology
- Tips for getting started with video marketing

Questions you should know the answer to:

- How can video increase your search engine optimization footprint?
- How does video reduce bounce rate?
- What types of videos should you create for the attract stage?
- What types of videos should you create for the engage stage?
- What types of videos should you create for the delight stage?
- What's a list of items you need to start recording videos for your business?

Lesson 10: Building a Guest Blogging Strategy Powered by SEO

Lesson description:

Building a guest blogging strategy that's optimized for search engines takes a lot of work and dedication. In this lesson, you'll learn why guest blogging should be a critical piece of your blogging strategy, how to create a guest blogging strategy, how to find guest blogging opportunities, how to secure a guest blogging spot, and you'll finish with how to write a guest blog author bio.

Learning modules:

- Why is guest blogging a critical piece of your blogging strategy?
- How to create a guest blogging strategy
- How to find guest blogging opportunities
- How to secure a guest blogging spot

Questions you should know the answer to:

- What is guest blogging?
- How can guest blogging benefit you and your business?
- What is an inbound link?
- Why are inbound links important?
- What is domain authority? What role does it play in your guest blogging efforts?
- How can your current content help you with creating guest blog posts?
- What's a list of link building best practices?
- How can you find guest blogging opportunities?
- What's a list of recommendations to do before reaching out for a guest blogging spot?
- What's an effective outreach process?
- What's included in a guest blog author bio?

Lesson 11: How to Effectively Promote Content

Lesson description:

Content promotion is an essential part of any content strategy. In this lesson, you'll learn how to build a promotional plan, promote your content on organic and paid channels, and keep up with trends to continually improve your content promotion strategy.

Learning modules:

- Building a promotion plan
- Promoting content organically
- Supplementing organic efforts with paid promotion
- Content promotion in action: A case study with Larry Kim
- Improving your content promotion

Questions you should know the answer to:

- Where should you promote your content?
- Why should you update your messaging on different platforms?
- What's are some tools that can help you organize your social promotion efforts?
- What's a list of ways to organically promote your content?
- How can paid media help improve your organic promotion efforts?
- How can you improve your content promotion efforts?

Lesson 12: Measuring and Analyzing Your Content

Lesson description:

You can determine your content strategy's return on investment by setting goals and measuring content performance. In this lesson, you'll learn how to identify and set goals for your content, which metrics to track for your organic and paid efforts, how to attribute conversions, and how to communicate your content's performance.

Learning modules:

- Identifying and setting goals
- Organic metrics to track
- Paid metrics to track
- Tracking conversions with attribution models
- Analyzing and measuring content in action: A case study with Larry Kim
- Communicating content performance

Questions you should know the answer to:

- Why is tracking the performance of your content important?
- How do you set a SMART goal?
- What's a list of organic, non-paid metrics to track?
- What's a tool that can help you visualize your performance?
- What's a list of paid metrics to track?
- Why would you support a first page ranking with paid promotion?
- What are the various types of attribution models?
- How should you communicate your goals with your team?
- Is it okay to miss your goals? How should you respond if you do?