

Content Strategy & Operations Training Course

Successfully plan, create and deliver your online content

Course Dates

Please note: This course is currently only available [in-house](#)

Content strategy and operations address the increasingly complex demands that organisations place on the creation, delivery, management and measurement of content across web and social media platforms.

With content and its marketing sitting at the heart of customer acquisition and retention, its importance cannot be underestimated.

Content strategy and operations skills, tools and processes blend established disciplines – such as communications and editorial planning, marketing and content – with newer disciplines including: digital workflow management and authoring, behavioural insight and analytics. It also encompasses organisational management and strategic planning.

Delivered by ex-Googleer Carolina Vicente, this Content Strategy training course will help organisations understand how content strategy and content operations work, their positive impact, and how and why it needs to be deployed across any business or organisation.

Course Programme

Introducing Content Strategy & Operations

- Why content strategy and content operations are essential business skills
- Building content strategy and operations into your existing disciplines and workload
- The changing nature of content – not just what, but where and how
- How mobiles and tablets have transformed audiences and the content they want (need)
- Responsive content vs. adaptive content – is your organisation responding and adapting enough?
- GDPR – what the data protection changes mean for digital content strategy

Evolving Your Content Strategy

- What type of content organisation are you?
- Who in the organisation is (should be) responsible for content
- Getting buy-in – from C-suite to subject-matter experts
- Audience and content behaviours on different devices
- Adapting existing skills to the needs of a mobile marketplace
- Future-proofing – how do you keep up with the ever faster pace of change?

When Content Goes Bad

- Business risks and missed opportunities
- When and how organisations get it wrong

What Great Content Planning Looks Like

- Case studies and best practices
- Breaking down the components of content strategy: planning, creating and maintaining
- Templates for preparing supporting strategy documentation – for use, not the bookshelf
- Evaluating what you already have and what you need – the content itself, and the skills and resources you need to deploy it effectively
- Qualitative and quantitative auditing
- Sector and competitor analysis
- Audience definition, needs and expectations
- Measurement and metrics: understanding business goals and interpreting the data for your organisation
- Content marketing as an effective component within content strategy

The Content: How It Works and Moves

- Understanding the device revolution – touch, size and context
- Planning for the content revolution – moving beyond words and pictures
- Planning for the changing nature of social and search
- Measuring effectiveness: the right success and performance measures (and a word or two about the wrong ones)

Benefits

Following this Content Strategy course, you will understand:

- ✓ How to prioritise and plan content, so projects start, progress and conclude more effectively
- ✓ How content strategy deploys alongside existing disciplines
- ✓ The integration of content strategy and content operations
- ✓ How to adopt a strategic and planned approach to successful content delivery
- ✓ The skills and resources required to deliver and manage a content strategy
- ✓ What a good content strategy and content operations structures looks like
- ✓ Key content tools and processes

All attendees receive an attendance certificate, digital copies of course material and four weeks post course support online.

Audience

Emarketeers' Content Strategy & Operations training course will suit anyone with direct or evolving responsibility for producing, managing or overseeing content, with particular emphasis on online projects. It is relevant to client or agency teams and includes: marketers, copywriters, web managers, publishers, customer service managers, editors, PR and media professionals.

What people say

Engaging, relevant and informative!

Amy Hutson, Content and Marketing Officer
East Sussex County Council



Great course! Would recommend it highly. The course content was engaging and thought provoking, and the trainer clearly had substantial real-world industry experience to draw on when answering our questions.

Dan Rawlings, Web & Intranet Editor
East Sussex County Council



I found the Digital Content Strategy course stimulating and highly relevant. Anne's presentation was excellent – excellent and intelligent.

Tina James, Brand Content and Communications Manager
Alexandra (MWUK Ltd)



The course was delivered in a very professional way. Excellent venue and atmosphere. The pace was adapted to all participants and the content was useful and interesting. A lot of study cases and examples made the theory easy to be implemented in practice later on. Very motivating and enriching course!

Malgorzata Stabinska, Internal Communications Officer
Nissan Europe





A well-run course, that was highly efficient, and helped me establish a content strategy fit for all my clients! I came out understanding how to develop team morale when creating and seeing through content projects! Not to mention, Anne was fabulous!

Tamir Davies , Content Manager
Reboot Online



A great course that helped me sharpen and consolidate my content planning skills, and inspired me to work differently with my clients.

Katrina Strathearn, Writer, editor and content planner
Veracity Content

Veracity
Content.

Anne was very informative and had the great ability of jumping into those topics that we really wanted to concentrate on. Recommended!

Duncan Hendy, Content Strategy Manager
Kentico



Such a great course, well taught and engaging. I'm looking forward to putting into practise what I learnt on the course. Anne was a great tutor as well! Would highly recommend this to others.

Lottie Moore, Channels Officer
Essex County Council



It was great to talk about such a niche area with a number of other experts in the field, learning that our troubles are shared and that there are a number of ways to work on them.

Siobhan Cameron, Website Content Manager
IG





Great course. Learnt lots! It was an intimate and relaxing learning environment. Tutor was incredibly knowledgeable.

Nancy Sardari-Kermani, Head of Communications
University of Hertfordshire



Here at Innova we talk of being able to input any one person's knowledge as a chip into our brain. I would happily have Annmarie's chip! She is an incredibly analytically minded and connected professional.

Eloise Jean, Marketing Coordinator
Innova Systems



Not only did the course provide an overview of the benefits and best practices of content strategy, it also helped to provide context for our own company goals and business motives. With examples, exercises and personalised advice, this is a must for any company wanting to formalise a strategy for their content.

Hattie Cooper, Digital Content Lead
Kingfisher



The course was really great. It was a fun mix of content theory, discussion, and putting what we learnt into practice. I can say with certainty that everyone in attendance – even with our wide range of roles – came away a better marketer.

Sylvia Bevan, Digital Marketing Specialist
Deloitte AG



There's nothing worse than wasting time enduring a terrible course – and yet it's a common experience. Emarketeers' courses are led by genuine experts and are packed with useful information and techniques that you can take back to the office. Simply fantastic!

Rianna Fry, Digital Communications Manager
Barking and Dagenham Council





Knowledgeable trainer, interesting insights and small group made the course valuable – thank you!

Dominika Karpowicz, Digital Officer
Rethink Mental Illness



A lively and thoroughly enjoyable course, with plenty of opportunities to ask questions specific to my role and organisation.

Emma Chafer, Editor
ICSA



This was a great course and I walked away with practical tools to help my team, thank you!

Rianne Mason, Digital Content Manager
Arthritis Research



I attended the Digital Content Strategy course and the course was very well structured, professionally presented and our teacher was very friendly and helpful addressing all our queries. Would highly recommend Emarketeers!

Sarah Murrell, Online Marketing Specialist
Coats



After considering attending a few content strategy courses, I'm delighted that I chose to go with Emarketeers as the day was really impressive. I've been able to apply many of the things we discussed to my own work almost immediately!

Emma Dolby, Web Officer
Coventry University





The Digital Content Strategy course was engaging and expertly delivered; featuring lots of examples and opportunities to participate, I never felt bored. I would highly recommend this course to all Digital Marketing professionals.

Dean Betts, Digital Content Officer
Coventry University

