

# MASTERCLASS IN CONTENT MARKETING

CHECK OUR WEBSITE FOR  
ONLINE OR IN-CLASS DETAILS



IRISH TIMES  
TRAINING



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The way we buy today has changed. Consumers in B2B and B2C are driven by content to finding the solutions that are right for them. The foundation of a strong content marketing strategy is understanding your audience and how they buy. Our masterclass will help you identify your audience, how they consume stories and where.



Engaging content tells a story. One your audience can identify with and that is produced in your brand's unique tone. Learn about the key rules to effective storytelling across a variety of online platforms, how to avoid pitfalls and why anyone can become a storyteller.



With hundreds of potential digital channels available to publish and promote your content, it's vital to understand which reach your audience best. Providing you with an overview of channels and best practice tips on utilising these for your market, our masterclass will go beyond the basics into strategic utilisation of digital channels.



Not everyone is convinced that content marketing - never mind stories - can deliver real business success. In our masterclass learn how to make the business case for content and take advantage of our measurement framework. This tool links content to profitable business results.

# COURSE OVERVIEW



The way we consume products and services has changed dramatically in recent years. Businesses of all sizes need to be aware that consumers will have made their decision to purchase a product or service long before contacting a business directly. The consumer's decision is aided by engaging websites, stories and content they find on social media, in online searches and shared by their digital networks.

The Masterclass in Content Marketing has been designed with consumer behaviour in mind. Industry-expert tutors will help participants to discover how effective storytelling can lead to profitable results using existing digital marketing tools to create, promote and measure the effects of content on the overall sales & conversion process.

## COURSE CONTENT

- What is content?
- Changing buyer behaviour
- Introduction to how inbound marketing works
- Effective goals for organisational success & creating your template for setting goals
- Defining your buyer's persona & developing their journey
- Finding your brand's voice & tonality
- Message consistency
- Storytelling tools & best practice
- Content promotion: SEO, blogging, social media & email marketing
- Creating an editorial calendar and planning your promotions
- Conversion Path Elements - forms, landing pages & best practice
- Content mapping & content generation tips (keywords, repurposing content etc.)
- Sales alignment; what to measure and closing the sales loop

# LEARNING WITH IRISH TIMES TRAINING



## HOW DOES IT WORK?

We offer courses in-class in The Irish Times Building on Tara Street, Dublin 2 and online. Please see course dates on the website for online or in-class details.

### **IN-CLASS**

In line with our Paperless Office policy we will not supply printed course notes. Students are welcome to bring a laptop or tablet to course sessions to access course notes. Students will be provided with soft copy of notes and can print them out in advance of the course.

### **ONLINE**

You may be coming to online learning for the first time and feel nervous or worried that it might be unfamiliar and difficult. Well, you can relax. So long as you have a computer and are able to connect to the internet, ideally with a webcam (although this is not essential) then you're all set. We use video platforms to deliver our virtual sessions, and each class is secured with password access so only the registered participants can join. All the course materials are made available for you to follow along on-screen, and then join in with the collaboration sessions and activities.

## WHY CHOOSE THIS COURSE?

- Specifically tailored to maximise your learning experience in-class or online
- Delivered as a live class by experienced trainer
- Engage live with the trainer and your classmates
- Guided presentation shared by the trainer on screen
- Access to notes online in advance of training

# ABOUT IRISH TIMES TRAINING



Irish Times Training (ITT) has been in the professional development and education business for over 40 years. As a subsidiary of The Irish Times, we work with a broad range of people and organisations to deliver the highest quality Business, Management, Digital Marketing and Personal Development programmes.

Our objective is to ensure that you leave ITT with the knowledge, skills and confidence to progress your career and have a solid foundation on which to build and continue to grow your potential.

At ITT, we pride ourselves on keeping ourselves “a step ahead”. We do this by working with our panel of experts to regularly update course content and ensure that you are getting real-time feedback on what is happening in industry. Providing up-to-date case studies is a key feature of our training courses.

Your studies will be thought provoking, challenging, interesting and exciting. We are committed to supporting you in an active and immersive learning environment that encourages you to implement what you learn in the training and to engage with both expert trainers and other students.

BOOK YOUR  
PLACE  
TODAY



**IRISH TIMES  
TRAINING**

TRANSFORMING YOU, YOUR  
TEAM & YOUR ORGANISATION

**ASK US  
ANYTHING!**

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