

# Masterclass Contentmarketing Strategy

From idea to impact: build a successful content marketing strategy.

The best trainer in the Netherlands '23 and '24

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## Program:

**Objective:** Enrich your team with the crucial knowledge and skills to implement a powerful content marketing strategy. This interactive masterclass combines theory with practice, with your brand at its core.

**Personalize your learning experience:** We customize the training to best meet your needs and learning objectives.

## For whom:

If you're ready to (re)develop a content marketing strategy and want to get it right from the start, our in-company master class is for your team. This training is ideal for professionals from all kinds of industries, including content creators, product developers, communications specialists, and marketers.

- **Morning:** Inspiration and knowledge acquisition through models and examples, focused on building a solid foundation for your content marketing approach.
- **Afternoon:** Hands-on application of the "Digitalheads Strategy Steps," a proven 9-step method, with exercises specific to your brand.
- **End result:** A complete strategy outline, solutions to current issues, and a plan to roll out your content marketing strategy independently.

## After completion, you will know:

- The key concepts and models
- How to best describe your target audience
- How other brands do this
- What the most common goals and KPIs are
- What the single most important part of a successful content marketing strategy is
- Which and how to choose your content domains and topics
- What constitutes a good outline for an impactful content calendar
- What a professional content marketing organization looks like
- What steps you take in the content marketing organization
- What the secret is to produce content in the most effective way
- How you map out on which channels your content is visible
- What kind of channels there are to distribute your unique content
- How to measure, monitor and improve the success of your content approach
- How you get started successfully on your own.

## Practical information:

- **Date:** By arrangement
- **Cost:** On request
- **Study load:** one day
- **Location:** Flexible

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19+  
Years of experience



4.000+  
Certified participants



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