

Content Marketing Part 1

- The Role of Content Marketing
- Recognizing various prospects
- Writing Messages and Creating Content
- How to convey your Message through the Media

Content Marketing Part 2

- Content planning and overcoming obstacles
- Measuring end results
- Effective Blog Marketing
- Various Social Media Marketing Channels

Content Marketing Part 3

- Understanding Image Marketing and Video Marketing
- Dos and don'ts of Articles and Press Release Marketing
- Email Marketing and Event Marketing
- The role of B2B Marketing