

# The Content Strategy & Marketing Course / Curriculum

**Content Strategy**<sup>®</sup>  
& Marketing Course

[contentstrategycourse.com](http://contentstrategycourse.com)



**Lead Instructor & Creator:**

**Julia McCoy**

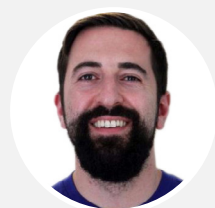
Founder, Express Writers,  
Expert Content Marketer,  
Author, Speaker



**Michele Linn**

VP of Content, Content  
Marketing Institute

**Teaching: Content  
Marketing Strategy  
& Blogging**



**Dan Levy**

Content Director,  
Unbounce

**Teaching: Content  
Investment**



**Steve Rayson**

CoFounder,  
BuzzSumo

**Teaching: Topic  
Discovery**



**Sujan Patel**

Digital Marketing  
Expert

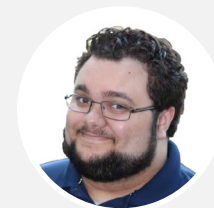
**Teaching: Content  
Promotion**



**Shani Taylor**

Customer Success  
Manager, Airtable

**Teaching: Advanced  
Editorial Calendar  
Building**



**Ryan West**

Customer Success Lead,  
SEMrush

**Teaching: Keyword  
Research & Reporting**

# Get the Accompanying Bestseller



[amazon.com](https://www.amazon.com)

BARNES&NOBLE



# What's In the Practical Content Strategy & Marketing Certification Course?

**For entrepreneurs, agencies and freelancers who want to optimize BOTH their time AND tools to only create content that converts**

**Are you TIRED of reading a gazillion blogs for marketing wisdom?**

**Perhaps, you're sick of trying to implement their tips and tricks because you never get results.**

**Do you feel burnt out and FRUSTRATED when it doesn't work?**

Here are some common struggles content marketers and strategists deal with.

- You find content creation, planning and publishing difficult.
- You draw a blank when it comes to writing on topics that will reach your audience and offer them REAL VALUE.
- You don't know how to target your ideal audience and get in their head so you can create for *them*.
- You are missing some part of how to do the "SEO" part of content marketing. Do you *really* know how to research for high-ROI keywords?
- You're confused about which tools to use, and how to use them.
- You aren't sure how to build a brand "content strategy" from start to finish that the boss or your client will approve. The Practical Content Strategy & Marketing Course is a proven, tested 6-week online training course that teaches you the actionable steps and implementation methods you need to make immediate advancements with the skills you have.



*This is not your typical course.*

This is not simply about reading a textbook to get a certificate and a pat on the back.

What's inside is an actionable program with very *specific, outlined steps*.

Steps for you to follow and learn from.

Steps that will teach you wildly profitable content marketing and strategy skills.

Skills that guarantee you will thrive.

Skills you can take to the bank, to earn respect from your boss or win even more clients with.

Build a Brand Content Strategy from the Ground Up  
as You Learn the Skills That Matter in Content Marketing

# Modules

**Introduction:** Welcome to Content Strategy

**Module 1:** Core Foundations of a Practical, ROI-Focused Content Strategy

**Module 2:** A Beginner's Guide to Audience Discovery, Personas, & Brand Content Style Guidelines

**Module 3:** Understanding Keywords, Researching Opportunities, & Creating Keyword Reports

**Module 4:** Building an Authority Presence Online

**Module 5:** A Guide to Topic Discovery & Practical Content Creation on (Your Site & Guest Blogs)

**Module 6:** Content Promotion Techniques, Setting a Budget, Preparing Your Editorial Calendar, & Maintenance

**Resource Module:** Bonuses, Guides & References Section

# Individual Curriculum Lessons

## Introduction: Welcome to Content Strategy

- 1 Introducing An ROI-Driven Content Strategy Teaching & the Skills You're About to Learn
- 2 Setting Your Personal and Professional Goals for this Course
- 3 Content Strategy vs. Content Marketing: The Big Picture
- 4 Why Does Content Fail? Protecting Against Content Catastrophe with the 4 Keys
- 5 The Reality & Budget of Many Businesses When It Comes to Content Creation
- 6 Where Content Marketing is Headed: Inspiration
- 7 The Story Behind Julia McCoy: From Freelancer to Content Agency Owner (Video Story)
- 8 Content Strategy vs. Everything Else: What You'll Learn in This Course
- 9 How Planning & Executing Great Content Is a Multi-Person, Expert Job (Content Team Structure)
- 10 What's Ahead: The 6 Cores You Need For a Profitable Brand Strategy & Your 4 Certified Skill Points

## Module 1: Core Foundations of a Practical, ROI-Focused Content Strategy

- 1 Your Content Expertise: Defining Your Topic Area for an Authoritative, High-ROI Online Presence
- 2 Tying Your Content Expertise to Your Content Differentiation Factor (CDF)
- 3 Your Content Creation: 3 Goals for Repeated Content Success
- 4 Setting A High-ROI "Net" of Content Marketing: Tracking vs. Reality
- 5 An Example of ROI Content: Highly SEO Ranked Content
- 6 An Example of ROI Content: Brand Awareness and Customer Engagement Content
- 7 **Bonus:** Guest Speaker Michele Linn Presents: How CMI Was Built Through Content & Practical Content Marketing Strategy Tips



## Module 2: A Beginner's Guide to Audience Discovery, Personas, & Brand Content Style Guidelines

- 1 Are Personas Actually Worth Creating? 4 Keys to Keep in Mind
- 2 Where Creating Great Content Begins: Your Audience & an ROI Perspective
- 3 A Beginner's Guide to Mapping out a Content Audience Persona: New Audiences
- 4 **Bonus:** New Audience Persona Bonus: Using Facebook Insights as A Low-Budget, High Quality Discovery Alternative
- 5 A Beginner's Guide to Mapping out a Content Audience Persona: Existing Audiences
- 6 A Little Social Media Stalking Goes a Long Way: How to Discover Your Persona's Interests (Demo)
- 7 How to Map Your Buyer Persona to Lifecycle Stages to Create Sales Awareness Content
- 8 How to Discover Sales Awareness Questions: Key Questions to Ask Your Persona [New Audience]
- 9 Brand Strategy Part 1: Create a Brand Content Style Guidebook (Content Guidelines & Persona)
- 10 **Module 2 BONUS Resource:** Best Email Marketing Tools

## Module 3: Understanding Keywords, Researching Opportunities, & Creating Keyword Reports

- 1 Outlining Your Three Goals for Setting Keyword Research & Online Content Success (Exercise)
- 2 Why Organic Search Holds Higher ROI Than Paid & Google's Quality Standards for Content
- 3 The Blueprint to a High-ROI Keyword (Core Keyword Types & Defining the Sweet Spot)
- 4 Keyword Research: Biggest Common Problems/ Mistakes (The Don'ts)
- 5 The Content Strategist's Keyword Toolbox: Favorite Tools & Major Differences
- 6 How to Choose a Tool for Both Keyword Research & Position Tracking
- 7 Guest Speaker Ryan West Presents How to Find a Good Keyword: An Overview of Keyword Research in SEMrush
- 8 Guest Speaker Ryan West Presents Live Examples of Pulling Two Brand Keyword Reports
- 9 Detailed Keyword Discovery: How to Find Keywords & Define Your Next Content Action Steps (Live Demo Using KWFinder)
- 10 Geo-Targeted Keywords: How Local Keywords Offer Excellent Long Tail Opportunities
- 11 How to Check for DA (Domain Authority), a Moz Ranking Factor, & How it Impacts Creating Content
- 12 Brand Strategy Part 2: Create a Comprehensive Keyword Report (Exercise)



## Module 4: Building an Authority Presence Online

- 1 Building Your “House” Online: How to Have Content Focus For Better Results & Where Your Focus Should Be
- 2 How to Win Every Time With A Core Content Commitment Approach in the Online Content Presence You Build
- 3 Defining the 3 Commitments to Core Content Creation
- 4 Core Focus Circle: Identifying the Key Integral Commitment & Who to Trust for Content Production
- 5 Proving the Key Integral Commitment With Case Studies: I. How Unbounce Built Authority Solely Through Blogging
- 6 Proving the Key Integral Commitment With Case Studies: II. What Happened When My Agency Doubled Our Budget
- 7 Site Structure: A Map of a Strong Content House
- 8 What is Cornerstone Content & Why Does it Matter?
- 9 A Nutshell Guide on Internal Linking In Your Content & How to Judge Link Quality with Alexa
- 10 The ROI of Blogging (Aka, 2 Key Reasons Why You Should Have Started Blogging Yesterday)
- 11 Level 2 Guest Speaker Michele Linn Presents: You Need a Blog: Ground Rules of Creating a Tangible Blogging Plan
- 12 Brand Strategy Part 3A: Building Roads to Your House With Outside Channels: Guest Blogging Column Discovery (Exercise)
- 13 Brand Strategy Part 3B: Building Roads to Your House With Outside Channels: Social Media (Exercise)
- 14 Building Roads to Your House With Outside Channels: Guest Solo Appearances

## Module 5: A Guide to Topic Discovery & Practical Content Creation on (Your Site & Guest Blogs)

- 1 Simplifying the Content Ideation and Creation Process
- 2 Live Demo of Pulling Strong Brand Awareness Topics from a Web Crawl
- 3 How to Find Hot Topics Using BuzzSumo
- 4 Buyer-Focused Content: An Overall Look at Creating Content for the Stages of Your Funnel (Exercise)
- 5 Buyer-Focused Content: Customer Topic Discovery for the Stages of Your Funnel (Demo)
- 6 Best of Both Worlds: SEO Content That Achieves Sales Awareness Content Goals
- 7 SEO Optimization Checklist: 8 Steps to Help You Accurately Optimize Your Content
- 8 Creating SEO Content That Ranks: The 2 Super Simple Steps & Why They’re Missed Most of the Time
- 9 Anatomy of a High-ROI, Optimized Blog Post
- 10 Anatomy of a High-ROI Optimized Landing Page
- 11 Repurposing Core Format into Other Formats
- 12 The Art (and Habit) of Comprehensive “10x Content.” Creating Your Best Content, Each Time [5-Step Checklist]
- 13 CTAs: The Importance of List Building With Your Content
- 14 Guest Blogging Tutorial: How to Approach & Get On The Publications You Want
- 15 Guest Blogging Tutorial: How to Pitch Irresistible Topic Ideas (BuzzSumo Demo)





- 16 Optimize Your Headline and Your Hook: Key Content Cores for Conversion
- 17 Brand Strategy Part 3C: Formulate High-ROI Content Topics & Hooks
- 18 **Bonus:** Guest Speaker Steve Rayson Presents- An Intro to Great Headline and Topic Discovery
- 19 **Bonus:** An Inside Look at How I Successfully Approached HuffingtonPost

## Module 6: Content Promotion Techniques, Setting a Budget, Preparing Your Editorial Calendar, & Maintenance

- 1 Guest Speaker Sujan Patel Presents: Content Promotion Strategies [Tools and Tactics]
- 2 A Beginner's Guide to Content Promotion & Key Fundamentals for Boosting Exposure
- 3 A Guide to Social Media Platform Posting Velocity, Length & Best Practices [Cheat Sheet]
- 4 Email Marketing: Best Practices for Email Writing & Scheduling
- 5 Costs, Budget Setting, and Expectations to Associate with Content Creation (Brand Strategy Part 4A: Budget Setting)
- 6 Guest Speaker Dan Levy (Content Director at Unbounce) Presents: The Cost & Return of 10x Blogging
- 7 A Short Guide on How to Find Amazing Writers to Support Your Content Creation
- 8 Getting All Your Moving Parts In Place: How Do I Start Creating a Content Plan?
- 9 Editorial Calendar Planning: A Tool That'll Take You 5 Minutes (Tutorial)
- 10 Guest Expert Shani Taylor from Airtable Presents: Advanced Editorial Calendar Building Tutorial
- 11 Old Content is Your Money Content: Why & How to Set a Plan for Auditing, Maintaining & Updating Content
- 12 Guest Speaker Ryan West Presents: How to Track Your Rankings, Set Up Competitor Research, and Maintain Positions in SEMrush
- 13 Tracking & Updating Your Ranking Content for a Serious Content ROI Boost [Live Tutorial]
- 14 Conducting a Content Audit: A Step-by-Step Guide
- 15 Brand Strategy Part 4B: Create An Editorial Calendar
- 16 Why Content Marketing & Strategy Knowledge Doesn't End Here (& How to Stay Up on Your Skills)



# Brand Strategy Exercises (BSEs) List

Students complete these 10 Brand Strategy Exercises throughout the course, with hands-on grading by the instructor for final certification.

## Module 1

1. Brand Strategy Foundational Exercise: Discovering Your Content Differentiation Factor (CDF)

## Module 2

2. Brand Strategy Part 1: Build New/ Existing Audience Persona & Brand Content Style Guidelines

## Module 3

3. Outlining Goals for Setting Keyword Research & Online Content Success (Brand Strategy Exercise)
4. Brand Strategy Part 2: Create a Comprehensive Keyword Report (Exercise)

## Module 4

5. Brand Strategy Part 3A: Guest Blogging Column Discovery (Exercise)
6. Brand Strategy Part 3B: Social Media Presence Discovery (Exercise)

## Module 5

7. Trending/Hot Topic Discovery from a Web Crawl & BuzzSumo Research (Brand Strategy Exercises)
8. Brand Strategy Part 3C: Formulate High-ROI Content Topics & Hooks

## Module 6

9. Brand Strategy Part 4A: Budget Settings
10. Brand Strategy Part 4B: Create An Editorial Calendar



Enroll Now & Save Your Seat:

**[CONTENTSTRATEGYCOURSE.COM/COURSE/](https://CONTENTSTRATEGYCOURSE.COM/COURSE/)**

\$997 or 12 easy payments of \$99/month