



COURSE

CONTENT CREATION FOR SOCIAL MEDIA

Course overview

Have you ever read a story on Facebook that dragged you to follow the publisher and become one of their fans? Have you ever waited for certain content published on a certain day of the week that made you feel like an addict? Can content creation generate leads? What is the science behind successful content if it is not just a matter of talent?

What will you learn?

- Learn why content is the king and covers the inbound marketing fundamentals.
- Understand the concepts and landscape of content marketing industry.
- Get familiar with the top tactics in content creation and implement them.
- Use the concept of storytelling.
- Use content creation techniques and tools.
- Realize and use the power of user generated content.
- Know the characteristics of content for Facebook & Instagram.

12 Total Course
HOURS

3 DAYS (4 hrs each)



Course Outlines:

STEPS TO CREATE CONTENT STRATEGY:

- How to Set Objectives (Audience Engagement)
- How to Create Situation (Analysis)
- How to Identify Target Audience and Buyer Persona
- How to Design Brand Persona / Tone of voice
- Media types (owned, paid, earned)
- Content copyrights
- What makes my content unique and successful?
- How to set Success metrics (KPIs)
- Research Methods
- Content Marketing Funnel
- Content Pillars

CONTENT CALENDAR:

- Content Strategy vs. Content Calendar
- How to implement a Content Calendar

INTRODUCTION ABOUT A POST:

- Types of posts in terms of paid and organic
- Understanding of different platforms and characteristics of posts for each
- Detailed Characteristics of Facebook & Instagram content

ANALYSIS OF THE STRUCTURE OF GOOD CONTENT:

- What is STEPPS technique (Social Currency, Triggers, Emotions, Public, Practical Value and Stories)
- Examples of each acronym (Texts in both Arabic and English)

BUILDING THE SKILL OF CONTENT CREATION:

- Examples of Story Telling
- Checklist criteria of a good story telling

TOP PERFORMING CONTENT TECHNIQUES:

- How to use Tags, Hashtags, and Emojis
- How to write an engaging Caption
- Newsjacking & Brandjacking
- User-generated content
- Tool for create creative like Canva
- Introduction about the importance of Creative Brief

