Program Name	**Content Marketing**
Pre-Requisite(s)	N/A
Total Hours	40

Learning Outcomes (based on standardized content):

- Confirming the company's position in the marketplace
- Exploring the targeted user profile for various social media platforms
- Finding the right fit between the offering and social media platforms
- Identifying content pillars
- Using lead magnets in online marketing
- Identifying the 5+ categories for social media content
- Crafting content based on content pillars and categories
- The structure of a posting
- Writing captions, CTAs and choosing images
- Developing a monthly social media calendar
- The tech stack
- Mastering the "going live" mindset
- Working with the live video planner
- Setting engagement goals
- Tracking and calculating engagement
- Canva overview
- Setting Up folders in Canva
- Building the brand board
- Navigating the Canva dashboard
- The basics of creating content in canva
- Strategies for naming, organizing, and storing social media content
- Creating a site map for records management
- SOPs for creating, uploading and storing content

Standard Topics: (all of this content must be delivered as a part of this program)

- ✓ Strategic positioning in the marketplace – review
- ✓ Choosing the right social media platform
- ✓ Building a content marketing strategy
- ✓ Creating a social media planner
- ✓ Live video
- ✓ Measuring and analyzing engagement
- ✓ Canva basics
- ✓ Organizing social media content