



# GDA

Global Digital Academy

The Digital Marketing  
and Data Analytics Hub

# CONTENT MARKETING

## CERTIFICATION COURSE

India's premium Digital Marketing Academy for Job Seekers,  
Entrepreneurs, Corporates and Marketing Professionals

Google  
Partner



# CONTENT MARKETING

## What is Content Marketing?

Introduction to content marketing

Objective of content marketing

Types of content

Writing captivating content

Keyword research

Optimizing content for search engines

Discussing authority blog

Steps towards developing authority blog

Ways to monetizing authority blog

## Article Marketing

How to market your content?

Understanding online influencers

Ways to connect with online influencers

Writing magnetic headlines

Case study on content marketing

# Why Content Marketing?

Now a days, in digital landscape, Content is the King. Content Marketing talks about how you can create unique content for your website which resonates with your brand.

Content marketing helps in attracting the target audience to our website which ultimately gets converted into sales.

## Who should join?

- ▶ Digital Marketers
- ▶ Senior Managers
- ▶ Communications professionals
- ▶ Business owners/ Entrepreneurs who want to understand the impact of content marketing on their business.

## Benefits:

Upon completion of this course, you will be able to:

- ▶ Understand the basic principles of content marketing and how it fits into the overall marketing mix.
- ▶ Learn to research and understand your audience, and create compelling content to the right target audience at the right time and place
- ▶ Understand the customer decision journey and to infuse the right content
- ▶ Learn how to measure the success of your content marketing plans

## Highlights:

- ▶ Classroom based Sessions
- ▶ Case Study based Course Material
- ▶ Research Based Internship
- ▶ Live Projects and Assignments
- ▶ 100% Placement Assistance
- ▶ Post Training Support
- ▶ Flexible Batches
- ▶ Industry recognized Certification Course

## Short Term Courses Schedule

BATCH	DAYS	TIMINGS*	DURATION
Sunday Batch	Sunday	10:30 AM – 1:30 PM	4 Weekends
Saturday Batch	Saturday	10:30 AM – 1:30 PM	4 Weekends
Weekday Batch (Morning & Evening Batches)	Tue & Thur	7:00 AM – 8:30 AM	4 Weeks
		7:30 PM – 9:00 PM	

\*Timings are flexible




# INTERESTED? CONTACT US!



## GLOBAL DIGITAL ACADEMY

The Digital Marketing & Data Analytics Hub



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