

The Content Strategy & Marketing Course / Curriculum

Content Strategy[®]
& Marketing Course

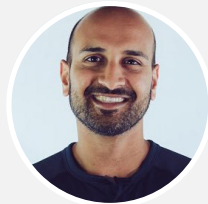
contentstrategycourse.com



Lead Instructor & Creator:

Julia McCoy

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



Sujan Patel

Digital Marketing
Expert

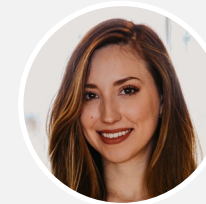
**Teaching: Content
Promotion**



Ryan West

Customer Success
Lead, SEMrush

**Teaching: Keyword
Research & Reporting**



Veronica Camara

Founder, Content
Strategist at AVO

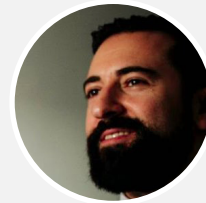
**Teaching: UX Writer vs.
Copywriting: What's the
Difference & How to Start
a UX Writing Career**



Steve Rayson

CoFounder,
BuzzSumo

**Teaching: An Intro
to Great Headline
& Topic Discovery**



Dan Levy

Content Director,
Unbounce

**Teaching: Content
Investment**



Ryan Stewart

Serial Entrepreneur, SEO
Expert, Author, & MBA

**Teaching: How to Go From
Solo Freelancer to Higher
Income Team/Agency**



Michele Linn

VP of Content,
at CMI

**Teaching: Content
Marketing Strategy
& Blogging**



Shani Taylor

Customer Success
Manager, Airtable

**Teaching: Advanced
Editorial Calendar
Building**



David Martin

UX Strategist & the Founder
of UXHacks.com

**Teaching: UX Elements that
Turn Away Customers: What
Kind of Popups are Bad vs.
Good (Are Any?), & More**

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



How This Course Translates to Industry-Ready Skills

The Content Strategy & Marketing Course is the only course in the content marketing and strategy industry with a proven skill-teaching system. This system has been hand-crafted by Julia McCoy and successfully implemented with hundreds of students, starting with her own agency staff at Express Writers nearly a decade ago, when she saw a real industry need. [Read the story about how Julia founded The Content Strategy & Marketing Course.](#)

You'll emerge from the course with a fully-built brand content strategy in your hands. Every piece of that strategy will be built through one of the core Brand Strategy Exercises (BSEs) taught in the course. Put in the work, the time, and you will come out with skills. Guaranteed. Here's how the modules map directly into skills you'll learn from A-Z in this ultimate content marketing course.

WEEK 1 - INTRODUCTION (SKILL: BASIC FUNDAMENTALS REFRESHER) + MODULE 1 (SKILLS: BRAND BUILDING: TOPIC CIRCLE, CDF, GOALS)

WEEK 2 - MODULE 2 (SKILLS: AUDIENCE DISCOVERY: PERSONA, SALES FUNNEL STAGES, BRAND GUIDELINES)

WEEK 3 - MODULE 3 (SKILL: SEO)

WEEK 4 - MODULE 4 (SKILL: BUILDING ONLINE AUTHORITY)

WEEK 5 - MODULE 5 (SKILL: CONTENT CREATION)

MODULE 6 (SKILLS: POST-PUBLISHING: CONTENT PROMOTION, BUDGETING, EDITORIAL CALENDAR, CONTENT MAINTENANCE)



Bonuses Included in the All-Access Pass (\$997 or \$99/month)

Instantly gain access to these when you enroll at the full cost. If you're using a discount, bonuses are NOT automatically applied. Julia's course bonuses are worth over \$500 with templates, guides, inside tips, and much more—the value they will add to your career or client services is tremendous!

ADDED BY
POPULAR
REQUEST!



• Bonus Section: UX Writing & Design for Content Strategists

- The UX Writer Opportunity: How to Break Into This New, Hot Market, The Differences Between UX Writing vs. Other Writing Types, & How to Start a UX Writing Career with Veronica Camara Founder, Content Strategist and UX Writer at AVO
- UX Elements that Turn Away Customers: What Kind of Popups are Bad vs. Good (Are Any?), & More with David Martin of UXHacks.com

• How to Go From Solo Freelancer to Higher Income Team/Agency with Ryan Stewart + cheatsheet/summary

- Bonus: Exclusive Course Partner Discounts & Codes
- Pricing Guide for Content Creators, Freelancers & Marketers (5:57)
- How to Guide Content Strategy & Marketing Clients to a Close [Guiding Principles + PDF Guides/Live Call Recording] (7:39)
- Instagram: How to Get More Leads & Subscribers (5:51)
- Twitter Growth Hacking (22:44)
- How to Create an Amazing Portfolio When You're Just Starting Out
- Script Swipe File For Getting a KILLER Customer Video Testimonial
- Bonus: 2020 Training, How to Use SEO Writing for Blogs and Websites for More Traffic From Google (21:03)



Want to buy these additional two bonuses, created by Julia and relevant for today's content marketers and strategists? Currently, we're **only offering them to our Masterclass viewers**, but you can purchase these guides separately for \$49. Contact us at support@contentstrategycourse.com.

- Content Explosion: The Hot, Hot Topic Discovery Guide (for Any Niche)
- Comprehensive Career Guide for a Content Strategist (Freelancers & Employees)

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

The Shortcut to Becoming a Profitable Content Strategist & Marketer

You don't need years of study under your belt to begin your career as content strategist. Start learning TODAY and improve your market-ready skills!



The Content Strategy Blog

The Content Strategy Blog is packed with info and guides on the skills you'll need as a content strategist, advanced content promotion strategies, how exactly to get into content strategy, and more! The great part: it's all free.



The Free 60-Minute Content Strategy Course Masterclass

Join me for an intense hour packed with everything you need to know about content strategy, three mistakes you need to avoid so you don't KILL profits, and a powerful six-step framework for content success. All 100% free!



Practical Content Strategy and Marketing

This 400-page book is the ultimate “accompaniment” to my Content Strategy and Marketing Course. It’s full of worksheets, examples, exercises, ideas, prompts, resources, and more. Get it on Amazon, iBooks, or Barnes and Noble.



The Practical Content Strategy and Marketing Course

This course teaches you the exact framework I used to grow my business from a \$75 startup to a company earning more than \$4 million in sales. And unlike me, you don’t need nine years of trial and error to get to expert content strategist level. You can complete everything and be ready for your first job in just six weeks!

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& Marketing Course