

Teacher Instructions

Pick the best practices
and
teaching methods!



Module:	3. Content marketing
Units:	3.1 Definition and Strategy 3.2 Types: Blog 3.3 Social Media 3.4 Types: Video 3.5 Types: Email Marketing 3.6 Planning

1. Introduction

WHAT IS CONTENT MARKETING ABOUT?

This is the most used definition for CM: Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action (Content Marketing Institute).

WHY CONTENT MARKETING? (trends and developments can be added).

During recent years of increased clutter in the market, Content Marketing (CM) has become ever more popular. It is yet worth reminding that CM is a strategic marketing approach over one hundred years old, thus not a new trend. That said, of course nowadays digital channels are strongly dominating in CM. The original idea is still the same: through well-targeted, useful and helpful content, the companies can help their potential customers. By growing its expertise and credibility in the eyes of their target group — often described as buyer personas — company will be the choice, when the purchase decision is made. Not only once, but repeatedly. According to studies, CM creates a multitude of leads and it is much more cost efficient than traditional outbound marketing.

THE TRENDS AND ROLE OF CONTENT MARKETING IN THE MARKETING CONTEXT?

Popularity of CM has grown during the past years, and there is no doubt that it stays strong in coming years, too. Channels and types may vary, and some content types will gain popularity over the others. Although CM (more or less synonymous with Inbound Marketing) is very popular, and 90% of companies use it, it is important to remember that CM brings the best results when it is strategically planned and implemented as a crucial part of companies' marketing mix. Traditional advertising, PR and other promotion channels play their role in for example brand building. It is not either or, but a 360-degree-holistic marketing brings the best results. The AI in all marketing in future years is bound to play some role - but how, that remains to be seen.



2. Learning objectives and actionable learning outcomes

LEARNING OBJECTIVES		
		CONTENT MARKETING DEFINITION AND STRATEGY
	1	The students are able to discuss topics related to the field.
	2	The students will understand what content marketing is by definition. What is the difference between content marketing (inbound marketing) and outbound marketing.
	2	The students will learn the possible channels and types of content marketing.
	3	The students will understand the “WHY” of content marketing.
	4	The students will understand the benefits of content marketing.
	5	The students will learn the essentials of effective content marketing strategy and how to set up one.
		CONTENT MARKETING TYPES: BLOG
	1	The students know the main rules in the preparation of blog content.
	2	The students build a successful blog from scratch.
	3	The students know how the AIDA methodology helps with blog content creation.
	4	The students understand the role of a blog in efficient content marketing.
		CONTENT MARKETING TYPES: SOCIAL MEDIA

1	The students will understand what social media is.
2	The students will understand the benefits of social media marketing.
3	The students will be able to create a social media strategy.
4	The students will be able to create engaging content in social media.
	CONTENT MARKETING TYPES: VIDEO
1.	The students get acquainted with key video trends
2.	The students understand the key elements of a successful video marketing strategy
3.	The student learns to brief – and even make – a successful marketing video
	CONTENT MARKETING TYPES: EMAIL MARKETING
1.	The students are able to describe what email marketing is
2.	The students understand the benefits of email marketing
3.	The students are able to assess the effectiveness of the email marketing campaigns
4.	The students are able to design a newsletter example and email campaign plan
	LEARNING OBJECTIVES
	CONTENT PLANNING
1	The students know to address the content to goals.

2

The students know how to choose the best channels according to the content to be broadcasted.

3

Planning content strategy (to be continued on the next page).

4

The students know how to plan website content.

5

The students know how to plan & create blog content.

6

The students know how to plan & create social media content.

7

The students know how to plan, prepare & create email content.

8

The students know how to plan, prepare & create advertising content.

9

The students know how to plan global digital content.



3. Course

COURSE CONTENT TO BE DELIVERED IN YOUR UNIT	
Topics	<ol style="list-style-type: none"> 1. Content Marketing: Definition and Strategy 2. Content Marketing Types: Blog 3. Content Marketing: Social Media 4. Content Marketing Types: Video 5. Content Marketing Types: Email Marketing 6. Content Marketing: Planning
Bridge-In	<p>In order to succeed in content marketing, it must be based on a strategy. It is essential for students to understand how content marketing strategy is related to a company's business strategy. What content marketing is accountable for, and what it is not. In this topic, we will delve into different aspects of content marketing strategy: what should be included, and how to conduct an effective strategy.</p> <p>Although students use social media heavily in their everyday life, using social media in content sharing and marketing is something different: how to choose the right channel, the role of organic and paid visibility, how to campaign effectively and how to create effective content.</p> <p>Although video is gaining popularity among influencers, blogs are still very valuable in engaging visitors and building community. They are also invaluable in improving SEO. Email marketing is one of the oldest types of digital marketing, but also one of the most effective ones: average ROI is 40 € per every euro spent. In able to do all this effectively, content planning must be applied.</p>
Course content and in-class activities: Content Marketing Definitions and Strategy	<p>THIS MODULE IS DIVIDED INTO 6 TOPICS (PLEASE SEE TOPICS ABOVE)</p> <p>1. CONTENT MARKETING DEFINITION AND STRATEGY</p> <p>CONTENT MARKETING DEFINITION Is quite compact and can be handled in 1-2 hours. The compactness does not diminish the importance of the topic. Comprehending content marketing by definition correctly is a foundation for successful performance for the rest of the module.</p> <p>In-class Activities The students will familiarize themselves with the topic by carrying out the pre-course assignment (see Assessment list). The teacher gives a lecture on this topic by clarifying the definition and channels.</p> <p>As an in-class activity, the students will discuss in small groups in which channels, according to their findings, content marketing can be done, and which brands they consider outstanding in content marketing. The brand examples students have provided in the assignment will be included in teacher's material, and only after in-</p>

	<p>class activity the channels and brand examples are discussed, teacher-lead. This flipped learning method will give students deeper comprehension of the topic.</p> <p>CONTENT MARKETING STRATEGY</p> <p>The themes in this topic are:</p> <ul style="list-style-type: none"> A. Benefits of content marketing B. Goals, objectives and metrics C. Why and how to build a buyer persona D. Customer journey <p>In-class Activities</p> <p>Teacher gives introductory lectures on the themes by using slides and other material. In-class activities are implemented in every class, such as:</p> <ul style="list-style-type: none"> - Every class starts with a quiz, which covers themes / questions from the previous lecture. See example in lecture slides / assignments. - Students (in groups of 4) discuss in class and choose a company (real or made up) which they start planning a strategy for. They keep on working for the same company for the rest of the course, under other themes, too (to be continued on the next page)
<p>Course content and in-class activities: Blog</p>	<p>2. CONTENT TYPES: BLOG</p> <p>The themes in this topic are:</p> <ul style="list-style-type: none"> A. Good practices in a post B. Requirements for a good title C. Blog post categorisation D. Useful tools E. Develop a system to plan new content, and never run out of ideas again F. Optimize your website for search engines to drive a consistent stream of free traffic G. Build a profitable business around your content and turn your blog into a revenue-generating asset <p>Teacher gives introductory lectures on the themes using slides and other material.</p> <p>In-class Activities, in pairs or individually:</p> <p>Go online and search for CTA's. What do you think is good? See instructions in lecture slides / assignments.</p> <p>Go online and search for the keyword rules of the page you want. What rules have been included?</p>

	<p>Go online and check the first website in SERP, related with key words: healthy coffee. Discuss why this website is on the first place?</p>
Course content and in-class activities: Social Media	<p>3. CONTENT TYPES: SOCIAL MEDIA</p> <p>The themes in this topic are:</p> <ul style="list-style-type: none"> A. What is social media? B. Social media marketing C. Content creation <p>Teacher gives introductory lectures on the themes by using slides and other material.</p> <p>In-class Activities, group of 4-5 people: Choose an interesting company or organization, and analyze its social media presence. See instructions in lecture slides / assignments.</p>
Course content and in-class activities: Video	<p>4. CONTENT TYPES: VIDEO</p> <p>The themes in this topic are:</p> <ul style="list-style-type: none"> A. The students get acquainted with key video trends B. The students understand the key elements of a successful video marketing strategy C. The students learn to brief – and even make – a successful marketing video <p>In-class Activities, in pairs: Go to your favorite social media channel, Choose a branding video, Analyze the video, keep in mind the video briefing criteria, Make a gap analysis and give a short advice (max. 2A4).</p>
Course content and in-class activities: Email marketing	<p>5. CONTENT TYPES: EMAIL MARKETING</p> <p>The themes in this topic are:</p> <ul style="list-style-type: none"> A. What is email marketing? B. Email marketing objectives C. Benefits of email marketing D. How to get started with email marketing? E. How to build an email marketing list? F. GDPR in email marketing G. Customer segmentation in email marketing H. Newsletter structure I. Tips for designing an email campaign J. Email marketing KPI's K. Email marketing platform example: Mailchimp L. How to get started with Mailchimp? <p>In-class Activities, individually or in groups (2-3 people):</p>

	<ol style="list-style-type: none"> 1. Design a newsletter for an imaginary company or a company you select. Include a draft about the layout (you can use some suitable stock pictures if you wish) of the newsletter and the envelope and body content. 2. Design the newsletter to a text document or to some other suitable template. You can use for example MailChimp's free version as well. Send the newsletter to a peer student/peer student group and discuss output in pairs/groups.
<p>Course content and in-class activities: Content Planning</p>	<p>6. CONTENT PLANNING</p> <p>The themes in this topic are:</p> <ol style="list-style-type: none"> A. Planning Content and Goals B. Planning Channels and Content C. Planning the Content Strategy Canvas D. Website Content Plan E. Blog Content Plan F. Social Media Content Plan G. Emailing Content Plan H. Advertising Content Plan I. Digital Content Plan <p>In-class Activities, in groups (2-3 people):</p> <p>Throughout the content planning sub-module, several maps are presented. It is intended that groups of students will fill in these maps. For this you should choose a mark that will be applied to the different maps. At the end of each map there is a slide reminding you of the activity that will be carried out and giving further indications, namely the amount and time frame to take into account.</p>
<p>Assigned readings</p>	<p>Reading for all submodules: Slides in the course material</p> <p>For Content Marketing Definition:</p> <p>Complementary material:</p> <ul style="list-style-type: none"> • definition: https://contentmarketinginstitute.com/what-is-content-marketing/ • Chaffey & Ellis-Chadwick, 2016, p. 44 <p>For Content Marketing Strategy:</p> <ul style="list-style-type: none"> • Empathy map template: https://www.ijlan.nl/wp-content/uploads/2012/04/empathy-map-poster.pdf • How to create content for niche or boring content: https://www.thehoth.com/blog/boring-niche-content/ • About SMART goals: https://www.mindtools.com/pages/article/newlsm/1196.htm • Buyer persona: https://blog.hootsuite.com/buyer-persona/ • Buyer persona template: https://docs.google.com/document/d/1LjXUD2T80m9abqmqQRgJva5Xds3OxLqtmEOXkTX_wpl/edit

- Buyer persona examples: <https://www.impactplus.com/blog/great-buyer-persona-examples-free-template>
- Buyer persona template: [How to Create Detailed Buyer Personas for Your Business \[Free Persona Template\]](#)

For content types: Social Media:

about the history of social media:

- History of social media: <https://www.searchenginejournal.com/social-media-history/462643/#close>
- Social media evolution: <https://online.maryville.edu/blog/evolution-social-media/>
- Social media evolution, trends and launch of channels: <https://www.smartinsights.com/ecommerce/ecommerce-strategy/social-commerce-trends/>
- Facebook engagement tactics: <https://www.socialmediaexaminer.com/13-facebook-engagement-tactics-business-page/>
- Engaging social media ideas and examples: <https://heyorca.com/blog/social-media-strategy/142-engaging-social-media-question-ideas-with-tips-examples/>
- Ideas for social media content: <https://blog.hootsuite.com/content-idea-cheat-sheet/>
- Content Ideas for social media posts: <https://blog.sagiopl.com/social-media-post-content-ideas/>
- Optimal Facebook video practices: <https://www.socialmediatoday.com/social-business/buzzsumo-releases-analysis-100-million-facebook-videos>
- 80/20 rule for social media: <https://www.shakeitupcreative.com/2018/03/05/the-80-20-rule-for-social-media-and-ideas-to-help-you-achieve-it/>

For Content types: Blog

- How to write a catchy blog post title: <https://literaryenglish.com/how-to-write-a-catchy-blog-post-title/>
- Blogging tips: <https://bloggingtips.com/post-title/>

For Content types: Video

- Further reading & Pro tips slides in the end of the slide set
- Video marketing trends: <https://financesonline.com/video-marketing-trends/>
- Generally, about video marketing. Very professional and trustworthy company: <https://www.videolle.fi/en/>
- Massive set of video statistics 2023: <https://www.wyzowl.com/video-marketing-statistics/>

For Content types: Email Marketing

about Mailchimp use and how to create an account:

- <https://mailchimp.com/features/email/?currency=EUR>
- <https://login.mailchimp.com/signup/>

For Content Planning

	<ul style="list-style-type: none"> How to create social media content: https://www.searchenginejournal.com/how-to-create-a-social-media-content-plan/472463/#close
Assignment list: Content Marketing Definition and Strategy	<p>FORMATIVE ASSIGNMENTS – Pre Course Assignment (to be discussed in CM Definition class)</p> <ul style="list-style-type: none"> What is content marketing? Rely on trustworthy sources. Come up with examples for content marketing which you found interesting/successful and argue for your choice. From btob and btoc marketing. <p>Assessment: pass/fail</p> <p>Content Marketing Strategy: FORMATIVE ASSIGNMENTS Group Assignment:</p> <ul style="list-style-type: none"> Make a customer journey for your persona. See instructions in lecture slides/ assignments. Build Content Marketing Strategy for your company. See instructions and assessment criteria in lecture slides / assignments.
Assignment list: Blog	<p>FORMATIVE ASSIGNMENT Group assignment:</p> <ul style="list-style-type: none"> Choose one brand and familiarize yourself with them. Find out, what is their audience, competition, keywords they use, etc. See instructions and assessment criteria in lecture slides / assignments. <p>Individual assignment:</p> <ul style="list-style-type: none"> Write a blog post for your business, keeping in mind the instructions given on the slides "Elements of a good blog post", as well as the rest learned in this class. See instructions and assessment criteria in lecture slides / assignments.
Assignment list: Social Media	<p>FORMATIVE ASSIGNMENT Group Assignment:</p> <ul style="list-style-type: none"> Choose two social media channels and familiarize yourself with them. See instructions and assessment criteria in lecture slides / assignments. Plan social media campaigns for your company. See instructions and assessment criteria in lecture slides / assignments. Search information about the latest developments and trends. Write a short essay (1,5-2 A4) about the social media trends. Remember to mention the sources. See instructions and assessment criteria in lecture slides / assignments. <p>Individual Assignment:</p> <ul style="list-style-type: none"> Search information about the latest social media developments and trends. Write a short essay, remember to mention the sources. See instructions and assessment criteria in lecture slides / assignments.

Assignment list: Video	<p>FORMATIVE ASSIGNMENT</p> <p>Group assignment:</p> <ul style="list-style-type: none"> Plan (using a brief template), shoot and edit a video for the company of your choice. Special attention to goals, targeting and channel requirements. See instructions and assessment criteria in lecture slides / assignments. <p>Individual assignment:</p> <ul style="list-style-type: none"> Look for a brand that you have available at home. For instance a shampoo or your bike/car Choose a channel type that fits your target audience, Make a video based on the briefing criteria. Share your video on your social media channels Deliverables: video & reflection
Assignment list: Email Marketing	<p>FORMATIVE ASSIGNMENT</p> <p>Individual or pair/group assignment:</p> <ul style="list-style-type: none"> Make a plan for an email marketing campaign for a specific company or product. See instructions and assessment criteria in lecture slides / assignments.
Assignment list: Content Planning	<p>FORMATIVE ASSIGNMENT</p> <p>Individual assignment:</p> <ul style="list-style-type: none"> is planned that focuses on the activities developed throughout the lesson. Thus, the student must present a critical analysis of the output of the work developed by another group, now that student the global picture of the publications that were foreseen in the different maps defined by digital marketing channels. This analysis should focus on the aspects that he/she considers relevant.
Instructor preparation involved	<p>1. Content Marketing Definition and Strategy:</p> <p>Definition & strategy is meaningful to be handled during one class (1-2 hrs). Outside classroom hours for student appr. 5 hours, ie. 6-7 hours in total.</p> <p>When preparing slides, pick brand examples from students' assignment papers. By doing this you show appreciation towards their work and you enhance the learning experience.</p> <p>In preparation, utilize lecture slides provided and set up assignments and respective return boxes.</p> <p>2. Content Type: Blog</p> <p>Topic is meaningful to be handled in 2 lectures of 2 hours each. In preparation utilize lecture slides provided and set up assignments and respective return boxes. Outside classroom hours for student appr. 4 hours, ie. 8 hours in total.</p> <p>3. Content Type: Social Media</p> <p>Topic is meaningful to be handled in 2 lectures of 2 hours each. In preparation utilize lecture slides provided and set up assignments and respective return boxes.</p>

4. Content Type: Video

Topic is meaningful to be handled in 2 lectures of 2 hours each. If editing is made in class, then 4 x2 hours are needed. In preparation, utilize lecture slides provided and set up assignments and respective return boxes.

5. Content Type: Email Marketing

Topic is meaningful to be handled in 2 lectures of 2 hours each. In preparation utilize lecture slides provided and set up assignments and respective return boxes.

6. Content Planning

The duration of this topic is very much dependent on the group dynamics that may exist in the development of the various proposed activities. Thus, it is estimated that it may last around 4 to 6 hours.

NOTIFICATION:

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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