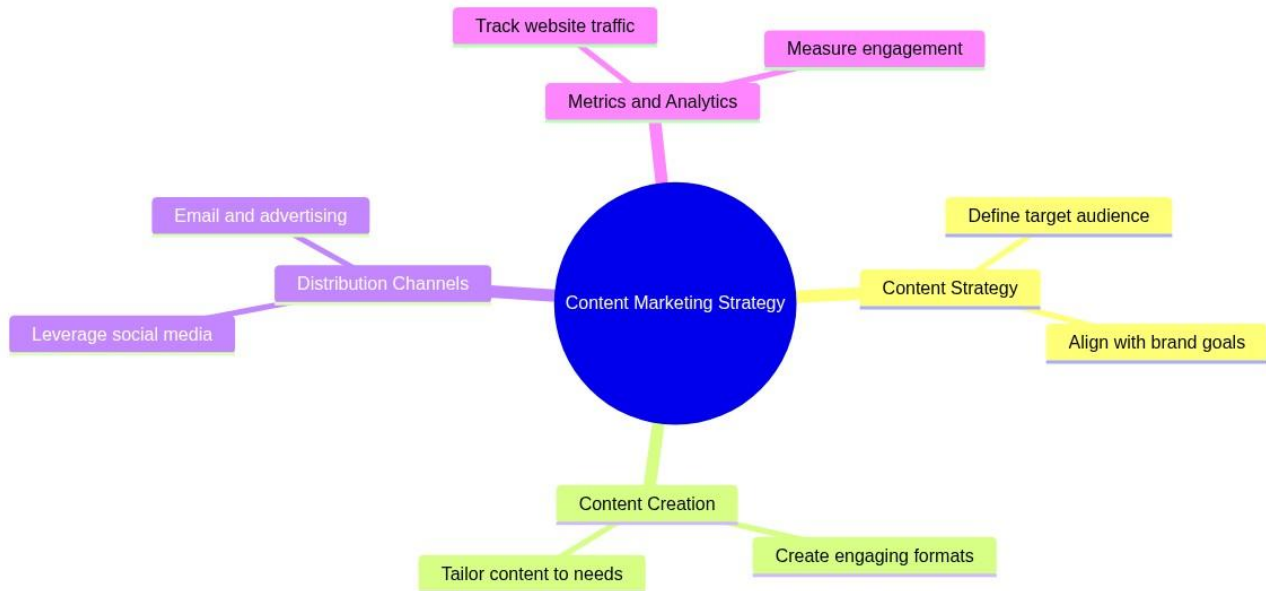


Global Certificate in Content Marketing (Advanced)

Content Marketing Strategy



mindmap

root((Content Marketing Strategy))

Content Strategy

Define target audience

Align with brand goals

Content Creation

Create engaging formats

Tailor content to needs

Distribution Channels

Leverage social media

Email and advertising

Metrics and Analytics

Track website traffic

Measure engagement