

1-DAY CONTENT MARKETING WORKSHOP

What is content marketing? The principal of content marketing is producing and sharing valuable content that is focused on educating and building trust as a knowledgeable resource. This attracts a solid core following of your targeted audience and ultimately converts them into loyal customers and drives sales. We'll come on-site to help educate your staff on principals, come up with a strategy for your company on what topics to cover, and a path to implement it.

WHO IT HELPS

- Business owners and management teams wanting help to collaborate a new style of marketing
- Marketing teams to organize topics and be able to implement a content marketing strategy schedule
- Businesses with little marketing in place to help get them going in an organized, concise manner
- Management wanting to learn how to identify growth opportunities and build a new pool of customers

GOALS

- Education on the principals of content marketing
- Gain confidence in knowing what types of content to publish for your audience
- Know which platforms to publish your content through to effectively reach your audience
- Track your engagement and audience growth
- Tangible sales leads and conversions

COST

\$1,500 USD + Expenses

BOOK YOUR WORKSHOP

+1 208.423.7034

INFO@DESERTCREATIVEGROUP.COM



www.desertcreativegroup.com

WHAT YOU GET

Telephone or Video Conference Intro

Before the workshop we'll go over some details about your business, goals of the workshop, and some details you'll need to gather before your workshop.

Day of Workshop - Morning

- What is content marketing?
- How do other organizations utilize content marketing and what are their results?
- Current snapshot of business, current marketing efforts, and strengths/weaknesses.
- A quick look into what 5 competitors are doing.
- Identify targeted audience and what platforms they get their information on.
- Identify problems and pain points within the market, as well as what types are content exists and what holes are there that can be filled.

Afternoon

- Determine which platforms are going to be utilized.
- Spend the afternoon piecing together a content marketing strategy. This includes what topics of content you're going to put together, a schedule of when, which staff will be participating, and what platforms pieces will be published across.

After the Workshop

You'll receive an outline of what we covered during the workshop so you can keep focused on the goals.

Three Month Check-in: Go over how implementation is going, current analytics, and questions.

Six Month Check-in: Go over analytics, noticable trends, and how things are going and if any adjustments are reccomended.

WHY US?

We have years of experience developing and implementing successful strategies for various markets, products, and services. Your marketing is only as good as its results. With a focus on your goals and what your company can provide your base, we'll delve deep into the specifics on how to deliver great content and convert that into revenue. Skip the jargon and endless acronyms, and get someone who speaks your language.