Course Curriculum

An Introduction to Each Module

COURSE CURRICULUM (MODULES 1-3 OF 9)

MODULE 1
Finding and Understanding Your Audience

Any strategic content project should start with the customer. In our 1st module we introduce the essentials of research and a framework for collecting data.

- **Downloadable data template** ✔
- **Tools recommendations** ✔
- **Video tutorials** ✔

Outcome: By following our practical steps and tutorials you will find it easy to gather usable and highly relevant insights about your audience.

MODULE 2
Identifying Opportunities to Connect

Today's consumer is always connected, and most seek info online everyday. So, you need to be findable in the places that they're looking, when they need you.

- **Downloadable journey map template** ✔
- **Tutorial from Google** ✔

Outcome: By drawing from your insights and mapping them to our template, you will gain a view of all the possible moments available to connect.

MODULE 3
Planning Your Strategy

Thinking soley about the customer would deliver a great experience but you might not hit your business targets. In this module we bring your objectives into play.

- **Downloadable template for mapping goals to channels** ✔
- **Downloadable template for finding the 'sweet spot'** ✔

Outcome: Finding the common ground between your goals and your customer's needs will form the heart of your strategy.

Practical Steps to Master Social Video and Captivate your Audience

MODULE 4
Hero, Experiment and Base (HEB)

Your content needs to do different things: be helpful, be informative and topical, be fresh and different, be entertaining, etc.

- **Guide to the HEB framework** ✓
- **Downloadable map of content types and purposes** ✓
- **Downloadable content calendar** ✓

Outcome: With this framework you will find it easy to make sure you're producing everything that is needed across your whole customer base.

MODULE 5
Storytelling and Ideas

Time to get creative. Modern marketers know that making a quality connection with customers is incredibly valuable. We look at storytelling as a means of doing it.

- **Downloadable guide to running a brainstorm** ✓
- **Downloadable template for mapping ideas to 'HEB'** ✓

Outcome: Following your brainstorm you will refine the output and start to form data-supported creative ideas.

MODULE 6
Optimising Your Videos for Each Channel

You have the important social channels identified, but how do you produce content in the best way for each?

- **Downloadable template for planning requirements** ✓
- **Downloadable table of formats** ✓

Outcome: Before taking your creative ideas any further, it's essential that you have an understanding of each channel. Now, you'll go into production knowing exactly what you need to capture.

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COURSE CURRICULUM (MODULES 7-9 OF 9)

MODULE 7
Production and Editing

To make sure your time shooting video goes as seamlessly as possible, planning is essential. We take you through all the practical decisions you have to make and prepare you for the shoot day.

- **Guide to decision making** ✓
- **Downloadable storyboard template** ✓
- **Editing tools tutorials** ✓

Outcome: After this module you'll be ready to make the most professional video possible with your resources.

MODULE 8
Publishing and Promoting Your Content

The social media platforms vary in terms of how people and brands use them. In this module we give you a rundown on the nature of each.

- **Downloadable playbook for publishing to each platform** ✓
- **Guide to promoting your content** ✓

Outcome: When you have finalised your videos, after all your hard work, you will want them to reach their potential. This module will help you make sure they do.

MODULE 9
Measuring Your Success

The final part of a content strategy is taking your learnings and feeding them back into the next project.

- **Guide to identifying KPIs** ✓
- **Downloadable template for reporting** ✓
- **Guide to using your insights** ✓

Outcome: Every campaign you run or new piece of content you publish can bring you incredibly powerful insights because they offer real feedback from your audience.

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