

## Practical and relevant training

A college sector case study will be used throughout the day, to allow you to practice the skills that you learn, discuss ideas with colleagues and apply the learnings to a real world scenario.

# Content Marketing for Colleges

A one day training course for college marketing professionals

Content marketing involves the creation of information ('content'), which our target markets find useful. The idea is that we get them to engage with us in a positive way and encourage them to become our customers.

Content marketing is the next step in digital marketing for colleges, with many of the traditional marketing methods becoming less effective as the years pass.

Whilst colleges certainly create lots of content, many don't have a standalone Content Marketing Strategy yet. In order to be successful at content marketing, it is essential that you use the right techniques, in the right way. This course will show you how.

Look inside for benefits of attending and more...

**Tuesday 6th December, Manchester**

**In-house option available**

Please enquire for details:  
[info@wow-marketing.co.uk](mailto:info@wow-marketing.co.uk)  
020 8441 8615

# About...

## ...Content Marketing for Colleges

### The purpose of this course:

This course has been specifically developed to help colleges to plan, execute and track content marketing activities. This course will help you to make sure that prospective students and employers find your content and share it with friends and colleagues, so that your college becomes their preferred choice.

### Who this course is for:

You should attend this course if you have responsibility or involvement in marketing strategy/planning, digital marketing and or copywriting, including: Marketing & Communications Directors/Heads/Managers, Digital Marketing Managers/Officers and Marketing, PR & Communications Officers/Executives.

### Course Leader - Nick Baggott

Nick Baggott is a specialist in digital marketing and the Lead Course Director for a range of Chartered Institute of Marketing digital courses. He has worked with many of the world's top brands such as Google.

He has worked in the education sector with Nottingham University, Greenwich University and University College London.

Nick spent 13 years as Client Service Director at Chemistry, a digital relationship marketing agency. He joined as a founding partner and grew the agency to over 200 people before it was sold to Publicis Group. He left the agency at that time to run Microsoft's global digital marketing training programme and also to work as a data and digital consultant on the US TV Series, American Idol.



### Benefits for you and your college

The course will help you to create engaging marketing communications that will inspire and educate potential students, parents or employers; they will be able to find your content when they are actually looking for information, rather than your college relying on expensive outbound push communications. After the course, you will:

- Understand what content marketing is and its benefits for your college
- Have more empowered and informed conversations on the subject with colleagues
- Develop ideas, processes and techniques which you can explore and trial post course
- Understand the latest developments in digital media channels like search and social media

### Course Facilitator - Kate Bishop

Kate has extensive experience of sales and strategic marketing in the private and FE sectors. In a previous role, as Head of Marketing for a FTSE 250 business to business training company, she had responsibility for a 7-figure marketing budget.

Kate is now Managing Director Wow! Marketing, a marketing agency and consultancy exclusively for the FE Sector. Wow's External Relations work for Winstanley College was highly commended in the recent Educate North Awards.

Kate has provided training to marketers from about a dozen different FE colleges. She is passionate about marketing and uses this to deliver motivational and inspiring training.



# Agenda...

## ...Content Marketing for Colleges

### **Introduction and scope of the day**

- Definition of content marketing

### **Digital marketing trends and the implications for marketers in colleges**

- Digital marketing trends and changes in consumer behaviour
- Examples of award winning integrated campaigns
- Push to pull marketing
- Owned, earned and paid media
- Discussion on the implications for College Marketers

### **The content marketing planning process**

- 6 steps of content planning
- Setting objectives

### **Case study set up**

- Setting up group work
- Agree case study objectives and target audience

### **Understand your audience**

- Free digital research tools demo
- Segmentation principles and target audience personas
- The difference between information and insight
- The customer insight process
- Case study group exercise to develop a customer insight for one chosen audience segment

### **What content do I need?**

- Characteristics of great content
- Key content channels – YouTube, mobile apps and blogging best practice
- Case study exercise to decide what content is needed in what formats, based on your customer insight from the previous exercise

### **Who should create or curate it?**

- What should we outsource?
- Who is the best person to create the content?
- Creation v curation?
- Case study exercise – who will create the content that we identified in the previous exercise?

### **How will people find it?**

- An introduction to google search marketing and simple steps to make it easier for people to find your content
- Social media trends and a guide to using Facebook, Twitter, Instagram and LinkedIn
- Influencing the influencers (bloggers, influential twitter users)
- Case study exercise – what channels will you prioritise for sharing your content?

### **Measuring success**

- Key measurement principles for content marketing
- Sentiment trackers and how to find out what people are saying about you online
- Case study exercise – how will you measure success?

### **Format of the Training**

The training will be very practical in focus to ensure the skills you learn are really applicable and useful in your day-to-day work. The highly interactive nature of the course means that you will leave the training with the knowledge, skills and creative inspiration that you need.

The case study exercise will ensure that all delegates get to practice and discuss the applicability of the skills and tools that they learn about.

# Booking form

## Content Marketing for Colleges

### 3 easy ways to book:

- 1) Call us 020 8441 8615
- 2) Email us [info@wow-marketing.co.uk](mailto:info@wow-marketing.co.uk)
- 3) Mail us Wow! Marketing Ltd, 37 Bevan Road, Barnet, Herts EN4 9DZ

I would like to register for the **Content Marketing for Colleges** training course in **Manchester on Tuesday 6th December 2016**.

**Your purchase order number (if you are registering for the London course):**

#### Delegate details

Title

First name

Surname

Job title

Department

College name

Address

Postcode

Tel

Email

#### Data protection

We promise *never* to sell or distribute your data to any other third parties. We may contact you occasionally by telephone, post or email to tell you about courses/services that we offer. If you do not wish us to do this, please tick this box

#### Fees

£495 + VAT

An invoice will be sent upon receipt of your booking form. Please note, payment must be received prior to course start.

#### Venue

The venue will be confirmed to all attending at least three weeks before the event.

#### In-house option

The course can be run in-house for your entire marketing team. Please enquire for details.

#### Payment

Should be made by bank transfer please to the following account: HSBC, 17 The Broadway, Southgate, London N14 6PP, Sort Code: 40 06 18, Account Number: 01496476

#### What happens if I have to cancel?

We will happily transfer your place to a colleague, free of charge. If you are unable to attend, the following cancellation charges will apply for written notice received:

30+ days before the course 10%  
15-30 days before the course 50%  
1-14 days before the course 100%.

**Wow! Marketing Ltd**, registered in England & Wales.  
Company Registration No. 06785517

Fees include all documentation, lunch and refreshments