

Taking Learning To New Heights

Learning Everest collaborates with Subject Matter Experts from various fields to create simple, yet impactful, off-the-shelf eLearning courses that your learners can take at their own convenience. We specialize in providing you courses on various topics that would empower your learners to gain the necessary knowledge and perform better.

UNDERSTANDING DIGITAL MARKETING: CONTENT MARKETING



Learning Everest

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Duration: 2.5 hours



Level of course: Beginner

Unique Features

- cmi5, xAPI (Tin Can API), SCORM 2004, SCORM 1.2, and AICC compliant eLearning course
- Self-paced & Interactive
- Knowledge Checks to reinforce learning

Who Should Attend

Professionals in the field of:

- Marketing
- Content Creation
- Business Owners
- Sales
- Business development
- IT

Course Overview

The marketing strategies of organizations and brands are evolving. People now look beyond advertising. You need to have more engaging content online to gain customers.

Content marketing can help you to increase your digital presence. It is a powerful tool that can help you to increase web traffic. Why is it so necessary for you and your organization?

In this course, you will learn what content marketing is and how it can benefit your business.

Topics Covered

1. Introduction to Content

Marketing

2. Formats of Content

3. Types of Content

4. Content Marketing In The Sales

Funnel

5. Content Marketing Strategy