

## **Content Marketing suggestions**

1. Content marketing definition
2. Key elements of content marketing strategy
3. Various types of content used in content marketing
4. Content marketing funnel TOFU MOFU BOFU with AIDA
5. Audience targeting and segmentation in Content marketing
6. Content repurposing
7. Role of SEO in content marketing
8. Buyer's journey in content marketing in accordance to content funnel
9. Storytelling techniques
10. Goals of a website
11. Mission statement definition and example and steps to create.
12. Importance of User centric website
13. Develop a social media content calendar
14. Wordpress page and post difference
15. Role of Wordpress shortcodes
16. What is content audit and describe steps
17. Wordpress excerpt, featured images, custom field, save draft, publish posts, trash, media library etc
18. Evergreen and seasonal content
19. Content marketing KPI & role of analytics
20. E Content development tips and role of multi media
21. Role of HTML in econtent
22. Importance of long form content and mobile content and how to strategize
23. CTA definition and how to setup CTA - give example
24. What is blog and microblog
25. Various social analytics tool like sprout social etc and importance of them
26. Function of url shortening tool in content marketing
27. What is ebook and What goals to keep while developing en ebook
28. Difference between content research and discovery tool and social media analytics tool
29. Use of flowchart in website UX and design thinking
30. Audience or buyer persona with examples
31. Match customer journey with suitable types of content
32. Importance of consistent branding in content marketing with example
33. Difference between content curation and content creation with examples
34. Inbound and outbound content marketing strategies
35. Advantages and disadvantages of different content formats such as blog posts, videos, infographics, and podcasts in a content marketing strategy
36. Steps to develop a content marketing plan
37. Process of setting up SMART goal for a business with example

38. Example of short term and long term business goals
39. Wordpress categories and tags usage with examples
40. Importance of SWOT analysis in website planning
41. Responsive econtent and interactive econtent - describe with example
42. Various copywriting formulas (PAS, AIDA, RACE etc with example)
43. Techniques of writing effective headlines
44. USP and UVP
45. Content shock theory
46. Content atomization model
47. Skyscraper technique in content marketing
48. Define the 80/20 content rule, also known as the Pareto Principle
49. Content saturation theory
50. Explain the concept of the Hierarchy of Effects model in content marketing
51. Interpret the concept of "Content is King"