

# business blogging training seminars

## module 2

# affinity

digital marketing training



### **Business blogging is now a key part of content marketing and helps companies in all sectors to reach and engage potential customers**

One of the key areas of content marketing is a good business blog. A business blog can help to engage potential customers and drive more relevant traffic to your website, ultimately leading a higher conversion rate.

We have created two business blogging training seminar modules that together cover everything professionals need to know about blogging. The first module focuses on the basics of business blogging and covers everything from what a business blog is, through to how to measure the success of your blog. It also covers the link between blogging and social media and third party blogging. The second module concentrates on how to craft an engaging blog post, covering everything from the basics of good writing, through to how to edit and proofread your posts to a professional standard.

We recommend that those new or with little experience of blogging attend a full day seminar; however if you already have some experience, signing up for only the second module will be most beneficial.

The training seminars will be held by affinity; a top 100 digital agency that has over 30 years of marketing experience working with brands across the country and from a range of sectors. Affinity is also a certified Google Partner, Bing Ads accredited and the seminar will be held by a Hootsuite certified, social media and content marketing expert.



**Derin Clark**

Content Strategist who hosts the Content Marketing Training Seminar Series

**“Informative, detailed and extremely useful.”**

Abbs Cross Health & Fitness

**Module 2** £99 +VAT

## the techniques and skills to crafting an engaging blog post

An ideal follow-up to module 1, or for those who already have an established business blog, this module provides everything attendees need to know about how to craft an engaging blog post.

This training seminar is aimed at those who will be writing the blog posts for their business and offers a complete overview of how to create new blog posts. The course covers the basics of how to write, what makes an engaging blog post, how to add images and videos to blog posts and the type of language that should be used. It also covers how to structure a blog post, what to write about, how often to post new content and what not to write. Finally, it will provide information on how to edit and proofread blog posts to a professional standard.

### what this module covers:

- › How to structure a blog post
- › What makes an engaging blog post
- › Adding images and videos to your blog post
- › What to write about
- › How often to add new posts to your blog
- › Type of language to use
- › What not to write
- › The editing process

### what will you gain:

- › An understanding of the basics to good writing
- › The ability to structure well-crafted blog posts
- › The knowledge of what makes an engaging blog post
- › The ability to create ideas for a blog post
- › An understanding of the type of language to use when writing
- › An ability to edit and proofread your blog posts to a professional standard

# why choose an affinity training seminar?

# affinity

## affinity seminars

affinity has been supporting regional, national and international clients since 1986 with both offline and online brand delivery activities. We identified that there was a need for high quality seminars and training courses in the region to provide business owners and professionals with the knowledge and information they need to successfully implement digital marketing strategies in-house.

We have created a series of training seminars to help those new to the concept of content marketing. These seminars provide an ideal basis on which to implement or improve your organisation's content and social media marketing, with the ultimate goal of helping you to engage and convert your target audience.



## informative and relevant course content

Our training seminars are designed to be useful and informative, with the aim of helping business owners and professionals with their content marketing. They have been carefully created to ensure the information is easy to digest and they also include a takeaway guide to help you when you are back in the office.

## hosted by experts

The seminars are created and presented by our social media and content marketing experts. Social media and content is an ever-changing area of marketing - our experts not only know the best current practices, but are also aware of predicted future trends.

## city centre location

Our seminars are hosted in city centre locations to ensure that they are easy to find and access. We know how busy business owners and professionals are so we aim to make it as simple as possible for you to find our seminar locations.

## discounts available

We offer a 10% discount to charities and to members of the Norfolk and Suffolk Chambers of Commerce. Group discounts are also available – please ask for details.

## small seminar groups

The aim of our seminars is to provide a relaxed environment where you can learn from our experts. We keep our seminar groups small to provide a more in-depth course that enables you to ask questions and speak to the expert for advice.

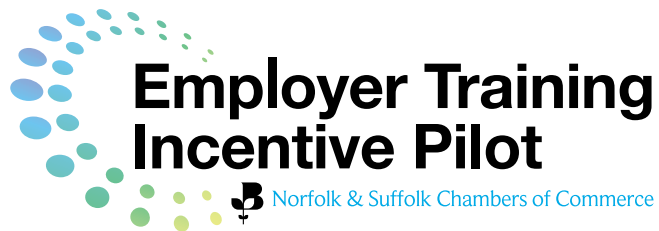
## refreshments provided

We pack a lot of information into our seminars, so to help you to keep focused we provide a break that gives you an opportunity to discuss the seminar with other attendees. During this break you will be provided with refreshments to help keep your energy levels up.

## who do we work for



**book today** - call: 01603 663093    [events@affinityagency.co.uk](mailto:events@affinityagency.co.uk)    [affinityagency.co.uk/training](http://affinityagency.co.uk/training)



### claim 25% cashback on this training Seminar!

This Seminar (and the other Seminars in this Content Marketing series) qualifies for the cashback Employer Training Incentive Pilot (ETIP) which is being run by the Norfolk and Suffolk Chamber of Commerce organizations for 25% cashback on paid for training - up to £1,000 per learner. Training your staff can significantly enhance the growth of your business. Now you can claim 25% cash-back against training undertaken - up to a maximum of £1,000 per learner - from a provider of your choice. (Please note, this grant is only available to Norfolk and Suffolk businesses).

### easy to apply

It is a very simple process to access the cashback. Complete an application form, wait for approval then book your training. Once training is complete you will be able to claim your cashback.

For more information about ETIP please contact the ETIP team at Suffolk Chamber of Commerce on 01473 680600 or [etip@suffolkchamber.co.uk](mailto:etip@suffolkchamber.co.uk)

- [ETIP Application Claim Guidance and Information](#)
- [ETIP Application Form](#)



## other training courses available

# affinity

### social media training

This training option is ideal for businesses who want to learn more about social media and to understand why this channel has become so important for businesses who want to remain competitive in the modern digital world. We offer bespoke training that is tailored to your business' individual requirements to ensure that the training is relevant and will leave you more competent in managing your social media platforms. Includes an overview of all social media platforms, crisis management, law and regulations, management tools, creating an employee policy, creating social media strategies, paid advertising on social media, how to run competitions and how to measure your social media success.



**learn more**

### Google Analytics fundamentals

Google Analytics is more than just a reporting tool that provides you with traffic information – used correctly, and it can be used to transform your business into a profitable online enterprise. This 3-hour training course has been designed to provide users with an introduction into how to use Google Analytics, from initial setup and how to create a measurement plan, to tracking website success and monitoring online growth.

Written and delivered by a Google-Certified Analytics expert, this training course is ideally suited to website managers, webmasters or marketing managers who would like to master Google Analytics and need it setting up on their website or who have recently been granted access to Google Analytics data but would like advice on where to begin. Includes a takeaway booklet of the module.



**learn more**

### content marketing

If your business is not already utilising content marketing then you will soon find that it's left behind by the competition that is. It is now such an essential part of digital marketing that without it your business will struggle to have an effective online presence. Today it's not just a case of doing content marketing, but making sure you do it well. Done right it can improve your SEO, raise brand awareness, engage with consumers and increase revenue – and these are only some of the benefits. This training seminar has been designed to help those completely new to content marketing, as well as those who already have some experience with this area of digital marketing. Our training seminar is split into two modules, the first concentrates on the basics of content marketing and how to implement it into your organisation's overall marketing. The second module provides a more in-depth look, focusing on how to create and implement a content strategy.



**learn more**

## meet your trainers

affinity

All of our training courses are delivered by qualified, experienced experts. When they are not training they are each working on successful campaigns for companies, brands and organisations in the subject areas that they teach.

From left to right:

**Derin Clark**

Content Strategy & Social Media Trainer

**Andy Horne**

SEO Trainer

**Rob Lewis**

Google Display, Adwords & Analytics Trainer

**Kerri Ware**

Social Media Trainer



## an inspiring environment!

# affinity

affinity holds its Training Seminars at its Norwich City Centre offices, equipped with some of the most up to date technology and services. There is easy parking and an inspiring training environment with a wealth of expertise on-hand. If this location doesn't suit you, we offer bespoke training courses which we can deliver at a location of your choice.





## bespoke training courses from affinity

**affinity**

Sometimes our standard courses just don't match exactly the new skills and understanding you are seeking which is why affinity offers bespoke training courses which we can tailor to meet individual requirements. We can deliver these bespoke courses either from our training suite at our Norwich Head Office, at your premises or at a location of your choosing.

Tailored courses can be constructed so they are industry-specific if required so that you can understand and deal with the niche marketing requirements particular to your sector of operation. It's a great platform where your team can ask questions and brainstorm with industry experts. It can also bring your teams together so that a broader part of your organisation gains an understanding of a particular subject.

**learn more**

