

# content marketing training seminars

## modules 1 & 2

# affinity

digital marketing training



## training seminars

Throughout the year we provide a number of seminars that are designed to provide useful insights and information about various aspects of digital marketing.

While seminar topics often change to reflect updates in this fast-paced industry, the aim of each seminar remains the same - to provide you with the knowledge and tools to improve your digital marketing.

Our seminars are carried out in small groups of no more than 10 people and are suitable for businesses of all sizes and in every industry.

### **why do so many multi-national brands invest in content marketing? because it works.**

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.

We recommend that those new or with little experience of content marketing 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.

# affinity



**Derin Clark**

Content Strategist who hosts the Content Marketing Training Seminar Series

## “Informative, detailed and extremely useful.”

Abbs Cross Health & Fitness

**Module 1** £99 +VAT

## what is content marketing and how can it help your business?

If you are new or only have a little experience with content marketing this is an ideal introduction into this area of digital marketing. This module provides all the basics you need to get you started with your content marketing.

Specifically designed with business owners and marketing professionals in mind, this training seminar provides an overview of what content marketing is, how it evolved and where the industry thinks it is heading. It also covers how content marketing is used to help promote businesses and increase revenue. Along with providing information and case studies on content marketing best practice, it will also include examples of what not to do. This training seminar is suitable for both businesses and non-commercial organisations.

It also includes a take away seminar pack that will ensure attendees have all the relevant information covered in the module. Refreshments will be provided during the seminar.

The seminar will be hosted by our Content Strategist, Derin Clark, who has a background in print journalism and now works for many brands at affinity as a senior content strategist.

Those attending both modules on the same day will have a one hour lunch break between the modules in which catering will be supplied.

### what this module covers:

- › An overview of content marketing
- › The first content marketing and how it evolved
- › Where content marketing is today
- › The future of content marketing
- › The different types of content marketing, including blogging and social media
- › All the ways content marketing can help your organisation
- › How to introduce content marketing to your organisation
- › Case studies of good content marketing
- › Examples of what not to do
- › How to measure the success of your content marketing strategy

### what will you gain:

- › A comprehensive understanding of content marketing
- › Knowledge about how content marketing can help your organisation
- › An understanding of how to implement content marketing into your business strategy
- › An ability to choose the right type of content marketing for your goals
- › An understanding of where and how to share your content for maximum results
- › Knowledge about how to measure the success of your content marketing

**Module 2** £99 +VAT

## what is a content strategy, how to create one and implement it?

Want to build on your content marketing knowledge and take it to the next level? Then this is the training seminar module for you. Module 2 takes a more in-depth look at content marketing, focusing on how to create and implement a content strategy that will work for your business.

This module has been designed to help business owners and marketing professionals to fully utilise content marketing within their business. It covers creating content strategies, how to create content that engages your target audience, how to choose the right type of content marketing for your organisation, how to use content marketing to reinforce your brand, how to drive more traffic to your website through content, and how to analyse and measure results.

It also includes a take away seminar pack that will ensure attendees have all the relevant information covered in the module. Refreshments will be provided during the training seminar.

Those attending both modules on the same day will have a one hour lunch break between the modules in which catering will be supplied.

### what this module covers:

- › The basics of what a content strategy is and why it is important
- › How to create a content strategy
- › How to engage your target audience
- › Choosing the right type of content marketing for your organisation
- › Driving traffic to your website
- › Why and how to build a relationship with customers through content
- › Utilising social media
- › The link between SEO and content marketing
- › Reinforcing your brand through content marketing
- › Creating long term strategies and one-off campaigns
- › How to analyse and measure results

### what will you gain:

- › A thorough understanding of what a content strategy is and why it is important
- › Knowledge of how to create a content strategy
- › Ability to choose multiple types of content marketing to achieve set goals
- › Ability to create long term strategies
- › Ability to create one-off campaigns
- › An understanding of how to utilise social media
- › Ability to engage and build relationships with customers through content
- › The knowledge of how to analyse and measure results

# 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

### 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](#)

### how to blog and outreach to bloggers

This training option is ideal for businesses who could benefit through promoting their products and services through third party blogging. The training will cover how to outreach to bloggers – including how to identify quality blogs, how to build relationships with bloggers, how to pitch to bloggers and how to negotiate prices. As well as how to come up with blog ideas to pitch and how to tailor blog posts to websites. Includes take-away training content pack and linked training series available to extend knowledge.



[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**

