

# Content Marketing Workshop

Communicate is a Melbourne based firm who work with businesses to drive *online engagement* to improve their relationships with customers, prospects, investors, suppliers, staff, and other stakeholders.

*Online engagement* works best with a well-defined content marketing program developed by experts who understand the internet, digital communications, and journalism.

A well-executed **content marketing** program involves the creation, publishing and social sharing of information....as text, infographics, video, and podcast....for the purposes of gaining and retaining profitable customers, and lifting business reputation.

Our half-day interactive **content marketing** workshop will show you the building blocks for content marketing, how your business will benefit, and supply you with practical handouts and work forms that you can use within your business.

## The Agenda:

- Understanding **content marketing**.
- The **changing world of journalism** and how it affects you.
- A **gap analysis** of your current communications including your **website, blog, social media, newsletters, group emails** etc.
- Discussion on **stakeholders versus personas**.
- When to use **text, video, podcast, infographics**.
- How to store, manage and **repurpose your content**.
- Simple tips for improving **search engine optimisation** SEO.
- Using **paid media gateways** ie PRWire, Newswire.
- **Things to be aware of**.
- **Nominate an internal champion**, or outsource.

## The Outcomes:

This workshop will show the attendee the building blocks to creating compelling content, and how the use of content can power up their website, social media sites, newsletters, blogs, and brochures. Attendees will understand the important things to consider that can significantly lift the profile and reputation of the business leading to increased revenue and profitability. Each attendee will receive a number of practical tools, worksheets, and handouts they can immediately start using in their business.

## Pre-Workshop Research

Whilst not mandatory, it is recommended that participants spend a few minutes doing online research prior to attending the workshop. The aim is to visit a couple of other businesses operating in their respective field or specialty and seeing how these firms communicate. Please look at their website (particularly the news section), blog, their social media sites such as Facebook and LinkedIn, brochures or other material they publish. This will help each attendee during the Gap Analysis module, when we as a group discuss the different ways of improving communications.

## About Communicate:

Melbourne based Communicate Media was founded by business people who understand the internet, the media and journalism. Our firm's specialty is providing content marketing solutions to businesses to significantly improve their engagement with customers, prospects, suppliers, staff, shareholders or other stakeholders. It is well accepted that businesses that have a high profile with strong credibility, enjoy the benefits of greater sales to existing customers, are able to gain more new customers, enjoy better margins, and consequently an improvement in profitability.

## About Our Management

**Anthony Bodin:** Anthony formed Communicate ten years ago. His career highlights include founding Australia's third ISP that was acquired by a large US based firm; co-founding and non-executive director of ASX listed IT&e Ltd (builder of the CommSec share trading platform) that was later acquired by the Toronto Stock Exchange.

**Nikole Gunn:** It is likely you have heard Nikole speak. With more than 20 years as an award winning broadcast journalist Nikole has worked at regional and large radio stations such as tripleM in news director and broadcast roles.