

## **Workshop: “SEO, Content Creation and Content Marketing”**

### **Programme**

**27<sup>th</sup> and 28<sup>th</sup> of September 2023**

**from 09:00 to 11:00 am**

During the Content Marketing Workshop, we will explore what Content Marketing is, share best practices, discover how to create attractive content for our target audience, explore how to craft optimized content for Search Engine Optimization, evaluate the most widely used formats and channels, what you need to boost a content pipeline, and how to measure results. Practical sessions are also included.

- 1. Introduction to Content Marketing**
- 2. Creation of Blogs optimized for SEO**
- 3. Creation of Newsletters**
- 4. Creation of Landing pages**
- 5. Content creation for Social Networks**
- 6. How to measure results**

*Q & A Session*