

Content Marketing Mastery: Generative AI, SEO and Content Strategy

This hands-on course teaches professionals how to design and execute a practical Content Marketing strategy aligned with their business objectives. Participants learn how to create SEO-optimized blog posts, newsletters, social media content, high-converting landing pages, and impactful images and videos, while leveraging Generative AI tools to improve efficiency, quality, and performance. The course focuses on real-world applications that support marketing, sales, and brand positioning.

Course Summary & Length

The Content Marketing for Business course is delivered over two consecutive mornings or a full day for a total of 6 hours. The course combines strategy and execution, covering SEO fundamentals, blogging, email marketing, social media distribution, landing page optimization, performance measurement, and GenAI content creation. Emphasis is placed on measurable results, practical implementation, and long-term value creation.

Who the Course Is For

This course is designed for business professionals, marketers, communication teams, consultants, and managers who want to strengthen their digital presence and generate leads through content. It is ideal for non-technical users who want a structured, business-oriented approach to Content Marketing with practical AI integration.

Course Structure (Two Mornings / One day morning & afternoon)

Part 1: Strategy, SEO & Content Creation (3 hours)

- Content Marketing strategy: define your objectives, audience, formats, value proposition and KPIs
- Build your toolkit: Content calendar, styleguide, brand values, tone of voice, repository, templates
- SEO fundamentals and keyword strategy
- Creating SEO-optimized blog posts and website content
- Best practices for blogging structure, readability, and user experience
- Leveraging AI for content ideation, creation, rewriting, and optimization
- Streamlining your content creation process

Part 2: Distribution, Conversion & Performance (3 hours)

- Email marketing as a key content channel
- Generative AI tools for creating impactful images and videos
- Social media strategy: formats, sharing, and engagement
- Designing and optimizing landing pages for conversion
- A/B testing for emails, content, and landing pages
- Key metrics: SEO, email performance, social engagement, and conversion rates
- Reporting results and presenting performance to stakeholders
- Q&A session and best practices