

MODULE TWO:

COMMUNICATING YOUR MARKETING STRATEGY

Module two guides you through building a content strategy that effectively communicates your brand. By the end of this module, you'll have refined your tone of voice, mapped and prioritised your budgets and developed a targeted content strategy ready to implement.

After gaining a complete understanding of your audience and current position in the market, it's time to start building meaningful relationships through content that matters.

Mindless consumption has decreased over time so it's now more important than ever to have your values and purpose defined. This module guides you through pinpointing these within your organisation. We'll also take you through developing a targeted messaging framework, tone of voice guide and compelling brand narrative.

You'll also learn how to develop customer journeys and how to build a channel and content strategy to deliver a seamless experience for your personas whilst providing relevant content at each stage of the customer journey.

The final element of this module will take you through creating a budget tracker and how to prioritise for maximum impact.

MODULE STRUCTURE

- Finding your purpose
- Defining values
- Tone of voice, brand narrative and key messages
- Building a channel strategy
- Creating a content plan
- Budget planning
- Prioritising spend