

## Content Marketing Strategy: Delivering Value; Inspiring Action

*Align Content with Organizational Objectives to Drive Customer Engagement*

Today's consumers are accustomed to a wide range of choice and control over how they interact with brands. This requires marketers to rethink how their content marketing strategy aligns with the company's business objectives, and how to target the content in order to deliver value and an ideal customer experience.

In this 100% self-directed, online micro-learning program, you will define your organization's brand "why"—the content strategy vision that enables you to create authentic content for your target audiences. Articulate your organization's purpose, and develop a cohesive content marketing strategy that drives value for your brand. Connect content with customers to inspire their active engagement.

### Takeaways

- Define what drives your organization's big-picture content strategy vision
- Develop a content marketing strategy that aligns content to business goals
- Identify your target markets and the approaches that best cater to their needs
- Take a deeper dive into the types of content you need to create or curate, and the best ways to deliver the key messages
- Explore ways to create authentic content for your target markets
- Engage with your customers and measure what matters
- Embrace the potential of the digital environment

### Special Features

Find out how various organizations have effectively applied the four building blocks—authenticity, storytelling, thought leadership, and brand community—to craft messages that bolstered their brand and complemented their strategic vision.

## Program Content

- Defining what content is for your brand
- Aligning your organization's content strategy to its business goals
- Systematic steps for planning a powerful content marketing strategy, including paid, owned and earned channels
- Delineating key points along the customer journey to deliver content that optimizes customer engagement
- Applying the building blocks of message creation: authenticity, storytelling, thought leadership and brand community
- Identifying your brand's biggest influencers
- Measuring outcomes to ensure you are providing value for your customers

## Instructor

**Jim Southcott** has worked as a senior strategist for more than 25 years. As a partner at Southcott Strategy, he works with senior managers to set their long-term business and marketing strategy. His areas of interest include brand management, new product development, digital readiness, cultural branding, organizational creativity and innovation. He is also an Adjunct Professor in the Sauder School of Business, where he teaches courses on cultivating creativity in business.

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