

# Content Strategy Course Structure



# Lesson 1 : Plan Your Content Strategy

A marketer has a message and that message has to be communicated through great content. In this lesson, you learn how to plan and organize your content.



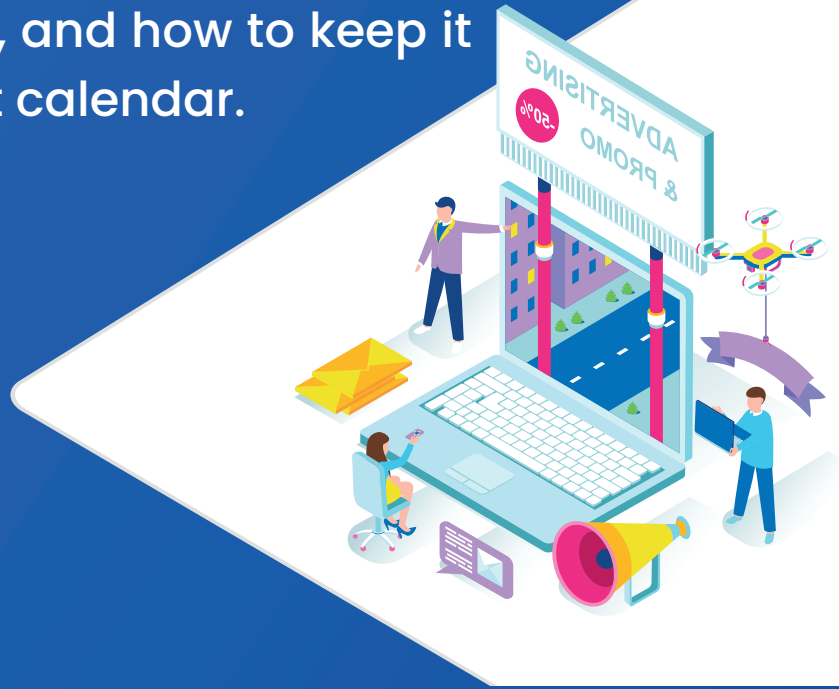
# Lesson 2 : Create Content

Great content has a few common components. In this lesson, you learn the power of storytelling, different frameworks you can use to tell persuasive stories, and how to make the most of your content with curation and repurposing.



## Lesson 3 : Distribute & Promote Content

Compelling content on its own won't get the job done. In this lesson, you learn how to promote and distribute your content, and how to keep it all organized with a content calendar.



## Lesson 4 : Optimize Website UX & Landing Pages

Your website plays a crucial role in reaching your marketing objectives. In this lesson, you learn how to apply UX design principles to your website, and how to create and test landing pages.



# Lesson 5 : Measure Impact Measurement

Measurement is key to the success of your content marketing. In this lesson, you learn what metrics to consider and how to optimize your results.



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In Content Strategy Course  
and become part of  
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