



Content Marketing Agenda

Item	Time
Introductions & Your Outcomes <ol style="list-style-type: none"> 1. Ice breaking exercise – partners 2. Introduction to my inbound journey, different planning frameworks and why you need a strategy. 	9.00 – 9.45
Session 1 - Buyer Persona <ol style="list-style-type: none"> 1. Buyer Persona 2. Content Buckets 3. Distribution Channels tactics per channel 	9.30 – 10.45
BREAK	10.45 - 10.55
Session 2 – Content Mapping <ol style="list-style-type: none"> 1. Awareness, Consideration Decision 2. Mapping Content for Each phase 3. Introduction to Feedly and Buffer 	10.55 – 12.30
LUNCH + NETWORKING	12.30 - 1.30

Item	Time
Session 4 – SALES FUNNELS 1. Introduction to Sales Funnel 2. Landing Pages 3. Lead Magnets Brainstorming session	1.30 – 3.00
BREAK	3.00 - 3.20
Session 6 – CONTENT PLANNING 1. Email Marketing 2. Blog Title Brainstorming 3. Content Blueprint	3.20 – 4.15
Actions & Close 1. Get back into the same pairs as the start of the workshop share 3 actions that you will take as a result of this workshop. 2. Share with a partner and feedback your partner’s answers.	4.15 - 4.30 pm
END	4.30pm