

## UNIT 3. Content Marketing

### Activity 1: Learn the history of content marketing

#### Skill 1. Classify types of content

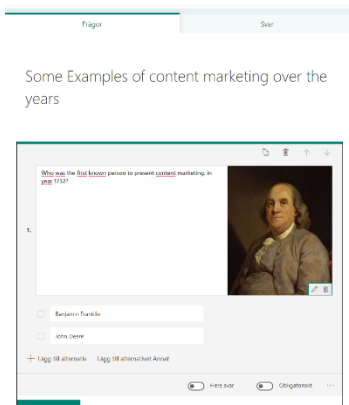
**Time:** 60 minutes

**Method:** The task is carried out as group work in smaller groups, max 4 per group.

<https://contentmarketinginstitute.com/2016/07/history-content-marketing/>

The teacher has a brief run through the history of past/present. **About 10 minutes**

Students make a Powerpoint presentation of the history of content marketing in chronological order. The students create a Quiz for their fellow students in, for example, Microsoft Forms, to check out what they remember. **About 50 minutes**



### Activity 2: Explore different types of content marketing

#### Skill 1. Classify types of content

**Time:** 60 minutes

**Method:** The task is carried out individually.

**Learning outcomes activity 1 and 2:**

Present different content marketing formats:

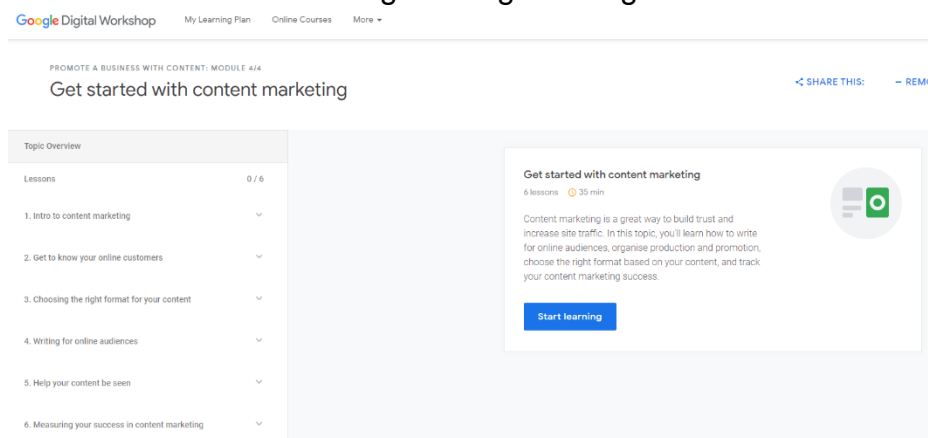
- Blogs
- Longform content
- Case studies
- Whitepaper
- E-books
- Videos and podcasts
- Newsletter by e-mail

Learning Outcomes Skill 1 <i>Classify different types of content</i>	Weight in %
Classifying Content Marketing in Types	70%
Understanding about content marketing history over time	20%
Group dynamics	10%

**Activity:** Blog, longform content, case studies, whitepaper, e-books, video, podcast, newsletter, web pages.

<https://learndigital.withgoogle.com/digitalgarage/course/promote-with-content>

The teacher and students go through the digital course "Promote with content" **About 35 minutes**



Examples of useful links:

<https://www.quora.com/Why-should-you-do-content-marketing>

<https://blog.marketo.com/2018/08/5-inspiring-content-marketing-case-studies.html>

Students report on a blog (or what kind of platform we decide) a brief description in text and image different types of content to promote a product/service. The students are free to link to a case study that they found themselves on the Internet.

**Evaluation:**

We suggest the evaluation rubric as follows:

	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10	Weight %
<b>Classify different types of content</b>	The student does not submit the assignment	The student submits the assignment on	The student submits the assignment on	The student submits the assignment on	

Classifying Content Marketing in Types	on time or does not meet any of the specified criteria.	time. The task is consistent with some of the instructions given. The student	time. The task is consistent with the instructions given. The student describes different types and processes of content in marketing, in a very good way and makes a more thorough comparison between past and present content types.	time. The task is consistent with the instructions given. The student describes excellently and nuanced different types and processes of content in marketing, and makes a detailed comparison between past and present content types. In addition, the student provides well-founded suggestions on how to improve the work.	15%
Understanding about content marketing history over time		satisfactory describes different types of content in marketing and makes an overview comparison between past and present content types.			7%
Group dynamics					2%

**Activity 3: Adapt the content to the customer's needs**  
**Skill 2: Establish strategy for content marketing**

**Time:** 90 minutes

**Method:** The assignment is carried out as group work and self-study

**Learning outcomes:**

- Tailor your content to your customer's needs
- Choosing the right platform
- Understanding "social listening"

Learning Outcomes Skill 2 <i>Establish content marketing strategy</i>	Weight in %
Adapt and align content with customers' needs	50%
Know what platform is suitable for specific type of projects	20%
Show understanding of Social listening	20%
Innovation and creativity	10%

**Activity: Adapt the content to the customer's needs**

Example:

<http s://www.youtube.com/watch?v=oz4KVRsXL9s>

<https://www.youtube.com/watch?v=APQoWEqezFc>

<https://marketingland.com/content-marketing-done-right-8-examples-can-learn-149088>

<https://youtu.be/CIXTdjsXKFU>

<https://www.thinkwithgoogle.com/intl/en-gee/success-stories/local-case-studies/how-one-retailer-boosted-roi-10-and-won-back-time-choosing-game-changing-solution/>

<https://blog.vanillaforums.com/community/community-management-101-everything-you-wanted-to-know-about-building-your-community-from-scratch#>

<https://www.youtube.com/watch?v=XJKufsqQYHI>

## Social listening



<https://blog.hootsuite.com/social-media-monitoring-tools/>

<https://www.wholewhale.com/tips/5-steps-to-create-a-free-social-listening-tool/>

Select a relevant platform and product for marketing.

Select some tools that can fit the selected platform and product to listen to social media.

Make a written description of the choice of platform and product and the reason for the selection as well as an explanation of the concept of "social listening". Show what social listening is by making a small movie together in a group of max 4 people.

## Evaluation:

We suggest the evaluation rubric as follows:

	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10	Weight %
Establish content marketing strategy	The student does not submit the assignment on time or does not meet any of the specified criteria.	The student submits the assignment on time. The task describes satisfactory the choice of platform, tools and explains in a simple way the concept of "social listening".	The student submits the assignment on time. The task describes the choice of platform, tools in a very good way and explains the concept of "social listening".	The student submits the assignment on time. The task describes excellently and nuanced the choice of platform, tools and explains in detail the concept of "social listening". In addition, the student provides well-founded suggestions on how to improve the work.	
Adapt and align content with customers needs					
Know what platform is suitable for specific type of projects					
Show understanding of Social listening					
Innovation and creativity					2%

**Activity 4: Create a marketing plan**

**Skill 3: Content Creation and Curation**

**Time:** 150 minutes

**Method:** The task is carried out as group work in groups of 4 max.

**Learning outcomes:**

- Develop a content marketing plan
- Publish and distribute content
- Use appropriate strategies for a content campaign

Learning Outcomes Skill 3 <i>Create and prepare content</i>	Weight in %
Develop a content marketing plan	40%
Publish and distribute content	25%
Using appropriate strategies for content campaigns	15%
Group dynamics	10%
Innovation and creativity	10%

**Activity: Create a marketing plan**

<https://marketingland.com/content-marketing-done-right-8-examples-can-learn-149088>

Make a content scheduling using tools and strategies

<https://coschedule.com/content-marketing-editorial-calendar/>

Identify decoys

<https://optinmonster.com/step-by-step-guide-to-generate-leads-with-your-content-marketing/>

Create a marketing plan based on the selected platform and product.

Show in an example how the plan will be implemented in time based on specific scheduling tools.

Describe how sales can be increased through decoys and satisfied customers.

Describe in the plan how evaluation of marketing efforts could be carried out.

**Evaluation:**

We suggest the evaluation rubric as follows:

	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10	Weight %
<b>Create and prepare content</b>	The student does not submit the assignment on time or does not meet any of the specified criteria.	The student creates a marketing plan in the form of a power point. The plan describes in a satisfactory way the selected platform, tools and time schedule. The student describes with some certainty how the plan can be evaluated.	The student creates a marketing plan in the form of a power point. The plan describes in a very good way the selected platform, tools and time schedule. The student describes in detail how the plan can be evaluated.	The student creates a marketing plan in the form of a power point. The plan describes excellently and nuanced in detail the selected platform, tools and time schedule. The student describes nuanced how the plan can be	
Develop a content marketing plan					30%
Publish and distribute content					10%
Using appropriate strategies for content campains					5%

## DIMAS CURRICULUM FOR DIGITAL MARKETING

Group dynamics				evaluated. In addition, the student provides well-founded suggestions on how to improve the work.	2%
Innovation and creativity					2%