

# the **marketers**



## Workshop Overview

This workshop will teach you how to develop original content as well as the distribution platforms and methodologies behind them to get the content to the right audience. Measurement and monitoring of this marketing will also be covered.



## Benefits

This course will give a good understanding of content marketing to ensure you can pitch it internally and externally. The course will cover the best practice for the design and development of new ideas that suit your business.

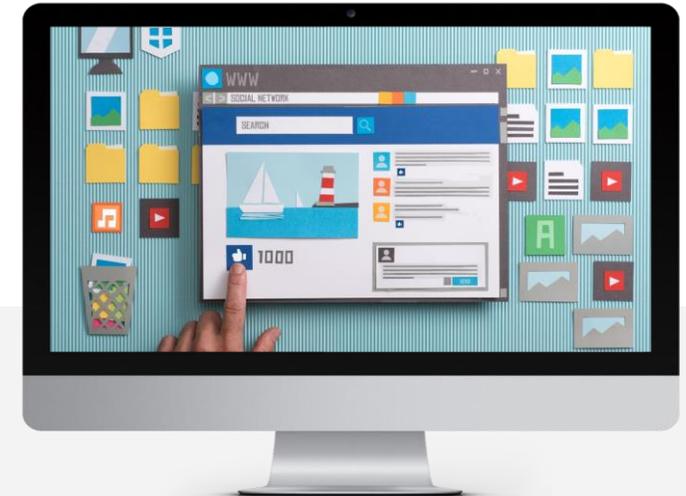
## Outcomes & Content

- ✓ Content marketing: the benefits
- ✓ Current content collection
- ✓ Content review
- ✓ Who is the audience?
- ✓ Developing new content
- ✓ Content calendar planning
- ✓ Content marketing across media
- ✓ Social media and content marketing
- ✓ Measuring the impact of your content
- ✓ Content marketing and SEM



## Who should attend ?

This workshop is designed to engage key stakeholders and is most suitable to teams from marketing, sales, and customer experience so that the content going out from the organisation has seamless continuity.



## ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses





## RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



### Global Reach

Flexible and diverse trainer pool



### People Transformation

Behavioural change experts



### Business Impact

Propelling people's performance



### Bespoke Solutions

Made to measure learning.

## OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart  
Insights

The Marketing &  
Leadership Academy  
Aspire to Inspire

CS Circus Street™



## WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
  - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
  - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
  - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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## CONTACT US



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### Stay Connected

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