

# Content Strategy Masterclass

Design, Document, Implement and Improve your  
Content Strategy across digital channels

Sydney, 19 - 20 May 2015

Limited to 20 participants  
per workshop

## Learning Outcomes

In this two-day practical and interactive workshop, you will learn how to:

- Step by step processes to create customer profiles, identify content goals and structure a content journey from first awareness to final sale
- Applying storytelling theory to make your content more effective
- Creating effective workflows to turn your documented strategy and editorial calendar into reality
- Setting appropriate KPIs your CEO and CFO will value
- Developing a clear plan to test, measure and improve your content strategy

All attendees will receive example document templates that can be used in the workshop activities. Clean copies are also provided for attendees to reuse, adapt and refine for the specific needs of your final strategy.

## Who should attend?

This intensive workshop has been specifically developed for directors, managers, specialists and advisers involved in:

- Content strategy
- Content development
- Content marketing
- Digital marketing
- Social media marketing
- Online marketing
- Website development
- Digital communications
- Marketing communications
- User Experience

## Workshop Facilitator



**Jonathan Crossfield**  
Storyteller, Writer and  
Content Marketing Consultant

**Save \$ 200**

When you register by the  
10th April 2015!

## Workshop Venue

Karstens Sydney  
111 Harrington Street  
Sydney NSW 2000

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[www.progressmedia.com.au/content-strategy-masterclass](http://www.progressmedia.com.au/content-strategy-masterclass)

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## About this 2-day Masterclass

93% of Australian marketers claim to use content marketing. Yet only 52% have a documented content strategy, and only 33% say they are effective at content marketing. (From Content Marketing in Australia: 2014 Benchmarks, Budgets, and Trends)

With brands publishing so much content every day, the question is no longer whether you should be creating content, but how to make your content more effective in achieving your business goals.

This two-day practical and interactive masterclass is designed to offer unambiguous and clear steps to designing, documenting, implementing and improving a content strategy.

*"Great session... the size of the group was about right."*  
- MARKETING MANAGER, CCH

*"Really enjoyed your presentations and storytelling. Great examples to support the content. Thank you!"*  
- MARKETING DIRECTOR, AQUENT

Previous content strategy workshops have been attended by companies like CommSec, OzForex, RMIT University, CCH, Care Pharmaceuticals, IAG Insurance, Media Access Australia, ME Bank, Commonwealth Bank of Australia, GE Healthcare, NRMA Motoring & Services, Colonial First State, Westpac, Virgin Australia, Suncorp, Gareth Morgan Investments, Macquarie University, Telstra Media, Merrylands RSL Club, and Bureau of Meteorology.

## About Your Masterclass Facilitator

### Jonathan Crossfield - Storyteller, Writer and Content Marketing Consultant

Jonathan Crossfield calls himself a storyteller, because that's easier than listing writer, digital marketer, journalist, copywriter, social media consultant, workshop trainer, event speaker and opinionated blogger.

Jonathan has won awards for magazine articles and blog posts on digital marketing. Currently, he writes a regular, outspoken column on social media for Chief Content Officer magazine, published by the Content Marketing Institute.

Past and current employers, clients and projects include Netregistry, Ninefold, Macquarie Telecom, Macquarie Bank, Reddo Media, Amway, Telstra Smarter Business / Bauer Media Group, Robert Half and American Express. He also fits in copywriting and content duties for Sliced Marketing and King Content while running occasional workshops and training sessions for various partners.

Despite spending every waking moment staring at a blinking cursor on a screen, Jonathan still finds time to occasionally squeeze out a few pages of his first novel and serve on the organising committee for the Doctor Who Club of Australia. He lives in the Blue Mountains near Sydney, Australia with a patient wife and two impatient cats.

Strictly limited to only 20 participants. Register now!

To secure your place at the Content Strategy Masterclass, simply visit the registration page on [www.progressmedia.com.au](http://www.progressmedia.com.au) and complete your registration details with your preferred payment option.

## Workshop Fee

Standard Price: \$1795 +GST  
**Early Bird Price: \$1595+GST**  
**(Save \$200 when you register by the 10th April 2015)**

Your ticket includes the masterclass fee, presentation materials and handouts plus all catering (arrival tea & coffee, morning & afternoon tea, and lunch). This does NOT however include travel and accommodation.

*"Jonathan has been outstanding in his role with us at Chief Content Officer magazine. Jonathan is one of those rare thinkers that really get what is going on with the changes in marketing, and specifically, content marketing."*  
Joe Pulizzi – Content Marketing Institute

*"Jonathan's my 'go to' person when I need advice, help or inspiration. I count him as one of the few people in Australia that really understands content marketing and community engagement."*  
Sarah Mitchell – Content Marketing Consultant



## DAY 1 Designing & Documenting Your Content Strategy

9.00 - 9.15 am

Introductions and Training Objectives

**9.15 - 10.45 am**

### **Understanding Content Strategy**

1. Defining content marketing
  - Campaign versus Evergreen content
  - What is Native advertising?
2. The content narrative structure (The hero's journey)
  - Act 1: The Hook – the hero begins the quest
  - Act 2: The Challenge – the hero overcomes barriers
  - Act 3: The Resolution – the hero achieves the goal
3. Buyer Personas and Buying Stages
  - Understanding customers and building customer profiles

10.45 - 11.00 am

Morning Tea

**11.00 am - 12.30 pm**

### **How a Content Strategy Works**

1. Content and the sales cycle
  - Understanding the stages and lifecycle of content
2. The three stages of content strategy
  - Awareness
  - Research
  - Decision
3. Mapping the content strategy to the hero's journey

12.30 - 1.30 pm

Networking Lunch

**1.30 - 3.00 pm**

### **Building a Content Strategy**

1. The Content Mapping Process
  - Performing a quantitative and qualitative assessment of your digital content
  - Mapping content into buyer personas and buying stages
2. The editorial Calendar
  - Developing a central calendar for the production and publishing of online and social content

3.00 - 3.15 pm

Afternoon Tea

**3.15 - 4.45 pm**

### **Content Workflow and Governance**

1. Getting approval for your strategy
2. Content Workflow and Governance
  - Streamlining the process for the development, approval and publishing of content
  - Determine roles and responsibilities
3. Content Performance
  - Setting and measuring KPIs
4. Data Driven Content
  - Using data and analytics to improve content effectiveness

4.45 - 5.00 pm

Closing Discussions and End of Day 1

## DAY 2 Implementing & Improving Your Content Strategy

9.00 - 9.15 am

Questions from Day1 and objectives for the day

**9.15 - 10.45 am**

### **From a Marketing model to a Publishing Model**

1. If brands are becoming publishers, that means the marketing manager needs to be the commissioning editor
2. What does this role entail?
3. What new skills/tasks do marketers therefore need to learn?
4. A day in the life...

10.45 - 11.00 am

Morning Tea

**11.00 am - 12.30 pm**

### **Content Marketing and the Art of Persuasion**

1. How rhetoric works
2. The Three Appeals of Content Marketing Rhetoric
  - Ethos: "Why you should pay attention to me" (Appeal to authority)
  - Logos: "Why my premise sounds reasonable" (Appeal to agreement)
  - Pathos: "Why you need to act" (Appeal to emotion)
3. Mapping the three appeals to the content strategy
  - Act 1: The Hook — 1: Awareness — 1: Ethos
  - Act 2: The Trials — 2: Research — 2: Logos
  - Act 3: Decision — Pathos

12.30 - 1.30 pm

Networking Lunch

**1.30 - 3.00 pm**

### **The Five Parts of Content Marketing Rhetoric**

1. Invention
  - How to come up with content ideas
  - Determining the message
2. Arrangement
  - Forming the argument
  - Dealing with counter arguments
  - Picking a fight with your content

3.00 - 3.15 pm

Afternoon Tea

**3.15 - 4.45 pm**

### **The Five Parts of Content Marketing Rhetoric (continued)**

3. Style
  - Finding the right words
  - Orwell's five rules for good writing
4. Production
  - Production of the content & understanding different formats
  - Workflows revisited
5. Delivery
  - Distributing and promoting the content
  - Producing content in different formats for different channels
  - Content for Email, SEO and Social Media

4.45 - 5.00 pm

Summary and Closing Discussions

