



different

Content Marketing Workshop

From campaign thinking to content thinking

Duration:

1 day

Preparation time:

3 weeks

team:

3 diffriends

5-10 clients

Contact:

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Content marketing has grown up. More than a new form of communication, it has become a new way of thinking and acting.

In the digital age, one thing is clear: people will consume branded content voluntarily – or not at all. Good content offers a chance to create genuine relevance for your users. It opens up new opportunities for virality, interaction and attention.

The strategic, methodological and procedural framework for campaigns has been honed over many years. But when it comes to content, many brands still have questions:

- What are basic principles and rules for good content?
- How do you maintain edge and individuality amidst the content swamp?
- What should content contribute to your overall marketing and brand goals?
- How much can and should be automated in the process of content creation?
- Why is the distinction between owned and earned platforms no longer relevant? What exactly is a Customer Content Journey?

These are the questions we want to explore and answer with you.

What you can expect:

NEW PERSPECTIVES

inspiring best practice cases and exciting lessons from successful content marketing

NEW METHODS

tools and techniques for developing creative, effective content for your own industry and audience

NEW CONTENT IDEAS

a variety of innovative ideas and prototypes for new content concepts

