



CONTENT MARKETING

STRATEGY . CALENDARS . BRIEFS
WRITING . EDITING . DISTRIBUTION
SEO CONTENT . REPURPOSING

DURATION

40 Hours

LEVEL

**Beginner to
Advanced**

MODULES

8

MODE

**Classroom •
Online • Hybrid**

01 COURSE OVERVIEW

A content marketing course from strategy and briefs through writing, editing and distribution. The course pairs editorial craft with distribution discipline: topic research, briefs that writers can use, drafting and editing standards, then repurposing across channels and measuring what content actually contributes.

Learners publish three pieces and build a quarterly content plan.

WHO IT IS FOR

Content writers and editors

Marketing generalists

Founders writing their own content

Agency content teams

PREREQUISITES

Comfortable writing in English.

02 LEARNING OUTCOMES

01 Build a content strategy tied to business goals.

03 Write briefs that produce usable drafts.

05 Optimise content for search without harming readability.

07 Report content contribution to pipeline.

02 Research topics with search and audience data.

04 Draft and edit to a consistent house style.

06 Repurpose one asset across several channels.

01 STRATEGY

Audience and jobs-to-be-done

Funnel mapping

Editorial mission

Content pillars

Competitive gap analysis

02 RESEARCH AND PLANNING

Keyword and question research

Interview sourcing

Capacity planning

SERP analysis

Calendars

PRACTICAL

QUARTERLY PLAN

03 BRIEFS AND STRUCTURE

Brief templates

Angle definition

Internal linking plan

Outlines

Evidence requirements

04 WRITING

Openings

Clarity and concision

Formatting for scanning

Structure and flow

Voice and tone

Calls to action

PRACTICAL

LONG-FORM ARTICLE

05 EDITING

Substantive vs line editing

Style guides

Legal and claims review

Fact checking

Feedback that improves writers

06 SEO CONTENT

Search intent match

Headings and schema

Cannibalisation

Topic coverage

Refreshing old content

AI content policy

07 DISTRIBUTION AND REPURPOSING

Owned, earned, paid

Social atomisation

Syndication

Newsletter

Video and audio versions

Outreach

08 MEASUREMENT

Traffic and engagement

Content decay

Reporting to leadership

Assisted conversions

Attribution limits

PROJECT

PUBLISHED CONTENT SET WITH REPORT

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

CONTENT MARKETER

CONTENT STRATEGIST

SEO CONTENT WRITER

EDITOR

BRAND JOURNALIST

CALL US

+91 73051 33996

EMAIL US

apply@kaizeninfinities.com

VISIT OUR WEBSITE

www.kaizeninfinities.com