

Social Media Content Marketing: Blogs & Twitter

Discover the fundamentals of text-based social media marketing on platforms such as Twitter and blogging. Gain insights into current trends and develop a strategic approach to marketing written content, including techniques for audience engagement and cross-platform blogging.

Group classes in NYC and onsite training is available for this course. For more information, email hello@nobledesktop.com or visit: <https://www.nobledesktop.com/classes/social-media-marketing-copy>



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Course Outline

Introduction to Twitter

- Introduction to Twitter
- Twitter Today
- Features Overview
- Understanding the algorithm

Hashtags and Topics

- Trends and Topics
- Hashtags 101
- Hashtag types
- Hashtag Research
- Insights and analytics

Research and Content Strategy

- Paid advertising on Twitter
- Ad analytics
- Analyze the competition
- Determining a brand voice
- Content strategy
- Content cadence and scheduling

Importance of Blogging

- Introduction to blogging
- Choosing the right blog platform
- Storytelling strategies

- Understanding evergreen content
- Creating paid content