Jaipur Engineers

Your One-Stop IT & Staffing Ecosystem

DIGITAL MARKETING

Content Marketing

SAMPLE PROJECT

Content Plan for an Enrolment Campaign



COURSE FEE

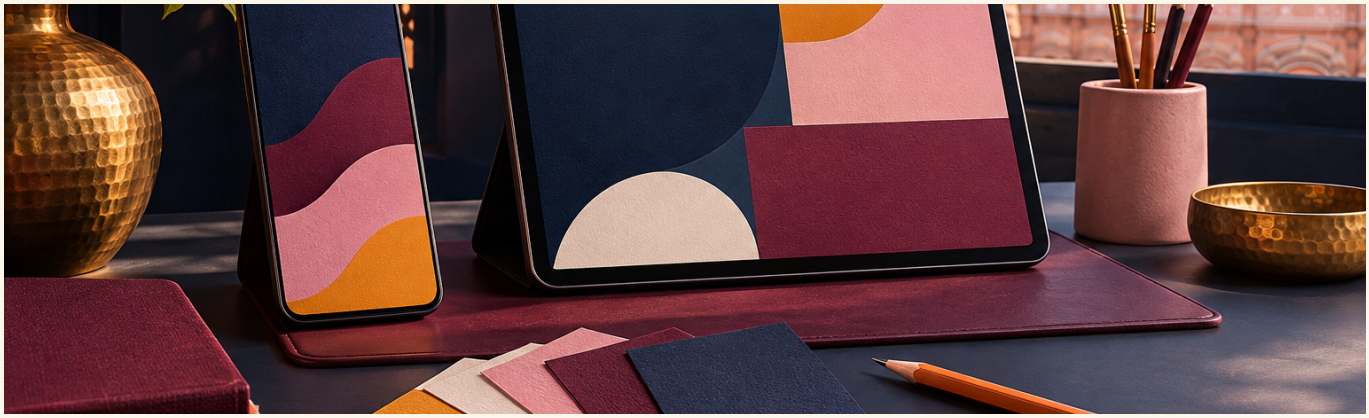
Fee on enquiry

JAIPUR, RAJASTHAN

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Content Marketing

Core concepts



01 Audience, persona and customer journey research

02 Content pillars and competitive review

03 Editorial calendars, briefs and messaging

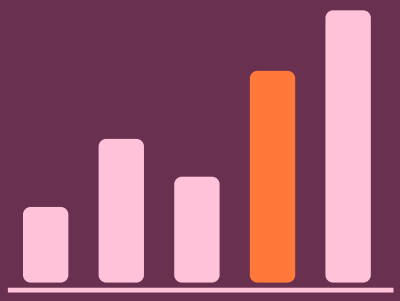
Set a goal

Choose an audience, one primary measure and a realistic sample budget.

Content Marketing

Applied skills

- **Audience**
- **Campaign**
- **Measurement**



04 SEO-informed article and landing page content

05 Distribution, repurposing and accessibility

06 Content metrics, review and improvement

PROJECT DELIVERABLES

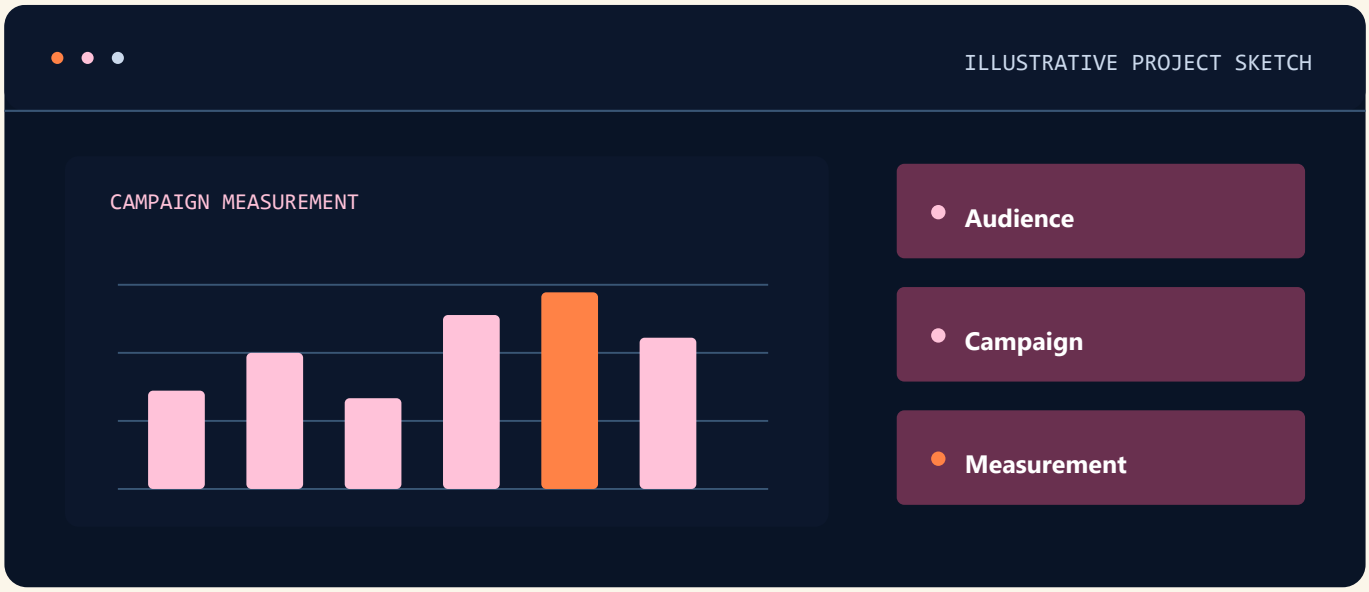
A campaign brief, sample assets, a budget plan and a measurement dashboard.

Content Marketing

Portfolio project

Content Plan for an Enrolment Campaign

Develop a theme, write a brief and produce sample content aligned with audience questions.



Set a goal

Choose an audience, one primary measure and a realistic sample budget.

Review the plan

Explain which result would justify a change to the campaign.

A campaign brief, sample assets, a budget plan and a measurement dashboard.

Content Marketing

Course fees

COURSE FEE

Fee on enquiry

Ask admissions for the course fee, available batches and enrolment details.

ADMISSIONS

+91 70146 92039

info@jaipurengineers.com

122/228, Indra Path, Thadi Market

Mansarovar, Jaipur, Rajasthan 302020

SCAN FOR MAP

Check course details

Content Marketing

Course content

MODULES 01–02

01

Lessons & practice

- Audience
- Persona
- Customer journey research

HANDS-ON

Interview a representative user or review a sample persona and map their questions.

02

Lessons & practice

- Content pillars
- Competitive review

HANDS-ON

Compare competitor messages and choose content pillars with clear audience goals.

Content Marketing

Course content

MODULES 03–04

03

Lessons & practice

- Editorial calendars
- Briefs
- Messaging

HANDS-ON Write an editorial brief and schedule specific pieces with owners.

04

Lessons & practice

- SEO-informed article
- Landing page content

HANDS-ON Draft a search-informed article and revise its linked landing-page copy.

Content Marketing

Course content

MODULES 05–06

05

Lessons & practice

- Distribution
- Repurposing
- Accessibility

HANDS-ON

Adapt a draft for a second channel and verify accessibility of headings and captions.

06

Lessons & practice

- Content metrics
- Review
- Improvement

HANDS-ON

Review content metrics and defend which topic to revise or retire.