



## Content Manager training

### Module TM01: Digital Marketing Tools: Trends and Usage

#### The Four Phases of Inbound Methodology

- ✓ Exercise: Inbound Marketing Strategy: for each Inbound Marketing Phase provide appropriate objectives, ways how to achieve them and KPIs to measure effectiveness.

#### CONTENT MARKETING PLANNING TEMPLATE: SMART GOAL SETTING AND STRATEGIC ALIGNMENT

Customer lifecycle stage and aims	SMART objectives	Strategies to achieve goals	Key performance indicators (KPIs)
<b>REACH</b> Increase brand awareness and visits to company websites, apps and social network sites.			
<b>ACT</b> Increase audience interactions with content on company-owned media platforms to generate leads.			



<b>CONVERT</b> Increase conversion rates from leads to sales volumes achieved online or offline.			
<b>ENGAGE</b> Increase long-term customer engagement and loyalty leading to repeat sales and advocacy.			