



Content Management training

Module TM06: Content Generation

Group exercise

For all these exercises groups should work on a real project of their choice.

1. Online tools for analytics – measure trends about your topics, create a survey to gather data from buyer personas.

Based on the buyer persona (exercise for module BM07), think about possible topics for your content. Verify ideas and trends with online tools.

Online Survey	https://www.typeform.com
Online Survey	https://www.surveymonkey.com/
Trends Monitoring	trends.google.com
Checking what people type in google YT queries	https://keywordtool.io/

2. Online tools for content creation – write down two blog articles and create visual content for you campaign.

Use data from previous exercises to draft engaging content.

Free social media graphic and infographics	www.canva.com
Free pictures	https://pixabay.com
Free pictures	https://www.pexels.com/

3. Managing content with online tools – set up a company blog on Medium and a page on Facebook. Plan posts for the next two weeks.

Use an account of someone from your group to set up a Facebook Page. Use articles from previous exercises to set up a publication plan on Buffer. Prepare the link in Bitly.

Link Shortening	https://bitly.com/
Sending large files up to 2 GB	wetransfer.com
Blogging Platform	medium.com
Automated Social Media Management	https://buffer.com/
Automated Social Media Management	https://hootsuite.com/