

Creating Content with Lasting Engagement



2021
Training Programmes

**Marla**
COMMUNICATIONS



Content Creation Training Programme

Background

When we talk to our clients about the need for interesting, relevant and consistent communication online, the biggest challenge they all refer to is that of knowing 'what' content to post, 'where' to post, and 'who' to target. Our bespoke training programme guides participants through each stage of content creation, helping them understand who they are talking to, which platforms their various personas favour and the ideal tone and approach needed for each. This programme also includes expert guidance and one to one support on the development of professional and creative static and video content using free online software.

Training Programme Objectives

Over the course of the training programme, participants will:

- Become familiar with the concept and application of persona-driven content
- Understand the various social media platforms that each of the personas use/implications of this in the type and style of content
- Understand how to brain-storm topline Ideas or topic clusters
- Understand how to use mind mapping, and breaking down cluster ideas
- Though workshop guidance and one to one mentoring, learn how to develop static and video posts for use across relevant social media channels (using online tools)
- Select the most appropriate channels for each content piece, across all digital tools including website, blog, social, email, newsletter and video
- Develop a weekly communication plan that can be easily managed and added to

The Benefit to Your Company?

This training programme will help you understand that digital communication is a strategic (not random) exercise, driven by 3 factors – who you are targeting, 'where' these people are and your communication messaging.

The overarching benefits at the end of this programme will be:

- A much deeper understanding of the context of digital communication – particularly on social media
- An understanding of the 'content creation' brainstorming process
- Training on both the development of graphic posts (using online tool Canva) and video posts (using online tool Vimeo)
- A monthly and weekly template that drives ongoing and consistent communication across all relevant platforms



The Training Format

3 Workshops

Workshop 1 – Understanding the Context of Digital Communication

- Introduction to concepts and templates
- Introduction to what good and bad communication looks like
- Understanding the context of social media content
- Demonstration of how mind mapping delivers content ideas and longevity
- Step by step guidance on the content creating process
- Demonstration on how to analysis metrics on a monthly basis, thus providing an understand of which content works best for engagement levels

Workshop 2 – Creating Impactful Visual Communications

- Guidance on the development of professional and creative posts
- A detailed overview of Canva with a step by step guide on graphic development
- Understanding of all elements of the Canva interface
- Guidance of using online image/video libraries
- Guidance on how to export Canva projects correctly
- Guidance on how to publish Canva projects on all relevant social media platforms
- A review of how to maximise exposure through boosting posts

Workshop 3 – Developing Professional Video Content

- An overview of the technical process of creating professional business videos
- All technical aspects of developing a corporate or marketing video
- The basics of how to capture sound and lighting for a professional look
- How to create, edit and distribute videos across all platforms

One to One Mentoring

Each participant will receive 3 hrs one to one mentoring. The primary focus of these sessions will be to help each participant understand content creation in the context of their own business and persona groups. A further goal of the mentoring will be to assist each company with the development of a usable and easy to manage weekly content plan. Finally, each participant will be given step by step support to enable them to design and develop their own visual and video content for all future posts.

Cost: €3,600 (based on 8 participants)

Delivery: 3 Workshops; 3 hours mentoring per participant

Ideal Number of Attendees: 8



Testimonials

"I recently undertook a number of content creation sessions with Márla Communications and found the overall insights, approach and advice to be excellent. I was really struggling with coming up with content ideas, and didn't know which channels I should be on. Jonathan provided great support on the thinking and process involved in creating content – I found the mind mapping exercise to be particularly beneficial. The video development support from Lee was excellent. I now have a system in place and understand exactly what I should be doing on a weekly basis. I couldn't recommend them enough!"

Jemma Kehoe, Dip NT, Dip Pharm Tech, mNTOI Nutritional Therapist.
Founder and Owner of Jemma Kehoe Nutrition



"As part of an overall digital marketing programme, Márla Communications provided training on the whole area of content creation – this focused on who you want to 'talk to', where to post, and most importantly, how to come up with ideas. The process they brought us through was insights-driven, but really easy to understand and manage. Since we did the course, we find managing our own content to be much more strategic, well thought-through and thankfully delivering an effective return".

Regina Mangan MIPAV TRV MMCEPI.
Founder, MD, Auctioneer Liberty Blue Estate Agents



"Learning how to use Canva was a game changer for our business. I can now design my own posts in a creative and professional manner, and feel I am really connecting with all my persona groups. Understanding how to think of content ideas using mind-mapping was also a big help to us."

Yvonne Dillon. Founder & Owner of Nutrilicious



These programmes are
delivered by our team
of experts...



Sheila Gallogly
Managing Director



Jonathan Flynn
Digital Marketing Manager



Ann Marie Coonan
Marketing Director



Lee Grace
Creative Director