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Writing for Content Marketing

Required Text(s):

All course materials will be provided.

Course Description and Objectives

This course provides content creators, or those working with content creators, with best practice guidelines and resources to help you create well-written, engaging, relevant and shareable content that meets audience, campaign and business needs and objectives.

This is not a strategy course. Instead, the course examines what makes effective content, and reviews different types of content—from blog posts and eBooks to white papers and video scripts—and the particular challenges and considerations involved in creating each type.

This is a practical course, including writing and other assignments to help you prepare for and practise writing for content marketing projects. A lot of the value in the course comes from receiving feedback on the writing assignments.

You also receive a Content Writer's Toolkit, containing tools and resources, as well as being exposed to lots of best-in-class examples of great content.

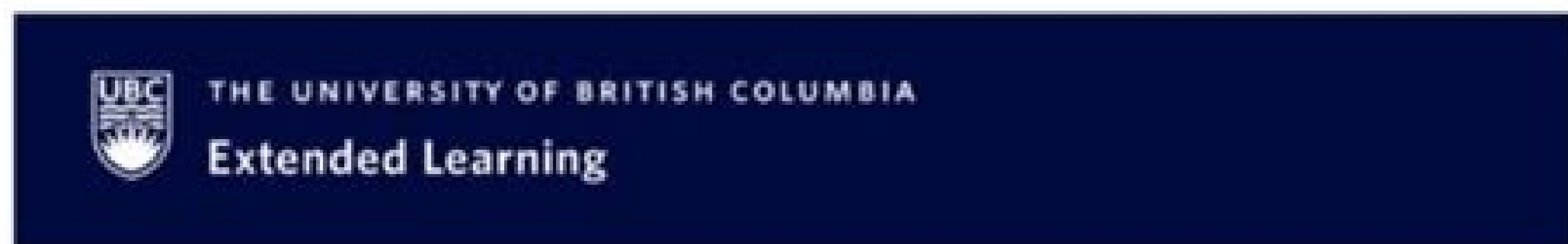
Assessment

Certificate Students

If you are a student in our professional communication certificate or our creative writing award of achievement, your assessment may differ from that of your classmates. Please note that part of that assessment will be a final portfolio that will require you to submit a piece of writing or other project from this class.

Assessment for the Course

Your submitted assignments will receive feedback and comments, based on how well the submissions meet the criteria of the assignments.



There is a lot of ground to cover. This is an ongoing effort to educate our users about the thousands of diagram templates available in the Creately diagramming community. The weakest links in your security system? A SWOT analysis like the one below can be used when it comes to evaluating their current position among their competitors. Download them for free as either PDF files, Word documents, or Excel files you can modify. Situation Analysis Template Details File Format Size: A4, US Download Marketing Situation Analysis Template Details File Format Size: A4, US Download Current Situation Analysis Template Details File Format Size: A4, US Download Marketing Situation Analysis Templateanzmac.org Details File Format Size: 145 kB Download Company Situation Analysis Templatebookbou.edu.bd Details File Format Size: 133 kB Download Health Situation Analysis Template library.health.go.ug Details File Format Size: 895 kB Download Business Situation Analysis Template Current Situation Analysis Template pro-e-bike.org Details File Format Size: 3 MB Download What Is Situation Analysis? This is the analysis of the current standing of the system under study. SWOT - Strengths, Weaknesses, Opportunities, Threats SLO T - Strengths, Liabilities, Opportunities, Threats SWOT analysis templates are one of the easiest ways to do a SWOT analysis of your project, business or the company. This can be modified for any restaurant/food chain business. Differently styled SWOT analysis template for a career change SWOT Analysis Template of Google, Alphabet Inc. Colorful SWOT analysis example made with octagons (click to use as a template) SWOT Analysis Template for NIKE. Alternatively, you can modify it and then download it as a PDF for printing. Here's a SWOT diagram with some actual data in it. For our example, let's take a company. Most SWOT analysis templates come in this form. Are there any areas you have not fully considered or leveraged to your advantage? For example, if you want to include a SWOT analysis diagram in Excel or any other document in landscape layout then the following SWOT template would be much better. Just click on the image and we'll provide you with everything else you need. You can download it as a PDF file (for high-resolution prints) or modify it online using our tools. Just click on the image and it will open in the diagram editor. All this has to come into consideration. After you add the data you can export it and add it to PPT presentations, Word documents or webpage. When it comes to maintaining popularity among such a large number of customers, analyzing their strengths, weaknesses, opportunities, and threats is extremely useful. 28+ FREE ANALYSIS Templates - Download Now Adobe PDF, Microsoft Word (DOC), Microsoft Excel (XLS), Google Docs, Apple (MAC) Pages, Google Sheets (SPREADSHEETS) To help you figure out where to start, take a look at these sample situation analyses. Simple SWOT analysis template (click to use as a template) Don't like squares? No worries. A SWOT analysis like the one below will help you arrive at a well-thought-through decision by helping you see all the pros (strengths and opportunities) and cons (weaknesses and threats) of your big career change decision. Here the four factors are shown as columns. With over 1 billion users, Facebook has become one of the most popular social media networks in the world. Just click on any of the images and that template will be opened in the editor. Blank SWOT Analysis Template for PPT, DOC etc If you're familiar with SWOT analysis you can get started right away using our blank template. Where are the risks in your operations? SWOT Analysis Template of Facebook (click on image to modify online) 5 Common SWOT Analysis Mistakes and How to Avoid Them SWOT Analysis Template of Amazon Inc. SWOT Analysis of McDonald's (Click on image to modify online) When you usually make a big decision, like changing your career path from being a software engineer to a marketer, you always think it through by weighing the pros and cons. And the color will make it easier on the eye. The Current Situation Analysis Template and Business Situation Analysis Template should help you think about what's most important. Surveying the larger field which your company seeks to serve? They are both the same. What are the unavoidable limitations you have to work around or mitigate? SWOT Analysis Template of NIKE (click on image to modify online) This is a SWOT analysis of Facebook. Where are the areas you need to improve? As a globally popular chain of hamburger fast food restaurants, it has a brand name to maintain over 119 countries. Click on the image to use the below template. As the most popular search engine in the world, there are opportunities in the market and a competition to deal with while maintaining the business. This is an example of opportunity/threat analysis. Check how they are listed and create your own SWOT diagram. Below are some of the most popular ones in the community. Personal SWOT Analysis Templates About Myself Another 2 x 2 SWOT analysis example but with a bit of color. If you created it online you can access your diagram from anywhere and you always have a record of it. SWOT Analysis Template for Facebook SWOT Analysis of McDonald's. SWOT Analysis Template for Excel (Landscape Layout/Column Layout) The box-like layout of SWOT analysis is not ideal for every scenario. Click on the image to use this template. There are many more colorful SWOT analysis templates available at Creately which are perfect for any project. SWOT Analysis Template for Amazon Inc. An analysis like this will help them figure out the factors they should improve upon and get rid of to keep their customers satisfied. Only companies that are "self-aware" can hope to beat its competitors. After editing you can export it and include them in PowerPoint presentations (PPT), Word documents, Excel files or any other document critical to you. Colorful SWOT analysis example made with octagons (click to use as a template) There are many more SWOT analysis templates. Amazon is one of the most popular e-commerce and cloud computing companies in the world. They are all for free, so make sure you use them to your advantage. Remember that even if you were only assessing the internal workings of your company, you are already conducting a Competitive Analysis. You will identify internal strengths, weaknesses, opportunities, and threats, be it internally or externally. Can be modified to fit for any retail/shopping business or company. Colors can be used to highlight different sections and also to emphasize on some sections. This can be modified for any sports-related business or company. SWOT Analysis Template for a Career Change (click on image to modify online) Not so familiar with SWOT diagrams? Also internal. Opportunities. In this era of large corporations and complicated systems, a situation analysis template is one of the most important kinds of Business Analysis reports you can draft. The only difference is that weaknesses are named as liabilities. Mentioned below are some SWOT analysis examples available to you at Creately. With the rapid increase in the industry of eCommerce and cloud computing, Amazon has come to face major competition from thousand other companies. What are you doing right and what are your competitive advantages? It is also useful when it comes to coming up with new strategies to increase their brand authority in the market. Different color patterns, headings, etc available in these template makes it very easy to come up with very professional SWOT diagrams in minutes. Only a full-scale analysis of your operations can bring up opportunities in places you never thought to look. Especially so in internal company interviews where have a good idea who you're going up against. More Diagramming Templates SWOT analysis vs SLO T analysis Some of our users had some confusions about SWOT vs SLO T analysis templates. The most common types of analysis you can expect in this case is either a SWOT Analysis or a Market Analysis, each with their own obvious benefits. A SWOT analysis will help you survey the corporate landscape and identify these elements. Strengths. Under such a circumstance, a SWOT analysis like this is very useful for Amazon, as well as any other company, to come up with new strategies to stay ahead of the competition and fend off obstacles on their path. The templates are already done so you only have to fill in the details. Is the market shifting, trends turning away? In such an analysis, you will take the whole picture into consideration. Many of them will be helpful for any corporate assessment or project management process. SWOT Analysis Template of Google, Alphabet. SWOT Analysis Templates Printing (Downloadable PDF) If you're looking for a SWOT template for a printout our blank printable swot analysis template is a perfect choice. This SWOT analysis for Google is a good example for a giant cooperation's model analysis. This could be internal opportunities or external, found outside your operations that you can work with. Threats. Simple SWOT analysis template (click to use as a template) A SWOT analysis template of an NGO (click to use as a template) One of many SWOT analysis templates available at Creately (click to use at template) Use the below list to quickly navigate to different templates with a detailed description about each template. Click on the SWOT template you like and we will open it for editing. Click on the image to use this template or click here to check out more SWOT examples >> SWOT Analysis Template of Google, Alphabet. Below SWOT template uses circles, but we have rounded rectangles to octagons. SWOT Analysis Template of Amazon Inc (Click on the image to modify online) Here is a SWOT analysis in the shape of a delicious burger for McDonald's. They can be extremely important during job interviews as well. See Health Situation Analysis Template for an example for health care providers. To get the most out of these tools, it would be wise to conduct a general situation analysis at least once every quarter. Situation Analysis Template in Excelscms.pfscm.org Details File Format Size: 173 kB Download Advertising Situation Analysismmu.edu.my Details File Format Size: 2 MB Download Competitive Situation Analysis Templatekimboal.ba.tu.edu Details File Format Size: 44 kB Download Learning Situation Analysis Templateedian.gr Details File Format Size: 653 kB Download Project Situation Analysis Sampleglobalgiving.org Details File Format Size: 8 kB Download How to Use These Templates Download these templates as free reference points or as modifiable bases to work from directly. Personal SWOT analysis is very important to criticize yourself and improve. All the SWOT analysis examples and templates shown below can be modified online using our SWOT analysis tool. This is internal inspection. Weaknesses. A SWOT analysis template of an NGO (click to use as a template) A very simple template arranged as a 2 x 2 matrix. If you want to use this template as the starting point, click on the image. We got you covered with SWOT templates made using different shapes. All the SWOT diagram templates shown below can be easily reused as a template. Any brand, universally popular or still new to the market, can use this SWOT analysis template to analyze the external and internal factors that may affect its brand authority and growth in the market. Inc This is a SWOT analysis for Google, the number one search engine created by Alphabet, Inc (click on image to modify online) This customized SWOT analysis of NIKE summarizes its strengths and weaknesses as well as its opportunities and threats. This one has added guidance to get started with the SWOT diagram. This could be internal or external. Different Situation Analyses for Different Situations So which of these samples do you turn to first? If you are looking over the status of your sales strategies, consider the points you can glean from the Advertising Situation Analysis and Marketing Situation Analysis Template. Use the Situation Analysis Template in Excel for a customizable, organized set of factors to check through for a general-purpose analysis. Trying to figure your way out of a crisis?

21/12/2019 - 7QC Tools Excel Template | DOWNLOAD Format. why analysis methodology | 5-why analysis step by step guide. Decision of process capability analysis | Download Format. EXAMPLE-1: During shop floor rejection analysis at rejection yard we found 5 nos casting are rejected due to blow-hole on top surface. Same we have explained through 5W2H format as: When it comes to running a small business, you should know that there are always issues present that you may or may not know about. It's very important that you're able to identify all of these risks so that you can come up with ways in which you and your employees can either prevent or avoid them. you may also see Analysis Sheet Templates.

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