



The ContentCal Skills Diploma

Everything you need
to get the most from
ContentCal



What will you gain?




**Start seeing real
results from your
marketing efforts by
integrating
ContentCal with your
daily working life**

**Discover how every
single part of
ContentCal's feature
offering can benefit
you as a marketer**




**Become
increasingly savvy
about your
approach to
content marketing**

**Show off your
ContentCal
certification online
and reap the rewards
of the course,
complete with official
certificate**


Meet your instructors...





Hi, I'm Sim, and I head up ContentCal's Customer Success Team, helping to ensure our customers see results from using ContentCal. As a seasoned social media practitioner and will be guiding you through Community Management.



Hi, I'm Andy, and I'm one of the founding team as well as Director of Growth at ContentCal. I am a content marketing advocate and regularly speak on stage about the subject. As course leader, I'll be running through the remaining modules.



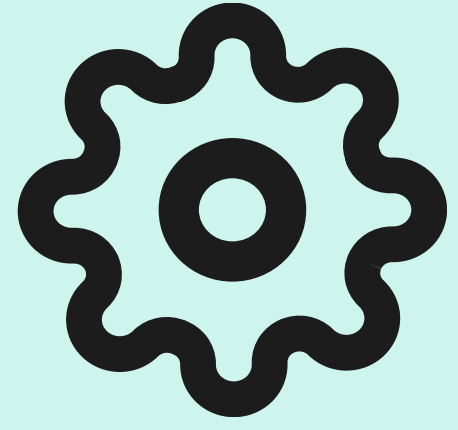
Hi, I'm Natalie. Having spent my career in marketing and now joining ContentCal's Customer Engagement team, I'll be walking you through a key component of ContentCal; publishing.



Hi, I'm Agnese, and I know ContentCal like the back of my hand. As a member of the ContentCal Success team, I'll be giving you the lowdown on Analytics.



Curriculum



Module 1: Setup

Setting up before you dive in, will save you time later down the line. Learn how to manage your team and set up your Calendars.



Module 2: Asset Management

Imagine; every post, blog, newsletter, and email that you ever put out into the world, safely stored and easy to find.



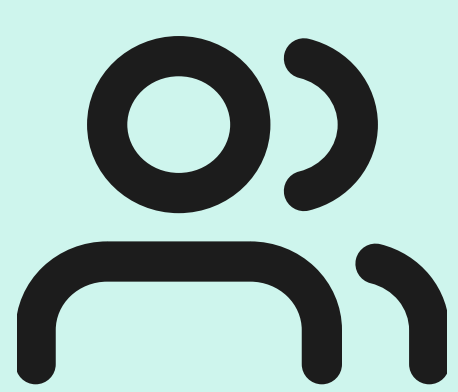
Module 3: Ideation

Nurture a culture of creativity and ingenuity with inventive tools that empower the whole team.



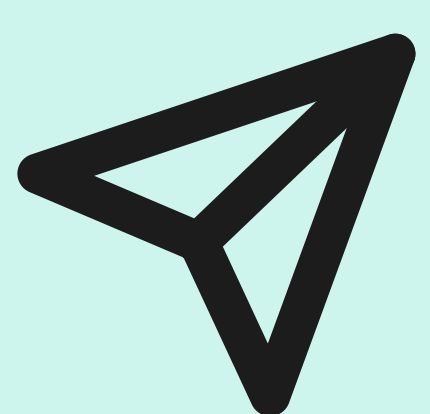
Module 4: Planning

Use ContentCal's tool to gather inspiration and ideas that can later be used to build a visual and elegant content plan.



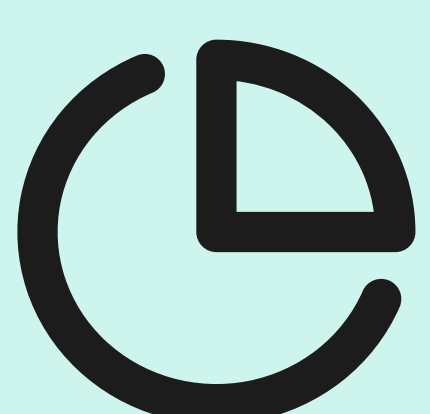
Module 5: Collaboration

Open up the communication channels to increase visibility, encourage feedback, speed up sign-off, and welcome suggestions.



Module 6: Publishing

Deliver better content, faster with flexible publishing. Connect social channels and use integrations to automate publishing.



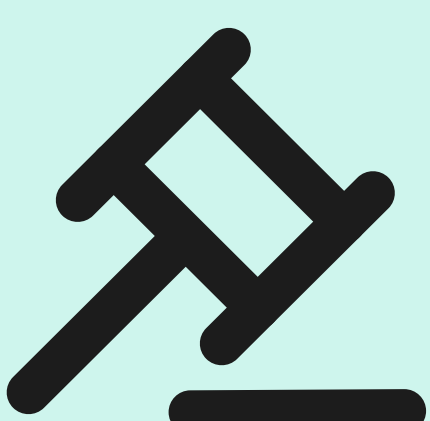
Module 7: Community Management

Reply to messages quickly, resolve issues smoothly, and keep the conversations flowing to build lasting relationships.



Module 8: Analytics

Up your game with powerful insights. Dissect your data to fine-tune your content with sharp analytics.



Module 9: Compliance

More input can mean more complexity. Invite your team to comment and gather ideas without losing control.