



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 graduate pack and 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 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.

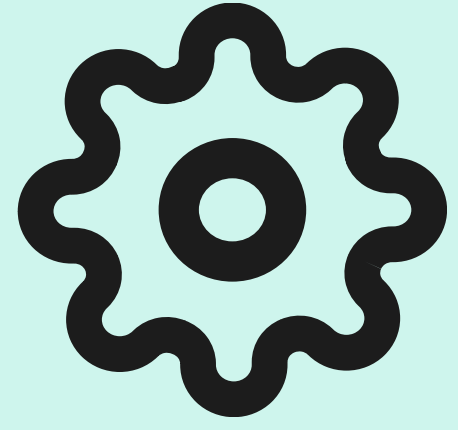
Hi, I'm Andy, and I'm one of the founding team as well as Director of Growth at ContentCal. I am a content marketing advocate and regularly speak on stage about the subject. As course leader, I'll be running through the remaining modules.



Hi, I'm 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.



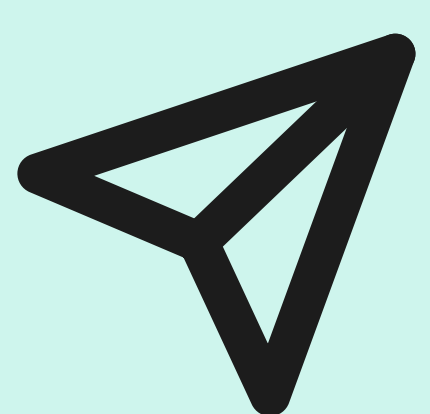
Module 4: Planning

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



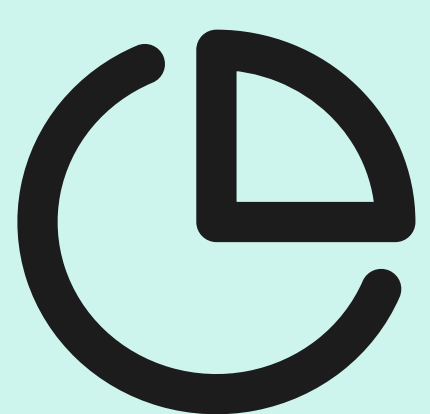
Module 5: Collaboration

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.



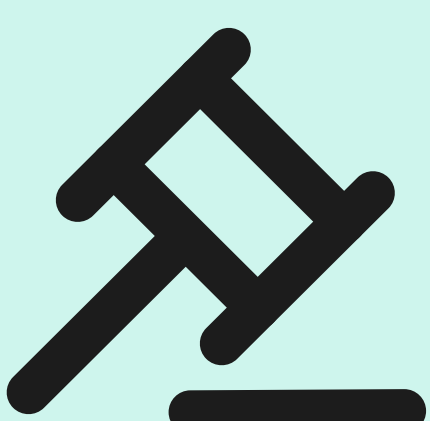
Module 7: Community Management

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.