



# The Agency Skills Diploma

Everything you need  
to grow your agency  
with ContentCal





# What will you gain?

Take your clients' marketing performance to the next level by integrating ContentCal into your daily working life

Discover how all ContentCal features can benefit your agency

Increase efficiency, spend less time on admin, and free up time for strategy and ideation

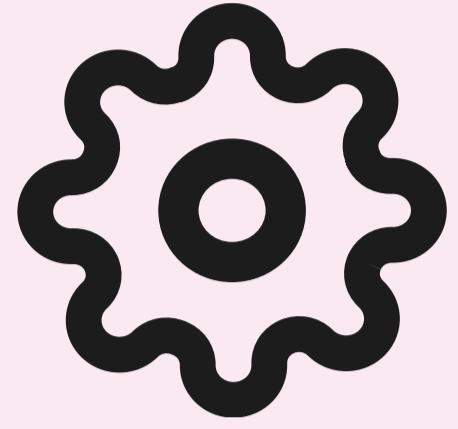
Show off your ContentCal certification online, complete with graduate pack and official certificate





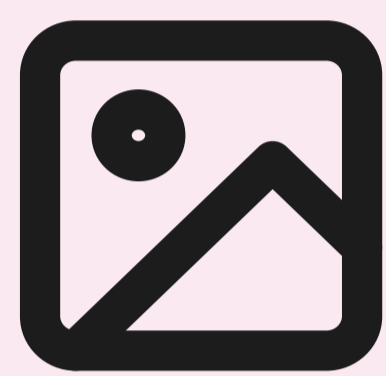


# Curriculum



## Module 1: Setup

Learn how to manage your team and set up calendars for each of your clients. Fully setting up your calendars and workflows before you dive in, will save you time later down the line.



## Module 2: Asset Management

Build your perfect content library with every post, blog, newsletter and email you create, safely stored and easy to find.



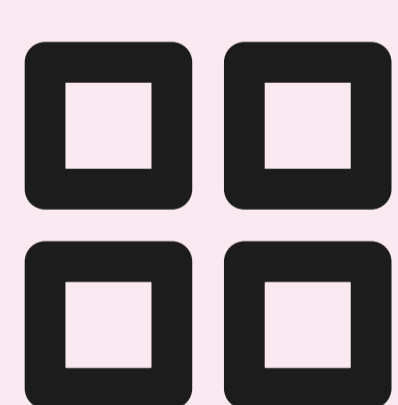
## Module 3: Ideation

Nurture a culture of creativity and innovation with tools that help the whole team think outside the box.



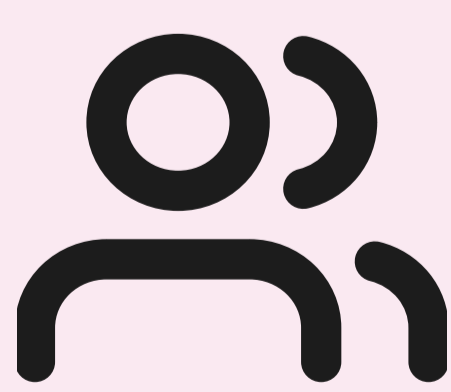
## Module 4: Planning

Use ContentCal's features to gather inspiration and build visual and elegant content plans.



## Module 5: Managing Multiple Clients

ContentCal's client management tools will support your current clients and help streamline processes as your client base grows.



## Module 6: Client Collaboration

Open communication channels to encourage ideas, suggestions and collaboration from your team and clients, while increasing visibility and speeding up sign-off.



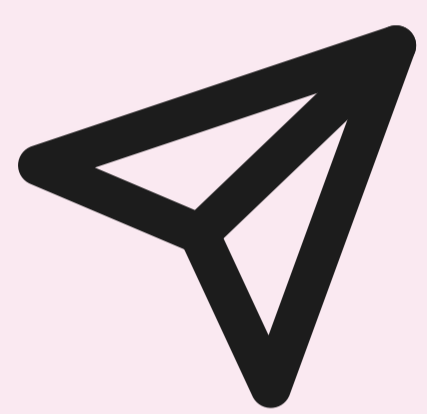


# Curriculum



## Module 7: Client Experience

Understand ContentCal from your client's perspective and work in complete alignment, by learning what your clients can and can't access.



## Module 8: Publishing

Deliver better content, faster with flexible publishing. Connect your social channels and use our integrations to automate long and short-form publishing.



## Module 9: Community Management

Reply to messages in real time, resolve issues quickly, and keep conversations flowing to build relationships and elevate your clients' brands.



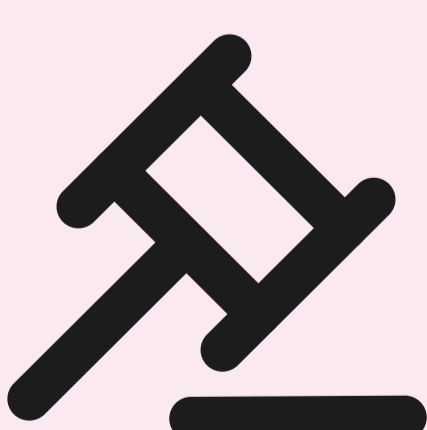
## Module 10: Measuring Content Performance

Demonstrate your success to clients with powerful insights and provide a full picture of their content performance across organic and paid channels.



## Module 11: Competitor Analysis

Get the inside track on your clients' competition by comparing performance and spotting gaps for opportunities and growth.



## Module 12: Compliance

Ensure all brand guidelines and policies are adhered to and invite your team and clients to offer feedback, while you maintain control.