

## Your Exam Study Guide

The following guide walks through key lessons from each of the ten certification classes. Use this as a guide as you prepare for your Content Marketing Certification test.



# Understanding Content Marketing

## I. Why is content marketing important?

- What is content marketing?
- How long has content marketing been around?
- What's the Inbound Methodology?
- What's content's relationship with the Inbound Methodology?
- What's the difference between content marketing and inbound marketing?

## II. How do you create a successful content marketing approach?

- What steps do you take to create a successful content marketing plan?

## III. What does content marketing look like?

- How can you tell if a business does content and inbound marketing?
- How can content marketing support a content offer?

# The Power of Storytelling

## I. Why does your business need a story?

- What is business storytelling?
- How does it differ from non-business storytelling?
- What's the goal of business storytelling?
- What isn't a business story?

## II. What do you need to tell a great story?

- What is the Golden Circle?
- Why is the Golden Circle important to storytelling?

- What are the foundational storytelling elements?
- How do you determine characters within a story?
- What is first, second, and third point of view?
- Why is conflict important to a story?
- How should you end a story?
- Why should your content be consistent and authentic?
- Why should your content be clear and concise?

### III. What does a good story look like?

- How can you define a business' purpose?
- How can you define the conflict in a story?
- How can you define the characters in a story?
- How can you tell point of view within a story?
- How can you tell if there's a resolution to a story?

## Generating Content Ideas

### I. Why do you need to generate content ideas?

- Why should you have a process for generating content ideas?

### II. How does the ideation process work?

- How do you gather raw material?
- What types of content should you read?
- How should you digest content?
- Why is it important to unconsciously process content?
- What is the eureka moment?

### III. How do you generate ideas for content creation?

- Why is it important to know your buyer personas' reading habits?
- How would you go about finding your buyer personas' reading habits?
- How can you analyze your competitors?
- How can you use search engines to help generate content ideas?
- What is a content brainstorm?
- How do you create a comfortable atmosphere for a content brainstorm?
- What can you do to organize a content brainstorm?
- What is the end result of a content brainstorm?

## Planning a Long-Term Content Strategy

### I. Why is long-term content planning important?

- Why does a long-term content plan need to be organized?
- Why should you align your content goals with the company's goals?
- How does a long-term content plan help tell a story?

### II. How do you identify opportunities to build your long-term content plan?

- What is the marketing machine?
- What's the relationship between the buyer's journey and the marketing funnel?
- What are SMART goals? Why do you need to set them?
- Why do you need a content audit?
- How do you organize a content audit?
- How do you find resources to include in a content audit?
- Why is it important to know upcoming event-based initiatives?
- What's a buyer persona profile include?
- What's the buyer's journey?
- Why should you identify the buyer's journey for your personas?
- How does identifying the buyer's journey for your personas help your long-term content plan?
- How can you tell what a complete buyer's journey looks like?

### III. What should a long-term content plan look like?

- What is a content compass? How is it used?
- How can you tell if a business has a completed content compass?

## Building a Content Creation Framework

### I. Why does your business need a framework for creating content?

- Why is it important to have a clear and repeatable process?
- Why is it important to have an organized process?
- Why should your content process be agile?

### II. How do you build a framework for creating content?

- How do you conceptualize content?

- Why do you need timelines for content creation?
- What is a content creation workflow?
- How should you review and edit your content?
- Why is it important to set clear expectations with reviewing and editing content?
- How should an editor provide feedback on edits?
- What should you use to edit content?
- How often should you update a content promotion process?
- What should you use to host and store your content?
- What is a naming convention formula?
- Why would you use a naming convention formula?
- Why should your content creation framework evolve?

### III. What resources will you need for building a framework for creating content?

- What roles are included in a content creation team?
- What is the blink test?
- What is a CMS? Why do you need one?
- What are examples of a CMS?
- Why do you need an analytics platform?
- What are examples of analytics platforms?
- What should you use to organize planning and internal communication?

## Becoming an Effective Writer

### I. Why do you need to create effective content?

- What is effective content?
- What should your writing do?
- What should your writing be?

### II. How can you attract and engage people with effective content?

- How do you write an attention-grabbing headline?
- What kind of tone do you need to use?
- Why should your writing help the reader do something?
- How can your writing add to the conversation?
- How do you write for the way people search?
- Why does your writing need structure?
- What are examples of writing structures?
- Why should your writing have one core idea?
- How does your writing support your strategy, messaging, and values?
- What's a process for writing?

### III. How can you improve your writing?

- Why should you edit your content?
- Why should you take a break when writing content?
- What are contractions?
- What is simple language?
- What is active voice?
- How can you make your writing clear and concise?
- Why should you use short sentences and paragraphs?
- Why should you cut fluffy words from your writing?
- What is a style guide?
- Why should you use “you” and “your” in your writing?
- Why should you avoid jargon and use acronyms sparingly?
- Why shouldn't you be snarky?
- What is spell check?

## Extending the Value of Your Content Through Repurposing

### I. Why is repurposing content important?

- Why should you repurpose content?
- What are the benefits of repurposing content?

### II. How do you extend the value of your content?

- What's the difference between republishing content and recycling content?
- How do you use a canonical tag?
- What's the purpose of a NoIndex tag?
- Which sites should you post republished content to?
- Which content should you republish?
- Why should you update the headline of republished content?
- How long should you wait before republishing content?
- Why should you recycle content from the ground up?
- What is the difference between short-form content and long-form content?
- What is needed to recycle short-form content into a long-form, conversion-focused offer?
- How do you create a long-form conversion focused offer from short-form content?
- How do you connect supporting short-form content to a conversion-focused, long-form content?
- Why would you recycle a long-form content offer?

III. What's an example of how to repurpose content?

- How could a business create a product through repurposing?

## Effectively Promoting Your Content

I. Why is content promotion essential to your content strategy?

- What is content promotion?
- Why should you promote content?
- How will content promotion help your business?

II. How do you excel at content promotion?

- What's the difference between organic and paid content promotion?
- What are examples of organic content promotion channels?
- What are the benefits of organic content promotion?
- What are examples of paid content promotion channels?
- What are the benefits of paid content promotion?
- Should you use paid and organic content promotion together?
- When should you apply paid content promotion?
- What does a paid content promotion calendar look like?
- How does segmentation help improve content promotion?
- How do you create a custom message for each channel?
- Why should you experiment with messaging?
- How does optimization help improve your messaging?
- What does reach measure?
- What does engagement measure?
- What are examples of a conversion?
- Why should you analyze the performance of your promotion channels?

III. What does content promotion look like?

- How can you tell if a business promotes their content?

## Measuring and Analyzing Your Content

### I. Why is measuring and analyzing your content critical to success?

- What can you learn from measuring and analyzing your content?
- How can measuring and analyzing your content improve your content?

### II. How do you collect and interpret data?

- How can you measure brand awareness?
- What's the relationship between SMART goals and key metrics?
- What is engagement?
- How can you track lead generation?
- What is a UTM parameter?
- What's the relationship between a UTM parameter and an attribution report?
- What do you need to build a UTM code?
- Why is it important to understand a customer's lifetime value?
- How could you find areas to optimize your website?
- Why does content need to be comprehensive?

### III. What to do with your data after you've collected it?

- Why is it important to compare results to goals?
- When should you have a meeting with stakeholders to discuss reporting?
- What metrics should you use to tell your data's story?
- What's a proper meeting cadence?

## Developing a Growth Marketing Mindset

### I. What is growth marketing?

- What is growth marketing?
- Who is involved in the growth marketing process?
- Which channels are opportunities for growth marketers?

## II. How can you develop a growth marketing mindset?

- What's the importance of the marketing funnel for a growth marketer?
- What metrics are important to a growth marketer?
- How do you find weaknesses in your marketing funnel?
- What are the most common weaknesses within a marketing funnel?
- What is the bullseye framework?
- How do you use a bullseye framework?
- How should you run a test?
- How does ideation work?
- How should you organize your ideas?
- How should you implement a test?
- Which parts of your organization do you need buy-in from?
- What are some ways in which to get buy-in from different departments?

## III. What are some growth marketing pro tips?

- Which tactics can help improve the top of your funnel?
- Which tactics can help improve the middle of your funnel?
- Which tactics can help improve the bottom of your funnel?