

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/76505

Content Marketing Boot Camp

Optimize your search visibility and drive website traffic using high-impact content marketing strategies.

YOUR IMMEDIATE TAKEAWAY

- Build your business by leveraging your current content
- Develop original, relevant content to attract your target audience
- Boost leads and sales by engaging more customers and prospects

Now, more than ever, content is king. By understanding the ins and outs of content marketing you will discover the best ways to drive and increase traffic to your website.

With Google constantly changing its search engine algorithms, content marketing is the clearest route to increasing your website traffic. In this 2-day course, you will get a handle on why people share information, how they share it and how you can take advantage of this. These insights will enable you to use content marketing to increase your site's appeal and thereby improve your results.

You will develop and refine your content marketing strategy by brainstorming ideas and content for blog posts, webinars, web copy, email blasts and more. Through hands-on activities and case studies, you will leave with fresh ideas and content you can apply immediately.

How You Will Benefit

- Understand how to incorporate content marketing into your marketing efforts
- Utilize SEO principles and practices so people will find you easily
- Publish your content and engage prospects and customers
- Find out what content your customers really want—not what you think they want
- Deliver that content and watch your website traffic increase
- Track your results accurately
- Explore how to use social media to better and more efficiently communicate with your networks

What You Will Cover

- Discovering the importance of consistency
- Looking into keyword strategies
- Exploring various types of content marketing including email, blogs,

- Exploring various types of content marketing including email, blogs, video, webinars and published works
- Studying SEO tips, tricks and best practices
- Leveraging your current content by reusing and repurposing, not repeating
- Optimizing your content by understanding its purpose and role in the sales cycle
- Connecting with your target audience by creating the right content
- Discovering what resources you need to manage and sustain your content marketing initiatives
- Measuring your successes and failures

Who Should Attend

Marketing managers, product managers, brand managers, CMOs web content managers, web developers and copywriters who want to see stronger results from their content marketing efforts.

Special Feature

Recommened items needed for this seminar:

Participants are strongly advised to bring a laptop to the seminar.

Schedule

- [2] days - \$1,295 Non Members
- [2] days - \$1,295 AMA Members
- [2] days - \$1,295 GSA

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