Strategic Content Marketing and Narrative Development Training Course

23 - 27 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #MAR3150_145526

Course Introduction / Overview:

In today's saturated digital landscape, traditional marketing no longer captures audience attention. The paradigm has shifted towards creating value, building relationships, and establishing authority through strategic content. This course delves into the art and science of strategic content marketing and narrative development, transforming how organizations communicate. We will explore the foundational principles articulated by experts like Robert McKee, author of the seminal work "Story: Substance, Structure, Style, and the Principles of Screenwriting," and adapt them for the corporate world. This program moves beyond basic content creation to focus on building a cohesive brand narrative that resonates deeply with target audiences, fostering loyalty and driving business growth. Participants will learn to architect a comprehensive content strategy, from initial research and persona development to crafting compelling stories across multiple platforms. At BIG BEN Training Center, we provide the tools to not only tell your brand's story but to make it an indispensable part of your customer's journey, ensuring every piece of content serves a strategic purpose and delivers measurable results. This is a masterclass in turning content from a simple marketing tactic into a powerful business asset.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Content Strategists and Creators.
- Digital Marketing Specialists.
- Brand Managers and Communication Professionals.
- Public Relations (PR) and Corporate Communications Officers.
- Social Media Managers.
- Business Owners and Entrepreneurs.
- Sales Professionals seeking to leverage content.
- Product Marketing Managers.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Healthcare and Pharmaceuticals.
- Financial Services, Banking, and Insurance.
- Retail and E-commerce.
- Professional Services and Consulting.
- Hospitality and Tourism.
- Non-Profit and Non-Governmental Organizations.
- Governmental agencies and public sector bodies.
- Education and EdTech.
- Media and Publishing.

Target Organizations Departments:

- Marketing Department.
- Corporate Communications Department.
- Public Relations (PR) Department.
- Sales and Business Development Department.
- Product Management and Development Department.
- Human Resources (for employer branding).
- Customer Experience and Service Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a data-driven content marketing strategy aligned with business objectives.
- Construct detailed audience personas to guide content creation.
- Map content to every stage of the customer journey and sales funnel.
- Master the principles of narrative structure and brand storytelling.
- Craft a consistent and compelling brand voice and tone.
- Create various forms of engaging content, including written, visual, and interactive formats.
- Design and manage a multi-channel content distribution plan.
- Analyze content performance using key metrics and analytics tools.
- Calculate and demonstrate the return on investment (ROI) of content marketing efforts.
- Build a framework for long-term content planning and optimization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring participants can immediately apply their learning. We move beyond theoretical lectures to a hands-on workshop environment where concepts are brought to life. The course is built upon a foundation of real-world case studies from diverse industries, allowing participants to analyze successful content strategies and deconstruct powerful brand narratives. A significant portion of the training is dedicated to collaborative group exercises, where attendees will work in teams to develop content strategies, map customer journeys, and craft story outlines. These activities foster creative problem-solving and peer-to-peer learning. Individual and group presentations provide a platform for participants to receive constructive feedback from the instructor and fellow attendees, refining their strategic and creative skills. Interactive Q&A sessions are integrated throughout the five days to address specific challenges and ensure a deep understanding of the material. This blended approach of expert instruction, practical application, and collaborative feedback ensures a comprehensive and impactful learning experience.

Course Agenda (Course Units):

Unit One: The Foundations of Strategic Content and Narrative

- The evolution from traditional marketing to content marketing.
- Defining your core business objectives and content goals.
- Understanding the psychology of storytelling in marketing.
- The core components of a powerful brand narrative.
- Introduction to the content marketing funnel.
- Distinguishing between content strategy and content marketing.
- Analyzing competitor content and identifying market gaps.

Unit Two: Audience-Centric Strategy Development

- Conducting in-depth audience research and analysis.
- Developing detailed buyer personas and user profiles.
- Mapping the complete customer journey.
- Aligning content topics with audience pain points and interests.
- Establishing your unique brand voice, tone, and style.
- Defining key performance indicators (KPIs) for content success.
- Building a foundational content strategy framework.

Unit Three: Crafting Compelling Content and Narratives

- The classic narrative arc: hero, conflict, and resolution in branding.
- Techniques for persuasive writing and emotional connection.
- Creating cornerstone content and thought leadership pieces.
- Best practices for blog posts, articles, and white papers.
- Fundamentals of visual content: infographics, images, and video storytelling.
- Crafting engaging social media content for different platforms.
- Repurposing content for maximum reach and efficiency.

Unit Four: Content Distribution and Promotion

- Developing a multi-channel content distribution strategy.
- Building and managing a practical editorial calendar.
- Leveraging email marketing for content promotion and lead nurturing.
- Strategies for organic social media distribution.
- Introduction to paid content promotion and amplification.
- Building relationships with influencers and partners for outreach.
- Optimizing content for discoverability and user experience.

Unit Five: Measurement, Analytics, and Optimization

- Tracking content performance with web analytics tools.
- Understanding key metrics: engagement, conversion, and reach.
- Measuring the return on investment (ROI) of your content marketing.
- Using data to inform and refine your content strategy.
- Conducting a content audit to identify strengths and weaknesses.
- A/B testing headlines, formats, and calls-to-action.
- Creating a culture of continuous improvement and content optimization.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of AI-generated content, how can authentic human narrative remain a brand's most powerful differentiator?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by deeply integrating the dual disciplines of analytical strategy and creative narrative development. While many programs focus on one or the other, we treat them as inseparable components of modern marketing success. Our curriculum is uniquely structured to bridge the gap between high-level business objectives and the granular process of crafting a story that resonates on a human level. We move beyond teaching tactical skills like writing blog posts and instead focus on architecting a comprehensive narrative ecosystem where every piece of content serves a deliberate purpose within the customer journey. The emphasis is not on chasing fleeting trends but on building a sustainable brand narrative that fosters long-term customer loyalty and authority. Furthermore, the course places a significant, practical emphasis on measuring the tangible business impact and ROI of content initiatives, equipping participants with the skills to justify budgets and demonstrate value to executive leadership. It is an advanced program designed for professionals who want to elevate their function from content creation to strategic brand leadership.