Strategic Creative Content Creation for Modern Brands Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

In today's digital world, a brand's success depends on its ability to create compelling and authentic content. This training program, offered by BIG BEN Training Center, is designed to give you the skills needed to develop and manage a complete content strategy that resonates with your audience. We will go into every part of the process, from finding your brand voice to producing high-quality multimedia content and measuring its impact. The program focuses on practical skills, including visual storytelling, video production, and social media content creation. We will also look at the theoretical foundations of content marketing, drawing on academic insights from figures like Robert E. Cialdini, a renowned psychologist. His book, "Influence: The Psychology of Persuasion," will help you understand how to create content that is not just informative, but also persuasive and compelling. By the end of this course, you will not only be a proficient content creator, but also a strategic thinker who can use content to build brand loyalty and drive business results. This training is essential for anyone who wants to take their brand's message to the next level.

Target Audience / This training course is suitable for:

- Marketing and communications specialists.
- Social media managers.
- Content creators and copywriters.
- Brand managers.
- Public relations professionals.
- Entrepreneurs and small business owners.
- Government agencies and public affairs officers.

Target Sectors and Industries:

- Marketing and advertising.
- E-commerce and retail.
- Media and publishing.
- Technology and software.
- Non-profit organizations.
- Public relations.
- Government agencies and public institutions.

Target Organizations Departments:

- Marketing and communications.
- Brand management.
- Social media.
- Content creation.
- Public relations.
- Digital strategy.
- Corporate training.

Course Offerings:

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

- Develop a comprehensive content marketing strategy for a brand.
- Create a wide range of multimedia content, including videos and graphics.
- Find and refine a unique brand voice that connects with an audience.
- Master the art of storytelling in a digital environment.
- Use data and analytics to measure content performance.
- Manage a content calendar and workflow.
- Understand ethical considerations in content creation.

Course Methodology:

BIG BEN Training Center uses a highly interactive and project-based learning approach that allows participants to put their knowledge into practice. The program is built around a series of hands-on exercises, case studies, and a final capstone project. We will use real-world case studies of successful and failed campaigns to analyze the strategies that worked and the ones that didn't. Participants will work in teams to develop a complete content strategy for a mock brand, from creating a content calendar to producing and publishing different types of content. This project-based learning is a key part of our approach, as it gives participants real-world experience. The program also includes workshops on technical skills like basic video editing and graphic design. Our experienced instructors will provide personalized feedback on all projects. This mix of theory and practical exercises, combined with detailed feedback, ensures that participants are ready to take on any content creation challenge.

Course Agenda (Course Units):

Unit One: The Foundations of Content Strategy

- Understanding the role of content marketing.
- Defining your target audience and brand voice.
- The principles of effective storytelling.
- Developing a content plan and calendar.
- The difference between various content formats.
- Using a customer journey to guide content.
- The psychology of persuasion in content creation.

Unit Two: Creating Visual and Multimedia Content

- The power of visual storytelling.
- Principles of graphic design for non-designers.
- The basics of video production and editing.
- Creating compelling social media content.
- Using infographics and data visualization.
- The role of photography and imagery.
- Repurposing content for different platforms.

Unit Three: Writing and Narrative

- The art of effective copywriting.
- Writing for different platforms, from websites to social media.
- Creating a compelling brand narrative.
- The importance of a strong headline.
- Long-form versus short-form content.
- The basics of search engine optimization.
- Using a clear and concise writing style.

Unit Four: Distribution and Promotion

- The role of owned, earned, and paid media.
- Using social media to distribute content.
- Best practices for email marketing.
- The importance of community building.
- Working with influencers and partners.
- Tracking and analyzing your content performance.
- The basics of a content distribution strategy.

Unit Five: The Content Project

- Presenting your final content strategy and portfolio.
- A review of the entire content creation process.
- A deep dive into case studies of successful brand content.
- Troubleshooting common challenges in content management.
- The long-term plan for a content career.
- A final Q&A with the instructors.
- A review of key concepts.

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:

How does the demand for authentic, user-generated content challenge traditional brand control and top-down content creation models?

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

This training program is different because of its strong focus on the strategic side of content creation. While many courses focus on just tools and software, this one, provided by BIG BEN Training Center, emphasizes the psychology of persuasion and the importance of brand storytelling. The hands-on, project-based structure is a major plus, as participants will develop a complete content strategy that they can use as a portfolio piece. We also go into the nuances of content distribution and measurement, ensuring that your efforts are not only creative but also effective. We believe that this comprehensive approach, which combines creativity with strategy, gives participants a strong foundation for a successful career in content marketing.