

Steps to Become a Content Marketing Strategist

Master SEO

- Learn SEO fundamentals
- Stay updated with SEO trends and algorithms
- Utilize tools like schema markup, meta tags, canonicalization, robot.txt

Know Digital Marketing Channels

- Understand various digital channels (SEO, PPC, social media, email marketing, etc.)
- Consider online classes for deeper knowledge

Gain Work Experience

- Pursue internships or part-time work in content creation or digital marketing
- Start with small tasks like writing blog posts or managing social media accounts

Learn to Use Relevant Tools

- Get familiar with CMS, SEO tools, and analytics platforms
- Key tools: Hubspot, WordPress, Google Docs, Plannable, Airstory, Grammarly, Buzzsumo

Build a Portfolio

- Showcase your writing and strategic thinking skills

- Include content strategies, social media content, and performance reports

Grow Your Network

- Connect with professionals and like-minded individuals
- Attend events, join LinkedIn groups, and make meaningful connections

Personalize Your Job Application

- Tailor your resume and cover letter for each job application
- Highlight relevant skills and experiences, use keywords from job descriptions

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