

## why use this ?

To the latest trends and techniques used by Top Market as worldwide we will explore content marketing ,social media marketing, email marketing and more this .

This is made by industry experts who bring their real world experience to the classroom giving you an Insider's perspective on what it takes to succeed in the digital marketing world .

If you're looking to jump start your career in digital marketing or take your skills to the next level then this is the perfect place to start .

you in this content marketing full course

we will start a discussion with what content marketing is then we will discuss various content marketing strategies post that will learn some techniques on how to write content then we will check out an important tool called Google Keyword Planner.

## INTRODUCTION TO MARKETING

A short history to understand it better

- Marketing Is Not A New Concept it's been around for over a hundred years.
- In fact one of the classic Foundation stories of you know the birth of content marketing goes all the way back to the Michelin Brothers in France and the Michelin Brothers you know in case you haven't done your history that's okay you know a little refresher right now were two brothers who made pneumatic tires and they were trying to sell them along with an Innovative product at its time called the automobile in an era where the roads were horrible.
- The Michelin Brothers realized , if they wanted to sell more tires they had to get people to drive farther and farther and use them so what did they come up with the concept that really is the birth of content Marketing .
- Michelin guide and the Michelin guide was unique in that it reviewed restaurants not just restaurants nearby in Paris but restaurants out there in the provinces and the Michelin brothers are the ones who came up with the one two and three star rating