

# Why Content Generation Workshops

One of marketing's toughest challenges is extracting content from subject matter experts (SMEs). These SMEs are often busy and/or intimidated by having to write content on their own. This workshop brings your marketing team and technical team together to brainstorm topic ideas for blogs, case studies and webinars that could last an entire year.

## How It Works

Before we begin the workshop, we always start with presenting why content is important and how it will be used to generate business in a 10-15 minute lecture. Once the participants understand the why, we separate the group into small teams to collaboratively identify the top three client persona types, their pain points and services that alleviate those pains.

After identifying all of these, we start brainstorming content ideas that solve the pain points of the targeted personas. At the end of the workshop, we also identify key trade publications that can track the latest trends and topics.

## Recommended Attendees

The success of this workshop is based on the variety of attendees and participation level. We strongly recommend having both leadership (big picture) and project managers/superintendents (ground level) to attend because they understand different types of clients and their issues. It also works well with at least one person (non-marketing) who truly understands the value in the content to offer insight to the group.

## Deliverables

Following the content generation workshop, your company will receive:

- Digital photos of the brainstorming boards
- List of topics discussed and suggested content types for each
- Suggested editorial calendar

## Now What?

We understand content marketing takes a backseat to proposal generation and it should. That's why DG Marketing can help your marketing team develop a digital marketing plan, write the content, promote content, manage your marketing automation, create campaigns and report analytics.

With the benefit of being in those sessions and understanding the AEC industry, we can develop content seamlessly and efficiently that help you generate quality leads.

## Investment

The flat rate for one in-person workshop up to two hours is **\$4,800\***.

*\*Travel expenses will apply to engagements outside of metro Atlanta*

