

REACH YOUR GOALS WITH CONTENT MARKETING

Content Marketing Institute's Online Training & Certification is a convenient way to learn the tools and techniques that experts use to achieve content marketing success.

Our curriculum provides exclusive access to customized lessons and educational resources that will help you master the discipline's 7 key components: **Planning, Audience, Story, Channels, Processes, Conversations, and Measurement.**

Renowned industry experts share tips to help you:

- Improve your ability to plan and execute proven content marketing strategies
- Create higher-quality, higher-impact content campaigns
- Increase your productivity and content marketing ROI

BMA Colorado members: Use Coupon Code **BMACMI25** to save 25% off a one-year subscription, which provides full access to all lessons, evaluations, resources, and certificates of completion.



CMI Online Training includes more than 30 lessons - plus access to new lessons added throughout the year - presented by industry experts such as **Ardath Albee, Andrew Davis, Doug Kessler, Michael Brenner, Todd Wheatland** and many more.

 **ONLINE
TRAINING**

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