Course : Developing an effective editorial strategy: from concept to the creation of engaging content

Methods and tools for the web and social networks

Practical course - 2d - 14h00 - Ref. SEE
Price : 1540 CHF E.T.

★★★★½   4,1 / 5

This training course will enable you to master the keys to a successful digital editorial strategy. You'll learn how to create relevant and captivating content, adapted to your targets and to each platform. You'll also explore the use of generative AI to optimize your content production. Finally, you'll be able to plan your actions and measure their effectiveness using concrete tools and performance indicators.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the fundamentals of an effective editorial strategy for the web and social networks
- ✓ Develop a content marketing strategy adapted to different types of audience (B 2 B, B 2 C)
- ✓ Create optimized, engaging content for the web and social networks
- ✓ Integrating and optimizing content creation with artificial intelligence
- ✓ Plan and measure the effectiveness of actions using tools and performance indicators

Intended audience

Communications and marketing managers, community managers, web editors and content creators, digital project managers...

Prerequisites

No

PARTICIPANTS

Communications and marketing managers, community managers, web editors and content creators, digital project managers...

PREREQUISITES

No

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

Practical details

Hands-on work
Practical workshops, experience sharing and collective reflection.

Course schedule

1 **Understanding multi-channel editorial strategy**

- The fundamentals of an editorial strategy for the web and social networks
- The differences between B 2 B and B 2 C approaches: objectives, tone, type of content
- Analyze the audience and its expectations to establish relevant personas
- Set clear objectives: increase web traffic, engage your community, generate leads, convert...
- From standardized content to intelligent content: why and how to adapt your messages?

Storyboarding workshops
Sharing of experience between participants. Presentation of best practices and examples.

2 **Defining an effective editorial strategy**

- The main content formats: articles, videos, podcasts, newsletters, stories...
- Specifics of the main platforms (website, LinkedIn, Instagram, TikTok, X, Facebook)
- Understand and integrate the concepts of inbound marketing and the customer journey into your strategy
- Use the Sherpa strategy
- Consider diversifying platforms and decentralized social networks (Mastodon, Bluesky...)
- Choosing the right tone and adapting messages to each channel

Case study
Compare the editorial strategy of two competing companies (B 2 B or B 2 C).

3 **Writing engaging content B 2 B and B 2 C**

- Writing for the web: SEO and referencing on social networks, principles of readability
- The importance of storytelling and copywriting: creating value and engaging content
- Vary and test different formats with your audience
- Leverage complementary levers (Paid, Owned, Earned media)
- Encourage engagement: call-to-actions, immersive content (surveys, quizzes)
- New forms of engagement and co-creation: crowdsourcing, crowdfunding, teambuying...
- Create eye-catching visuals with Canva

Hands-on work
Design an engaging post (text + visuals) adapted to a chosen platform and target.

TEACHING AIDS AND TECHNICAL RESOURCES
• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES
Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES
Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

(4) **Integrating AI into your content strategy**

- Introduction to generative AI: ChatGPT, Midjourney (visuals)…
- Use AI to identify relevant topics, optimize your editorial calendar, find different angles adapted to your target audience
- Exploit AI tools: identify trends and opportunities, optimize texts, generate summaries…
- Advantages, limits and ethics in the use of AIs

Hands-on work
Use cases: find topic ideas, write articles or publications, create visuals.

(5) **Planning and organizing content**

- Drawing up an editorial calendar: principles, tools and methodologies
- Alternate "hot" content (news, events) and "cold" content (long-term)
- Manage recurring content: newsletters, blogs, periodic videos
- Working in project mode: coordination with teams (marketing, design, sales)
- Automate tasks and schedule publications: Hootsuite, Swello, Buffer…
- Collaborate and manage teams: Monday, Trello, Notion, Slack

Hands-on work
Drawing up an editorial calendar for a real or fictitious project over one month.

(6) **Measure and optimize content performance**

- Identify the right KPIs: engagement, clicks, conversions…
- Analyze data with tools such as Google Analytics, Meta, LinkedIn Analytics…
- Adapt and optimize : A/B testing, reuse of successful content
- Use AI tools to synthesize data: ChatGPT to write reports, interpret statistics
- Building an individualized action plan: objectives, stages and tools

Hands-on work
Présentation d'un mini-plan stratégique ou d'une campagne éditoriale. Partage entre participants : retours sur les stratégies et les ajustements proposés.

Dates and locations

REMOTE CLASS
2026 : 8 June, 21 Sep., 26 Nov.