

# Content Management Course Overview

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## Target Audience

- Content Marketers
- Marketing Leads
- Site Administrators

## Prerequisites

We recommend you take Liferay Fundamentals before taking this course.

## Agenda

### Days 1-2

#### Captivate Your Users

##### Engaging Users with Content

- Edit More Easily with New 7.1 Features like Inline Editing and Modern Site-Building
- Create and Manage Content Quickly to Meet the Changing Needs of Your Business

##### Creating and Editing Content

- Create Content for Your Company Website
- Apply Consistent Design with Structures and Templates
- Edit Pages Like You're Editing Content

##### Digital Asset Management

- Easily Store, Organize, Search For, and Distribute Content
- Help Your Users Find the Content They Need Quickly
- Ensure that Only the Latest, Approved Assets Are Used for External Distribution

##### Self-Service Solutions

- Generate Landing Pages and Entire Sites with Templates
- Simplify the Publishing Process with Automated, Dynamic Content

<p><b>Interact with Your Users</b></p>	<p><b>Publishing Relevant Blog Content to Win Your Customers Over</b></p> <ul style="list-style-type: none"> <li>• Build Trust and Establish Yourself as an Authority in Your Industry</li> <li>• Increase Brand Awareness with Consistent, High-Quality Content</li> </ul> <p><b>Finding the Right Content</b></p> <ul style="list-style-type: none"> <li>• Easily Search for What You Need</li> <li>• New Applications that Propel Relevant Results</li> <li>• Fine-Tuning Your Search Results Using Search Facets</li> </ul>	<p><b>Go Global</b></p> <ul style="list-style-type: none"> <li>• Create Region-Specific Content for Effective Conversion</li> <li>• Equip Regional Offices to Target Local Markets</li> </ul> <p><b>Gathering User Feedback</b></p> <ul style="list-style-type: none"> <li>• Understand Your Customer and Employee Preferences with Forms</li> <li>• Analyzing Form Data to Make Better Decisions</li> </ul>
<p><b>Manage Business Processes</b></p>	<p><b>Setting up Review Processes</b></p> <ul style="list-style-type: none"> <li>• Use Workflow to Implement Your Business Review Process</li> <li>• Stay in the Loop with Updates that Matter to You</li> </ul> <p><b>Completing the Digital Experience</b></p> <ul style="list-style-type: none"> <li>• Feature Overview: Analytics Cloud Commerce Mobile</li> </ul>	<p><b>Publishing Content Live</b></p> <ul style="list-style-type: none"> <li>• Preview Your Content Before it Goes Live with Staging</li> <li>• Prepare, Manage, and Run Multiple Campaigns at the Same Time</li> </ul>

## What You'll Learn

In this Content Management course, you'll learn how to manage and create content effectively to engage your users. Armed with the right knowledge, you'll be ready for business needs as they arise.

The course begins with a review of new 7.1 editing features and how to create content quickly with Page Fragments, as well as how to generate web pages for intranets and extranets. You'll learn how to store and retrieve your content, making sure users can access relevant content with Liferay's updated search. Figure out how to work with both new and traditional tools for a holistic approach to managing content.

After discovering how to streamline your publication process with automation, you'll focus on what you can do to interact with your users, from using Liferay's Blogs to build trust in your brand to collecting data from your users with Forms that can help you refine your content and business strategies.

The last part of the course concentrates on the review, update, and publication process with Workflow and Staging. You'll be able to ensure your entire business process is set and staged in Liferay, running smoothly behind the scenes from content creation to publication.



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Companies such as Adidas, Carrefour, Cisco Systems, Danone, Fujitsu, Lufthansa Flight Training, Siemens, Société Générale and the United Nations use Liferay. Visit us at [www.liferay.com](http://www.liferay.com).

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