



# Content Creation Tools and Technologies

**Course Venue:** Switzerland - Zurich

**Course Date:** From 18/05/2026 To 22/05/2026

**Course Fees:** 7950 GBP

## Introduction:

In today's digital age, effective content creation and management are critical for businesses and organizations across all industries. The ability to create, manage, and distribute content efficiently can significantly enhance customer engagement, streamline operations, and improve overall business performance.

This five-day course, "**Content Creation Tools and Technologies**," is designed to equip you with the knowledge and skills to leverage cutting-edge technologies such as CRM, ERP, SCM, KMS, ECM, RTBI, and ORM in your content creation processes. Each day, we will delve into these essential tools, explore their applications, and

provide hands-on experience to ensure you can integrate these technologies effectively in your professional activities.

By the end of this course, you will be well-versed in the technologies that drive modern content creation and will be able to implement them to improve your organization's content strategy, customer engagement, and overall operational efficiency.

**After completing the training, participants will:**

1. Identify key technologies for content creation.
2. Operate CRM, ERP, SCM, KMS, ECM, RTBI, and ORM tools.
3. Integrate and automate content workflows.
4. Develop effective content strategies.
5. Implement technology-driven content solutions.

**Course Objectives**

**By the end of this five-day course, participants will be able to:**

- Understand the Role of Key Technologies in Content Creation.
- Select and Utilize Appropriate Tools.
- Integrate Multiple Systems.
- Develop Strategic Content Plans.
- Apply Hands-On Skills.

**Day 1: CRM (Customer Relationship Management)**

- Introduction to Content Creation Tools and Technologies
- Overview of CRM
- CRM Tools: Salesforce, HubSpot, etc.
- CRM in Content Creation
- Practical: Setting Up CRM for Content Management

**Day 2: ERP (Enterprise Resource Planning) and SCM (Supply Chain Management)**

- Introduction to ERP
- ERP Tools: SAP, Oracle, etc.
- ERP in Content Creation
- Introduction to SCM
- SCM Tools: SAP SCM, Oracle SCM, etc.
- SCM in Content Creation

### **Day 3: KMS (Knowledge Management Systems) and ECM (Enterprise Content Management)**

- Introduction to KMS
- KMS Tools: SharePoint, Confluence, etc.
- KMS in Content Creation
- Introduction to ECM
- ECM Tools: Microsoft ECM, IBM ECM, etc.
- ECM in Content Creation

### **Day 4: RTBI (Real-Time Business Intelligence) and ORM (Online Reputation Management)**

- Introduction to RTBI
- RTBI Tools: Power BI, Tableau, etc.
- RTBI in Content Creation
- Introduction to ORM
- ORM Tools: Brand24, Google Alerts, etc.
- ORM in Content Creation

### **Day 5: Integration and Application**

- Integrating CRM, ERP, SCM, KMS, ECM, RTBI, and ORM in Content Creation
- Practical Application and Case Studies
- Tools Integration Strategies
- Final Project: Developing a Content Strategy Using the Technologies Covered