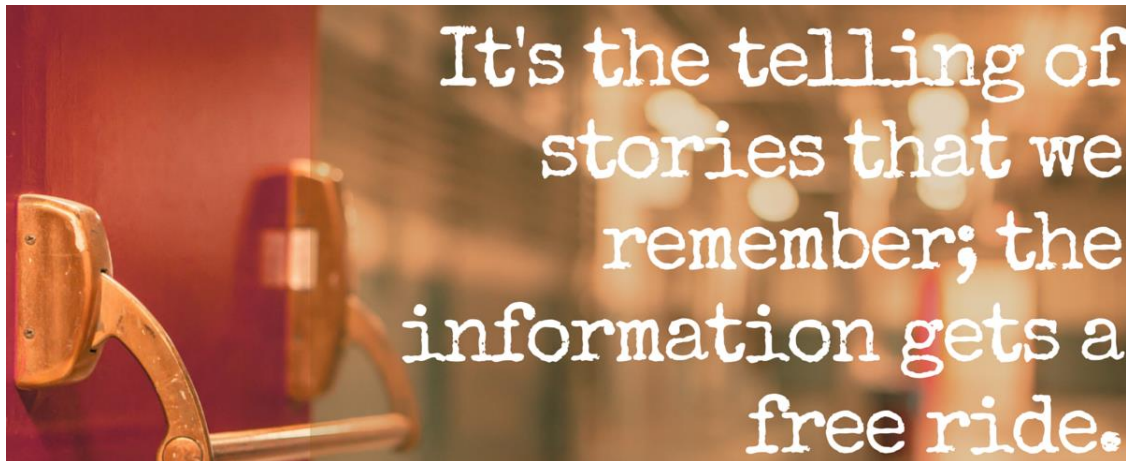


CONTENT WRITING COURSE

WEB COPY | MARKETING | BLOGS | SOCIAL MEDIA | EMAIL | EBOOK

Whether you are just starting out or looking to push your writing to the next level –Our course enables you to kick start your career in Content Writing



Module 1: KICK-START CONTENT WRITING: Principles & Processes

- Building Confidence & Technique for Non-Fiction
- Principles of Great Non-Fiction Writing
- 5 Writing Exercises
- Creating writing sets for List
- Processes & Principles of writing
- Story Telling Techniques

Good content isn't about good storytelling
 It's about telling a true story well

Module 2: CRUCIAL CONTENT WRITING STEPS - How to focus on the Buyer Persona

- Copywriting Types you can use
- Researching Our Competition
- How To convert Leads into Customers
- Understanding The Importance Of Proving the Solution
- Showing the Benefits Vs Features
- How To Show Your Credentials With High Impact



"A good advertisement is one which sells the product without drawing attention to itself."

David Ogilvy

Module 3: BLOGGING Writing for Blogs Part I & II

- How to Search for topics to write
- Content Writing for Blogging
- Blog Structure & Planning
- Insights to help you decide what to blog about
- Secrets of Successful Blogging
- Insider tips & tricks for Blog Ideas
- Assortment of Blog Post Ideas to bring interest.
- Types of Blogs, Adding Variety while giving information

Module 4: CONTENT WRITING STRATEGIES for ONLINE SALES, HEADLINE STRATEGIES, CTA

- Writing magnetic Headlines & Sub Headlines
- How to increase your Click through rates
- Using interesting adjectives / negative wording.
- Write calls-to-action that increase clicks
- Trust building sales copy. - "Fear" of missing out - Scarcity factor
- Communication method that makes your visitors Click (CTR)

Module 5: WRITING EMAIL's that will Convert

- Injecting "Power Words" & Phrases into Your Email Copy
- Using Specifics & Numbers
- Using Intrigue and Curiosity
- The Power of Questions
- The "Cliff-hanger Effect"
- Write with Excitement & Emotion



Module 6: KEYWORD RESEARCH – Using Keyword Planners – (Advance session)

- **Keyword Research & Planner, KEYWORD RELEVANCE** - - Keyword for Content Creation
- Elements of SEO Copywriting. Writing Useful Keywords for search engines, Pre-site, On-site & Off-site Activities
- Writing Meta tags, Title & Description Tags for Google Search Engines
- Find the right Keywords - Study your niche. Define your goals. Make a list of relevant topics.
- Create a list of seed keywords. Use good keyword research tools. Study the search intent.
- Identify long tail keywords. Find out about your competitors.
- **LSI KEYWORDS (LATENT SEMANTIC INDEXING)** – IMPORTANCE & Ranking Edge.
- How to Use LSI Keywords? Sprinkle them throughout the body of your Article, Blog & Website.

Module 7: SEO COPYWRITING for Websites, Blogs, Google Ads

- Search Engine Optimization for your Content
- Elements of SEO Copywriting. Writing Useful Keywords for search engines
- Pre-site, On-site & Off-site Activities
- Writing HEAD, Meta tags, Title & Description Tags for Google Search Engines
- **How to write Body Tags for Google Search Engines.**

Module 8: Creating A BLOG (Blogger Account)

- Get your blog online. Register your blog and get hosting.
- Customize your blog. Choose a free template and tweak it.
- Write & publish your first post. - Post Settings Menu
- Formatting your Blog with different themes.
- Adding & Configuring Gadgets

Module 9: Learn & Create GRAPHIC CONTENT: Infographics, Blog Images, Quotes, Resume

- Importance of CONTENT ON IMAGES – **Managing Information on Graphics for Content Creation.**
- Consumption of Content via Images. **Use Images to Get Your Audience's Attention**
- **An image is 10 times more likely to receive engagement – results in clicks.**
- **Shareability:** Images can be easily shared by other people – helps in content marketing.

Module 10: Create VIDEO CONTENT: Intro Videos, Create & Distribute

Learn to Make Quick Videos from an Online Tool. No graphic knowledge required. Promotional videos are succinct as their purpose is to provide the most information in the shortest amount of time, and to maintain the viewer's interest. Consumers like it because it's easy to digest, entertaining and engaging.

<p>ONLINE <u>CERTIFICATE</u> COURSE IN CONTENT WRITING INCLUDES – 10 MODULES</p>	<p>“Online <u>ADVANCED</u> Course” in Content Writing & Marketing includes – 25 Modules</p>
<p>Module 1-10 Original Fees: 10,550 Special Rs.5,550 All Inclusive of 18% GST, Includes Notes, 9 Worksheets 3 E-Books & 1 Certificate</p>	<p>Module 1-25 Original Fees: 24,550 Special Rs.11,550 All Inclusive of 18% GST, Includes Notes, 18 Worksheets, 10 E-Books & 2 Certificates</p>
<p>Limited Early Bird Offer: Rs. 4,550 SAVE 60% (All inclusive) ‘LIVE Online Classes’ with Assignments. Fast-Track Daily Batch: 1 Week daily or Weekend Batch: Duration: 5 Weeks [Every Saturday]</p>	<p>Limited Early Bird Offer: Rs. 8,550 SAVE 65% (All inclusive) ‘LIVE Online Classes’ with Assignments. Fast-Track Daily Batch: 2 Weeks daily Weekend Batch: Duration: 3 Months [Every Saturday]</p>
<p>Module 11: CREATING A BLOG ON WORDPRESS.com</p>	
<ol style="list-style-type: none"> 1. Pick a name for your website, free WordPress domain. 2. Get familiar with the WordPress Dashboard Platform 3. Pick a theme / design for your website. 4. Get plugins to extend your website's abilities 5. Create basic pages & how to post 6. Scheduling, Media & Post Categories 	
<p>Module 12: Create ENGAGING Content for Social Media Platform</p>	
<ul style="list-style-type: none"> — Acquire skills to Write Content on Social Media Platforms to Increase Engagement & Reach. — How to get visitor engagement? ENGAGEMENT TACTICS TO MAXIMIZE INTERACTION. — FACEBOOK & INSTAGRAM ENGAGEMENT – Pitches & Tactics — Learn Engaging Element Writing with Content & Viral Images — Interacting with engaging content to Increase Reach on Social Media Platforms. 	<p><i>Content is fire, Social Media is gasoline</i></p>
<p>Module 13: How to Write High Converting PRODUCT DESCRIPTIONS for Ecommerce Sites</p>	
<ul style="list-style-type: none"> — Writing Product Descriptions for Products & Services for Ecommerce Websites — Giving your customers reasons to buy — Product Descriptions that Boost Conversions. — Simple Ways to Write Interesting & Compelling Product Descriptions that Sell & Convert Sales ‘ — Assignments on product value, description and pitch. 	
<p>Module 14: WHITE PAPER & CASE STUDIES</p>	
<p>What is WHITE PAPER? The purpose of creating these white papers is to release information to your potential clients about subjects of their interest. A white paper’s purpose is to keep its client focused. <i>Your clients would rather not be advertised to by your company but otherwise informed.</i></p> <ul style="list-style-type: none"> - Construction of a White paper - Layout & Body of White paper - Placement of Call to Action. <p>CASE STUDIES: A case study is the second most popular tool you can use to move decision makers through your sales cycle. Learn to Structure Case Studies which lead to conversions. - Testimonials and CASE STUDIES</p> <ul style="list-style-type: none"> — Prepare Your Case Study Questions, Interviewing the client for a persuasive case study. 	

Module 15: CONTENT MARKETING: How to Promote your Content?

Content Marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. Content Marketing is a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services. **"social media is an integral part of content marketing"**. Setting Goals, Content Planning & **How to create a CONTENT PLANNER for distribution of Content.**

Module 16: VIRAL CONTENT: What makes Content go Viral? Viral Writing Techniques

- What is a Viral Content and why are they usually Shared?
- What are Viral Strategies while creating Content? What can Marketers learn from this?
- Understanding your Customers and then Charming them.
- Viral Contents: Case Studies and learning Points
- A Recipe to Make your Content go Viral



Module 17: INFLUENCER MARKETING – Using Instagram Marketing (Full Instagram Training)

- How to Become an Instagram Influencer? Pick A Niche.
- Get an Instagram Business Account.
- Write an Effective Instagram Bio. for Client / Company
- Focus on Your/Company Instagram Aesthetic.
- Write Captions That Reflect Your Brand's Voice and Personality.
- How to Choose the Right Hashtags.
- Post New Content Often.
- Interact with Followers.

Module 18: Using LINKEDIN Marketing for SELF / Company PROMOTION

- Choose the right profile content & description
- Add a professional background photo
- Make your headline more than just a job title
- Turn your summary into your story.
- Declare war on buzzwords.
- Grow your network.
- List your relevant skills.
- Spotlight the services you offer.
- How to Post & Write Articles to get recognition

Module 19: Email Marketing System - How to Design, Collect & Deliver bulk emails

Mailchimp, a regular email is a bulk email campaign sent to many contacts at once. When you create a regular email, you'll use a checklist-style email builder to add recipients, choose your settings, and design your content.

- Add your contacts into your email marketing account.
- Set up your welcome email.
- Create a reusable email template.
- Practice writing persuasive messages.
- Spend time on subject lines.
- Preview and test before you send.

Module 20: FREELANCING PORTALS & METHODS

- Get Clear on Your Service Offerings.
- Define What Your Ideal Client Looks Like.

- Create a High-Quality Portfolio Site.
- Start Freelancing Before You Quit Your Day Job.
- Level Up Your Skills.
- Build Your Credibility.
- Determine Your Pricing & Packages

Module 21: Write for LANDING Pages & LEAD Magnets

- Learn to Write for Landing Pages that get LEADS
- A headline and (optional) sub-headline.
- A brief description of the what is being offered.
- At least one supporting image or short video.
- Supporting proof elements such as testimonials, customer logos. Etc.

Module 22: CAPTION WRITING - Writing captions for Images to generate traffic

- A caption is the small piece of text that appears beneath an image, usually to give it additional context or provide source attribution.
- Elements of a Caption
- How to write Lead-in/Catch-lines
- Description of the action.
- Direct Quotation

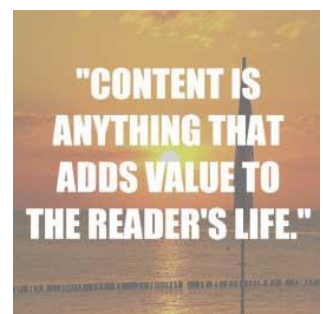
Module 23: WRITING for Testimonials - Power Up Your Customer Conversions

- Getting good customer testimonials is about two things: delivering value before you ask and then timing your request. Ask Immediately.
- Follow the Customer Journey.
- Make It Easy for the Customer.
- Follow Up Politely.
- Ask the Right Questions

Module 24: Using 'Extra' Tools for Content Writing & Marketing

Writing Tools, Tips, & Techniques

1. Grammarly
2. Copy-scape
3. Plagiarism Checker
4. Headline Generator
5. Hemingway App
6. Internet Research Skills
7. Writing Hacks
8. Blog Topic Generator
9. Image & Video Sources



Module 25: Bonus: GOLD SUBSCRIPTION AND ACCESS TO DIGITAL LIBRARY – WITH OVER 200+ VIDEOS on DIGITAL MARKETING from TOP Trainers in the WORLD

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