2 – DAY
CONTENT MARKETING & COPYWRITING: IT'S TIME TO POWER UP!

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METHODOLOGY

Trainer integrates adult education methods, two-way communication, and elements of NLP to promote a conducive learning environment where participants are actively engaged.

Training is very interactive; the experience is extremely valuable with lots of experiential and community learning. Concepts and background information are introduced clearly to simply maximise learning and practical application through group exercises, activities and discussions. Activities will be linked to the learning and debriefed to connect learning to application. Other methods employed include:

- Slides and Q&A with short explanations
- Participation in role-playing
- Group activities
- Demonstrations
- Group discussions and presentations
- Video clip presentations
- Community learning

WHO SHOULD ATTEND?

- Supervisors
- Managers
- Team Leaders
- Senior Executives
- Marketing Executive & representatives
- Marketing Communication executives
- Department Heads

INTRODUCTION

It's no secret that content is king when marketing, but creating great content isn't easy. What if the content you create is not noticed, read, persuasive or ultimately bought? It takes skill, expertise, and experience. Often, it requires paying for access to the right people who have those specific skills. The way you present these contents is also important to hook your audience and the right ones. In this "super-charged" course, you will learn the essential elements that will get you up to speed (so you won't waste time and effort) when it comes to creating world-class copies and content that your hook target audience and help reach your marketing goals.

COURSE OBJECTIVES

By the end of this course, you will be able to:

- Establish and clarify your goals for your digital content
- Plan your content to ensure your copy achieves your organisation or business goals
- Define the content types that will engage your customers/ clients
- Write marketing content that attracts, persuades, and converts your customers

PROGRAM OUTLINES

MODULE 1: COPYWRITING: WHAT IS IT ALL ABOUT?

Good writers are essential to the success of any marketing campaign, whether it's on paper, in print, on the web, or on television. However, copywriting needs elements of passion about your brand and effective communication with your audience. It's creating a piece of work that can bring results to your business – without you having to do anything! It's all about writing sales copies that get results.

- What is copywriting, and how it links to business marketing
- What makes magnetic copies that people want to read?
- The fundamentals for copywriting

MODULE 2: CUSTOMER SEGMENTATION – ZOOMING INTO YOUR CUSTOMERS TO UNDERSTAND THEM BETTER

Good copywriters know their customers. They understand what makes them tick. They know their buying habits, their wants, their fears, and their concerns. And they use this information to craft powerful sales pitches which resonate with each individual customer. This module will show you how to identify and segment your customers and use this information to craft a more powerful sales message for each segment.

- What is market segmentation, and how it relates to your business
- Why is segmentation important for your business?
- Segmentising B2B vs. B2C
- Audience GeD BePsyScio Formula: Using the formula to segmentise your market

MODULE 3: HOW TO 10X YOUR COPIES

Everyone has their own writing style. Learn the different core writing styles used in great sales pieces and how to use them in your own copywriting efforts. You will also learn the importance of knowing your core values and identifying your unique "state" so you can write in the most effective way possible. Once you understand your core writing styles, you can use them to capture your audience's attention in your own unique way.

- Using Painful Things to Benefit You
- The "4 U" of copywriting for your marketing
- The 5 laws of selling
- Dividing your copy: the 4 sections a copy should have
- Popular copywriting formulas you should know

MODULE 4: CONTENT MARKETING 101 – WHAT IS CONTENT MARKETING AND WHY IT MATTERS FOR YOUR BUSINESS

Content marketing is not about creating vast quantities of content; it's about creating quality content that provides value to your customers. In this module, you will learn what makes content marketing different from other forms of marketing. You will also learn the main components of what makes truly world-class content that your target audience would love and how to tie it back to your marketing efforts.

- What you should know about content marketing and how it relates to your business
- How does content marketing work, and how it connects to your target audience?
- How does content marketing benefit you and its other perks

PROGRAM OUTLINES

MODULE 5: CLARIFYING YOUR CONTENT GOAL

How to get crystal clear about what you are creating your content for and how to position it? The single most crucial element of a successful sales pitch is a clear objective. You must have a clear goal for each piece of content you create. Otherwise, you will be writing "chatter" instead of powerful sales copy, and your message will get lost in the shuffle. In this module, you will learn the steps you need to take to clarify your content goal.

- The 4 Elements of a Content Marketing Strategy
- Positioning Your Brand: Where do you stand?
- Brand positioning checklist: Self-check on your market position

MODULE 6: TYPES OF CONTENT – CONTENT IDEAS THAT YOU CAN USE TO HOOK YOUR AUDIENCE

Good writers can use almost any topic as a starting point to write about. But a true master knows how to select that topic with precision, so it serves a specific purpose for the brand. Learn the different types of content ideas you can use to capture your audience's attention and hook them into reading your sales copy. This will help you zero in on what would work best for your business.

- Type of content: What kind of content you can utilise for content marketing
- Discovering popular and trending types of content that market leaders are utilising
- Delivery: Best practices for content delivery that attracts results

MODULE 7: CONTENT RESEARCH & USEFUL TOOLS

Learn the concept of Digital Marketing and what makes the difference between traditional and digital marketing. A brief introduction on SEO, Search Marking (PPC), E-mail Marketing, Digital Display, Social Media Marketing, and Mobile Marketing. We will also cover the essential ABCDs in Digital marking that all marketers need to know.

- Traditional versus Digital Marketing: What are the differences and why both are needed
- Channels: The different types of channels in digital marketing
- The ABCDs of Digital Marketing: Steps to Successful Marketing