

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



## 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

## Methodology

- Role-plays
- Self-assessment exercises
- Case-studies
- Simulation games in relations to the topics discussed

## Who Should Attend?

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



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## Course Outline

### MODULE 1: COPYWRITING: WHAT IS IT ALL ABOUT?

- 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

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

### MODULE 3: HOW TO 10X YOUR COPIES

- 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

- 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

### MODULE 5: CLARIFYING 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

- 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

- 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

