



Certified Course in Content Writing

DIVISION OF DMTI SOFTPRO



1 WEEK ONLINE COURSE - 10 MODULES



It's the telling of stories that we remember; the information gets a free ride.

WWW.CONTENTWRITINGCOURSE.IN

WEB COPY | MARKETING | BLOGS | STORYTELLING | WRITING EMAIL

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.

Training since 2009-2020

1 WEEK ONLINE COURSE - 10 MODULES

WHAT ARE MY COURSE FEES ?

ORIGINAL Fees : Rs.9,999
Worksheets, 3 Books, LIVE Assignments & Certificate

Special Offer
LIMITED Seats
Fees: Rs. 3999 only

Call 9833900110 / 330 for "EARLY BIRD OFFERS"



Marketing is no longer about the stuff that you make, but about the stories you tell.

Seth Godin

Make it simple.
Make it memorable.
Make it inviting to look at.
Make it fun to read.

- Leo Burnett

MODULE: 1 KICK START WRITING

- Technique for Non-Fiction Writing
- Principles Of Non-Fiction Writing
- 5 Practical Content Writing Exercises

MODULE: 3 STORY TELLING

- Technique for Story Telling formats
- Creating Persona for Connecting
- Apply the 4-step process to speed up writing. Learn Elements for Viral Posts

MODULE: 5 Writing for WEBSITES

- How To show Your Credentials with High Impact. Competitor Analysis.
- How To convert Leads into Customers
- Importance Of Proving the Solution

MODULE: 7 HOW TO BLOG I & II

- How to Search for topics to write
- Secrets of Successful Blogging
- Insider tips for Blog Ideas & Posts
- CONTENT PLANNER FOR BLOGGING

MODULE: 9 Creating GRAPHICS

- Importance of Images in CONTENT
- Creating High Converting Images with Captions for Engagement.

MODULE: 2 CRUCIAL CONTENT STEPS

- Processes & Principles of Online writing
- Creating Content that generates Traffic
- Perspectives & Processes for Ideal Reader

MODULE: 4 SEO - COPYWRITING

- Keyword Research & Analysis
- Registering for GOOGLE Keyword Planner
- SEO - Meta Tags, Web Copy Elements
- Using Keywords to IMPROVE RANKINGS

MODULE: 6 HEADLINE STRATEGIES

- Writing magnetic Headlines & Sub Headlines which will Increase CLICKS.
- Writing high converting headlines
- Headline Formulas & Types to Apply

MODULE: 8 EMAIL WRITING

- Writing Emails that Convert to LEADS
- Injecting "Power Words" & Phrases
- Using Intrigue, Curiosity & Scarcity
- Increase Response : Power Of Questions

MODULE: 10 CREATING VIDEO

- Creating Videos for greater conversion
- Online Quick Video Creation for content marketing and distribution.

GET: HIGH CONVERTING TOOL TO WRITE HEADLINES | FOOD BLOGGING CASE STUDY - PRO HEADLINE - 10 EXTRA WORKSHEETS TO ENHANCE YOUR WRITING SKILLS | TOTAL OF 3 BOOKS & EXTRA WRITER ASSIGNMENTS

Fees: Rs. 3999 only

CALL 9833900110 / 9833900330





CLASSROOM BUZZ

LEARN FROM DIGITAL MARKETING EXPERTS -
DMTI SOFTPRO IS TRAINING SINCE 2009

BEST EDUCATION - HONEST FEES

www.contentwritingcourse.in | www.dmti.mobi



WHAT'S INSIDE THE COURSE?

Use the conversational technique to write high-converting web pages

Write fascinating bullet points to communicate key information at a glance

Write calls-to-action & headlines that increase clicks - which results in more traffic

IN THIS PRACTICAL TRAINING YOU PARTICIPATE ACTIVELY

10 FOCUSED MODULES

Live Training with Assignments

Work on 8 Assignments & Projects.

10 Submissions

WHO CAN DO THIS COURSE?

College Students & Graduates

Bloggers | Web Designers

Freelancers

Small Business Owners

Aspiring Content Writers

People interested in Content Writing
should do this course

Fees: Rs. 3999 only (ONLINE)

