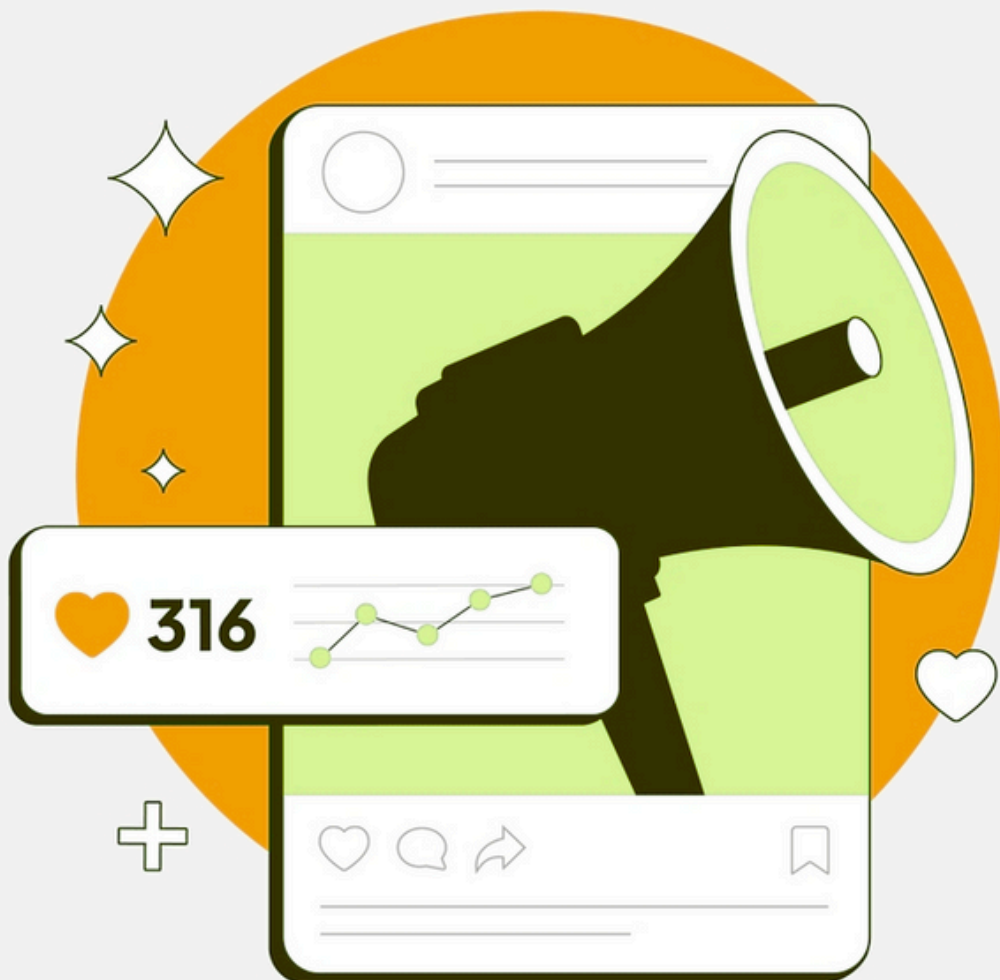




# Content Marketing Course in Jaipur



**10 Days Hands-On Content Strategy & Copywriting  
Training**



## Course Overview

### Build Content That Converts — Strategy, Structure & Storytelling

In the digital age, content is everything — whether it's a social media post, blog, landing page, or video script. This **10-Day Content Marketing & Copywriting Course in Jaipur by SkillUpgrades** equips you with the skills to write **SEO-friendly, audience-focused, and sales-driven** content across platforms.

You'll learn how to plan, write, and promote content that not only ranks but also engages and converts. Perfect for digital marketers, business owners, bloggers, and freelancers.

## What You'll Learn

- The foundations of content marketing in 2025
- How to research content topics and audience pain points
- Writing high-converting copy for websites, blogs & ads
- Copywriting frameworks: AIDA, PAS, FAB
- Creating content calendars & campaign plans
- Blog writing, social content, ad copy, and email content



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- SEO basics: keywords, headings, readability, meta tags
- Content repurposing across platforms
- Understanding tone, voice, and storytelling
- Tools for writing, editing, and content idea generation
- Measuring content success with KPIs and analytics

## Who Should Enroll

- Digital marketers and content creators
- Students and freshers entering marketing roles
- Freelancers and blog writers
- Social media managers
- Entrepreneurs who write for their brand

## Requirements

- Basic English writing and internet skills
- Laptop or PC with Google Docs/Word access
- Willingness to write and practice content every day



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## Course Modules – Content Strategy & Copywriting (10 Days)

### Day 1: Introduction to Content Marketing

- What is content marketing?
- Buyer journey & content stages
- Organic vs paid content

### Day 2: Copywriting Fundamentals

- Headlines, CTAs, and hooks
- AIDA, PAS, and FAB copywriting formulas
- Writing for ads, banners, and short copy

### Day 3: Content Research & Audience Targeting

- Keyword research (Google, AnswerThePublic, Ubersuggest)
- Creating buyer personas
- Competitor content analysis

### Day 4: Blog Writing & Long-Form Content

- Blog structure (intro-body-conclusion)
- Optimizing for SEO & readability
- Adding value with images, stats, and quotes



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## Day 5: Website & Landing Page Content

- Homepage, About, Service page writing
- Landing page copy that converts
- Scannable writing style and formatting

## Day 6: Social Media Content Planning

- Captions for Instagram, LinkedIn, Facebook
- Creating content buckets
- Storytelling through carousels and reels

## Day 7: Email & WhatsApp Content

- Writing promotional, nurturing, and announcement emails
- WhatsApp messaging copy best practices
- Email sequences and automation overview

## Day 8: Content Calendar & Repurposing

- Weekly/monthly content calendar creation
- Converting blog → posts → videos
- Evergreen vs trending content



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## Day 9: Tools for Content Creation & Editing

- Grammarly, Hemingway, ChatGPT, Canva
- Headline analyzers and copy testing tools
- Real-time writing practice with feedback

## Day 10: Final Strategy & Content Portfolio

- Drafting a full content strategy for a brand
- Peer review and feedback
- How to showcase work to clients/employers

## Course Highlights

- 100% practical writing-focused training
- Real-world brand content examples
- Ready-to-use templates and copy formulas

# Thank You



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