



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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www.skillupgrade.in



info@skillupgrade.com



+919358021230



- 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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