

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

DATE: 10-11 April / 14-15 August 2023
9-10 January 2024
FEE: RM1,100

DURATION: 2 Days
HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

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.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

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

METHODOLOGY

- 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

- Mid/Senior Manager
- First Level Manager
- Executive/Supervisory

FACILITATOR

Mike Cheong

Michael Cheong is a graduate of the School of Mass Communication and a passionate advocate of finding ways to use zero-cost digital marketing for businesses. He is passionate about community empowerment. His main areas of expertise are SEO writing, copywriting, and social media marketing - he has trained and worked with various industries, including government and non-profits. As part of his professional experience, he has worked with small businesses and organizations that need to be more visible on social media to make more of an impact. He also provides practical skill training to seniors and emerging communities. In his training, he reverses engineers marketing processes in layman's terms to empower the training participants. He is passionate about human psychology and NLP.

PROGRAM CONTENT

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?
- Segmentizing B2B vs. B2C
- Audience GeD BePsyScio Formula: Using the formula to segmentize 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

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 utilize for content marketing
- Discovering popular and trending types of content that are market leaders are utilizing
- Delivery: Best practices for content delivery that attracts results

Module 7

Content Research & Useful Tools

- Fundamentals to research content for your marketing copy
- Idealization lab: Coming up with your own content strategy in a crowded marketplace
- Platforms: Posting the right content at the right platform for optimized reach
- Tools for your arsenal: Helpful tools to make content easier

PROGRAM SCHEDULE

Day 1

9:00am	-	10:30am	:	Module 1
10:30am	-	10:45am	:	Coffee Break
10:45am	-	1:00pm	:	Module 2
1:00pm	-	2:00pm	:	Lunch
2:00pm	-	3:30pm	:	Module 3
3:30pm	-	3:45pm	:	Coffee Break
3:45pm	-	5:30pm	:	Module 4
				End of the day



Day 2

9:00am - 10:30am	:	Module 5
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 6
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 6 (<i>Continue</i>)
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 7
		End of the day