Writing for Digital Marketing

Could your online presence do with more punch? From web copy and blogging to email marketing and social media posts, this course teaches you the tips and tricks you need to sharpen up your writing and convert more customers.

With practical activities and examples of best practice throughout the day, you'll leave with newfound skills and insights into writing better online.

Learning Outcomes

- Understand how to write what your customers actually want to read!
- Discover tips on writing in plain English
- Find out the principles of writing for marketing across different formats
- Improve your writing for more conversions

Course Outline: Half Day

- Introductions and discussion about the challenges you're facing creating web content
- How do people read online? How is it different to print? Learn how making small changes wins big results
- Thinking about your audience's needs; how to grab their attention and answer their questions
- How to present content in a way that's intuitive, user-friendly, and visually appealing
- The importance of plain English, making it easier for users to understand and retain information

Course Outline: Full Day

All the topics listed above, plus:
- The basics of SEO and why it's important for Google to find you
- Blogging for business, with focus on crafting attention-grabbing headlines
- Email marketing, from subject lines to calls to action
- Writing for social media, creating engaging posts that excite your audience

Course Details

Course duration	Half or full day
Max delegates	12

For prices and dates please get in touch:

learning@cambridgenetwork.co.uk

www.cambridgenetwork.co.uk/learning