

Writing marketing content to attract customers

Rome (Italy)

3 - 7 February 2025

UK Training

PARTNER

Writing marketing content to attract customers

Code: PS28 From: 3 - 7 February 2025 City: Rome (Italy) Fees: 4200 Pound

Introduction

In the digital age, compelling and engaging marketing content is key to attracting, engaging, and retaining customers. This course empowers participants with the skills to craft persuasive marketing content that resonates with the target audience, aligns with brand values, and achieves business objectives.

Course Objectives

By the end of this course, participants will:

- Understand the principles of effective marketing content writing.
- Learn to identify and address the needs of the target audience.
- Develop strategies for creating content tailored to different digital platforms.
- Master techniques to write clear, persuasive, and impactful messages.
- Measure and enhance the effectiveness of their marketing content.

Why take this course?

- Learn how to write effective marketing content.
- Understand how to engage and connect with your target audience.
- Develop strategies for content tailored to different platforms.
- Master persuasive writing techniques for impactful messages.
- Measure and optimize content to improve performance.
- Create content that aligns with brand values and business goals.

Course Outlines

Day 1: Foundations of Marketing Content Writing

- Understanding the importance of marketing content in the digital landscape.
- Key principles of effective marketing communication.
- Defining target audiences and customer personas.
- Analyzing successful marketing campaigns.
- Crafting a content strategy aligned with business goals.

Day 2: Creating Engaging Content

- Writing for emotional connection and relatability.
- Storytelling techniques in marketing content.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- The art of creating catchy headlines and introductions.
- Crafting persuasive calls to action CTAs.
- Designing content for various customer journeys.

Day 3: Adapting Content for Platforms

- Writing for websites: SEO-friendly content.
- Social media marketing: tone and brevity.
- Email marketing campaigns: personalized messages.
- Blogs and articles: providing value through storytelling.
- Visual content: infographics, videos, and presentations.

Day 4: Editing and Refining Marketing Content

- Techniques for concise and clear writing.
- Tools for editing and proofreading.
- Aligning tone and style with brand guidelines.
- Enhancing readability and visual appeal.
- Incorporating customer feedback into content improvement.

Day 5: Measuring and Optimizing Content

- Key performance indicators KPIs for marketing content.
- Analyzing engagement metrics across platforms.
- Using A/B testing to refine content strategies.
- Adapting content based on analytics and trends.
- Building a continuous content improvement plan.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

