

Content writing skills

Lyon (France)

8 - 12 December 2025

UK Training

PARTNER



Content writing skills

Code: PS28 From: 8 - 12 December 2025 City: Lyon (France) Fees: 4200 Pound

Introduction

This course is designed to provide participants with the essential skills needed to create impactful content. Attendees will gain expertise in understanding target audiences, mastering storytelling, and producing engaging, high-quality content tailored for various platforms and objectives.

Course Objectives

By the conclusion of the course, participants will be able to:

- Grasp the principles of effective content creation.
- Analyze and identify target audiences to produce relevant content.
- Utilize storytelling techniques to boost engagement.
- Develop clear, persuasive, and compelling content across different mediums.
- Strengthen editing and proofreading abilities for polished content.

Why take this course?

- Learn the principles of effective content creation.
- Understand how to analyze and reach your target audience.
- Master storytelling to engage readers.
- Develop clear, persuasive content for various platforms.
- Strengthen editing and proofreading for polished work.
- Create content that meets marketing and communication goals.

Course Outlines

Day 1: Content Writing Fundamentals

- The significance of content writing in communication and marketing.
- Exploring different content formats blogs, articles, web pages, etc..
- Analyzing and defining target audiences.
- Setting goals and writing with a clear purpose.
- Introduction to SEO and its role in effective content.

Day 2: Crafting Engaging Content

- Creating impactful headlines and openings.
- Mastering storytelling in content creation.

A graphic of a chessboard with several chess pieces (pawns and a king) on it, set against a background of concentric circles.

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- Writing for emotional resonance: Tone, style, and voice.
- Leveraging visuals and multimedia for enhanced engagement.
- Improving readability and user experience.

Day 3: Writing for Various Platforms

- Best practices for website content.
- Structuring and optimizing blog posts.
- Writing engaging social media content.
- Creating clear and action-oriented email content.
- Scriptwriting for videos and podcasts.

Day 4: Advanced Writing Techniques

- Basics of persuasive copywriting.
- Effective content research methods.
- Incorporating keywords and metadata effectively.
- Writing for diverse, global audiences: Cultural nuances.
- Recognizing and avoiding common writing mistakes.

Day 5: Editing, Proofreading, and Publishing

- Key editing strategies for refining drafts.
- Proofreading tips for flawless writing.
- Utilizing content management and collaborative tools.
- Evaluating content success through analytics and feedback.
- Crafting a long-term content strategy for sustainable success.

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The image features a graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The text 'UK Training PARTNER' is overlaid on the board, with 'PARTNER' in a larger, bold font.