Equinet Academy

WSQ Digital Copywriting & Content Writing

Master key writing methods and leverage AI tools to assist in your copy & content writing

In-Person Classroom

Duration: 16 Hours (2 days)

WS SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

You're in Good Company

We upskill and empower teams at leading industry organisations.
You are in good hands

Microsoft | new balance | SONY | IKEA | DHL | FUJI xerox

Course Fees & Fundings

Course Fee: S$975.00 (inclusive of 9% GST)

Nett Course Fee After Eligible SSG Subsidies:
From S$292.50

SkillsFuture Credit, PSEA, UTAP Claimable

www.equinetacademy.com

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Course Overview

This interactive and hands-on Copywriting Course will enable participants to master the art of effective copywriting that engages, persuades, and converts the target audience. It covers key topics such as creating compelling headlines, developing unique value propositions, writing clear and concise content, and using storytelling to connect with readers.

Trainees will learn how to create engaging and persuasive copy for various forms of digital media (website, email, social media, blogs) to get their target audience to perform desired actions.

This course is designed to enhance creativity, critical thinking, and writing skills to produce engaging content that drives brand value while also showing trainees how to leverage A.I. tools to supplement their skills.

Target Audience

Marketing Practitioners, Content Marketing Specialists, Social Media Managers, Bloggers, Vloggers, Copywriters, Entrepreneurs, Business Owners, and anyone who wants to be equipped with writing skills that are not only essential in marketing and communications, but in every aspect of business and life.

01. Marketing Practitioners: Enhance messaging clarity and persuasive communication for impactful marketing campaigns.

02. Content Marketing Specialists: Craft engaging, relevant content that drives audience engagement and conversions.

03. Social Media Managers: Create concise, compelling posts that resonate with followers and boost brand loyalty.

04. Bloggers: Produce well-structured, captivating blog posts that connect with readers and grow your audience.

05. Vloggers: Improve scriptwriting for videos, ensuring they are engaging and well-structured.

06. Copywriters: Master techniques for crafting compelling copy that captures attention and drives action.

07. Entrepreneurs: Develop persuasive writing skills for business proposals and marketing materials.

08. Business Owners: Improve communication with stakeholders through clear, effective writing.

Course Highlights

In this 2-day Copywriting & Content Writing Course, you will:

- Learn how to communicate effectively in all your content marketing and advertising campaigns by writing in a clear and concise manner.

- Know the difference and similarity between writing content and writing ad copy, and how you can be more engaging and persuasive in your writing.

- Learn the 5 Key Approaches to Writing and how to use them for the different types of content marketing and advertising campaigns..

- Learn what keywords and topic clusters are, and how to tailor your writing for your website, social media, and other digital channels.

- Understand psychological principles and how to leverage them, as well as learn how AI tools can assist in your writing.

- Learn to write with your organisation's objectives in mind, how to analyse the results, and implement techniques to boost your creativity and writing ability.

Course Objectives

By the end of the class, trainees will be able to:

- Apply storytelling principles in written content to market a business effectively.

- Compose engaging and persuasive content and advertisements that meet consumer preferences.

- Apply key approaches to writing and incorporate content strategies via digital storyboards.

- Utilise keywords and set content parameters for websites, social media, and other channels.

- Develop guidelines to leverage psychological principles and AI writing tools.

- Evaluate content outcomes and implement processes to boost content delivery.

Course Outline

'About Us' Is Not About You

Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Activity)

- Digital storytelling and the power of words
- Writing foundation
- Being clear about you: proposition and positioning
- Brand name rationale
- Positioning: taglines and slogans
- Marketing mix strategy: the 5 Cs – company, consumer, communication, channel. conversion
- It's not about you, it's about them

Writing Content, Writing Copy

Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application)

- Content marketing
- Content marketing vs advertising
- Copywriting and content writing
- Words – rarely in isolation
- Content elements and types (articles, infographics, eBooks, white papers, podcasts, webinars, live reporting and memes), popular content, created vs curated
- Effective blog and advertisement copy
- Effective landing page copy

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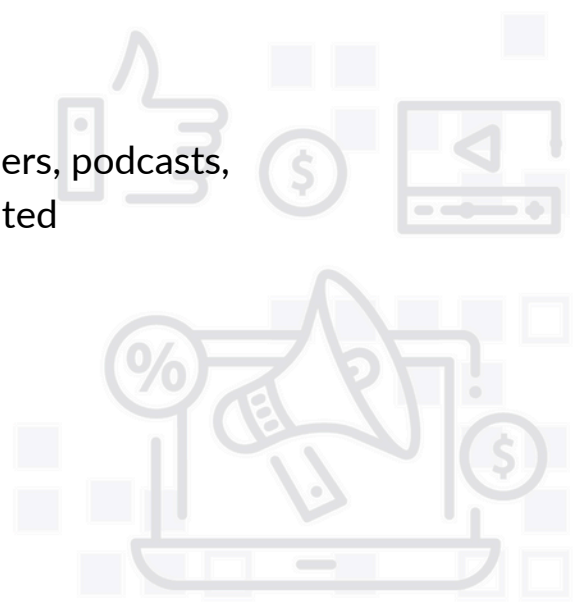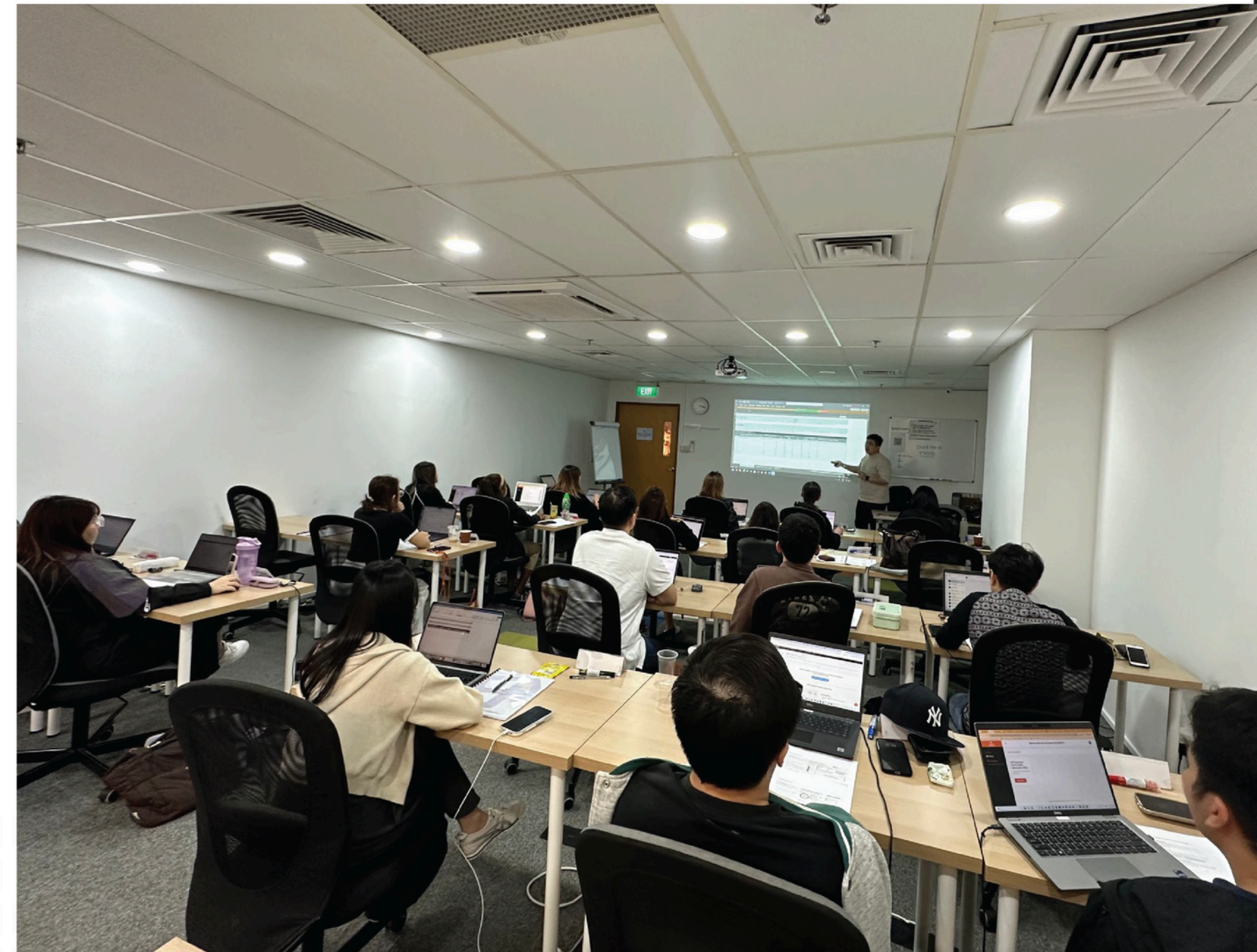
Key Approaches To Writing

Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Activity)

- 5 writing approaches (journalistic, storytelling, problem-solution, benefits over features, content component)
- Copywriting tips (fear of missing out, testimonials)
- Headline tips
- Writing the hook
- Writing body copy and sub-headings
- Writing the call-to-action
- Addressing objections

Writing For Various Media

Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application)

- Keywords and SEO/SEM
- Keyword research: what tools to use
- Pillar pages and topic clusters for structuring blogs
- Writing for the website
- Writing for website blog vs social media post
- Writing for mobile vs desktop
- Writing for social media
- Hashtags to get your content found
- Including hyperlinks to other sites
- Engage beyond your post
- Writing for and around YouTube videos
- Writing for email newsletters and instant messaging

Psychology And Writing

Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application, Class Activity)

- Persuasive writing
- The science of persuasion
- The science of pre-suasion
- The ethics of persuasion
- Power words
- Engage emotions
- Engage with humour
- Writing the way we speak: conversational writing
- Paraphrasing and editing: how to implement
- Free resources and A.I. tools including how to use ChatGPT

The End In Mind And Beyond

Topics Covered Include:

Instructor-Led | Mode of Delivery (Lecture & Illustration, Demonstration & Practical Application)

- Analysing and measuring writing outcomes
- Repurposing existing content
- Where to look for new ideas to write about and overcome writer's block
- Word play – creative writing techniques

Assessment Component

- Written Assessment – Case Study with Questions
- Individual Project Presentation

Trainer Profile

Chris Minjoot

Chris is a senior branding and marketing professional with over 31 years of experience as both an in-house practitioner and a consultant servicing clients from a wide range of industries. He was part of the team responsible for branding MindChamps (conceptualised its name) and spent 10 years contributing to its growth via public relations and marketing campaigns. His holistic approach to branding has seen him naturally taking on the additional role of brand champion within organisations to actively drive internal communications and staff engagement. Chris is an ACLP certified trainer, and he is passionate about imparting his knowledge to others.

Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – Content Development and Strategy under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Copywriting And Content Writing Course assessment and achieved at least 75% attendance.

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Content Development and Strategy

Course Code: TGS-2021010426
Course Support Period: 03 Jan 2022 - 02 Jan 2026

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WSQ COPYWRITING AND CONTENT WRITING COURSE

CERTIFICATE OF COMPLETION

This certificate is awarded to

YOUR NAME

for successfully completing the WSQ Copywriting And Content Writing Course
(aligned to the Skills Framework Content Development and Strategy)

(Date)

Date

Dylan Sun
Training Director

Why
Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ).** You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments

- Real world hands-on projects

- Comprehensive, up-to-date curriculum and courseware

- Post-course coaching and mentorship

- Career support services and job opportunities

- Be part of an insider community with over 1000+ members

4.9/5
Google Reviews

20,000+
In our community and have trained at Equinet

4/5
Quality Rating on TRAQOM via Qualtrics

Testimonials

"

This course provides actionable tips, is affordable and also offers post-course training support. It is good that we were not introduced to too many different online writing tools. The tips on approaches (e.g. benefits over features) and how to write effective CTAs, headlines etc. were very useful. The classes are also held in a central location which is convenient.

Priscilla Goy,
SG Enable

"

The class is engaging and informative. I am able to identify areas to improve and also to implement what I have learnt in this course to my work.

Zuo Zhuo

"

I enjoyed the course and gained knowledge of tools that will be helpful for my writing. Great session that was engaging and productive.

Jasmine Quek

"

I've taken several writing courses before, but this one truly stands out. The focus on real-world applications and the supportive environment made all the difference. My content now resonates more with my audience, and I feel much more confident in my writing abilities

Ming Wei

"

This course has transformed the way I approach content creation. The hands-on experience and practical tips helped me refine my writing, making my marketing efforts much more effective. It's a must for anyone serious about improving their communication skills

Kai Xuan

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Frequently Asked Questions

Are there any pre-requisites or minimum entry requirements?
Trainees should be proficient in web surfing and be able to write and converse in English.

Do I have to prepare anything before attending the course?
For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class. For more details, you may read the Online-based Classroom Learner Guide.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

If I have any questions after the course, can I consult the trainer?
Yes, you may contact your trainer after the course. There are other post-training support channels such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Post-Training Mentoring sessions where you may seek advice from a subject matter expert.

Related Courses

AI in Digital Marketing

Certified Content Marketing Specialist (CCMS)

Certified Digital Marketing Strategist v2

Digital Content Creation For Content Creators

Digital Content Marketing

Search Engine Optimisation (SEO)

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Master key writing methods and leverage AI tools to assist in your copy & content writing

Sign up for **Copywriting & Content Writing**

Reserve your seat here today.

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For More Information
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