

Module 3: Content Creation and Copywriting

Course Outline:

- Introduction to Digital Content Strategy
- Understanding Brand Voice and Tone
- Writing for Web, Email, and Social Media
- Storytelling and Emotional Connection
- SEO Writing Basics
- Visual Content and Multimedia Integration
- Editing, Proofreading, and Optimization

Learning Outcomes:

- Develop engaging, persuasive, and audience-focused content.
- Write SEO-optimized copy that improves visibility.
- Align content with marketing goals and brand identity.
- Combine creative and analytical approaches for better reach and impact.