



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ COPYWRITING AND CONTENT WRITING COURSE

Learn How to Craft Engaging and Persuasive Copy and Content



Course Duration

2 Days

8.30 AM - 6.30 PM



Course Fee

From **\$125.48** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



This course is accredited by SkillsFuture
Singapore under the WSQ Skills Framework
Course Code: TGS-2023020898



Who Should Attend

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.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and Career Advisory and Resources Support Programme.



Minimum Entry Requirements

To enrol in this WSQ Copywriting and Content Writing Course, you should possess the following:

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

We're living in an era where authenticity and personalised content have a huge impact on how brands are perceived and influence consumer decisions. This holds true for consumers in Singapore, who value genuine connections and respond positively to content that resonates with their preferences and interests.

Our 2-Day WSQ Copywriting and Content Writing course is designed for aspiring writers and anyone looking to master the art of copywriting and content writing. You will be guided on how to use digital storytelling to craft customised content that connects with your audience in a way that feels genuine while achieving your brand's goals.

This copywriting course covers creating digital storyboards, incorporating SEO in your copywriting, using multi-channel content strategies, ethics and more, ensuring that your content and writing will be impactful and inspire action.

By the end of this content writing training course, you will be equipped to conceptualise and create ideas that resonates with your audience while achieving your marketing objectives.

COURSE HIGHLIGHTS

Learning Outcomes:

- Apply the principles of digital storytelling to conceptualise and create content ideas that effectively meet marketing objectives, engaging audiences and driving desired actions in the online landscape.
- Create a digital storyboard as an integral component of a content strategy plan, including applying multichannel content strategies that adhere to the parameters of delivering content for marketing purposes, incorporate the essential features of marketing content, and employ various modes of content delivery to achieve marketing objectives.

COURSE OUTLINE

▶ **Contents – The Foundation to Digital Marketing**

- What type of business is yours?
- Types of Contents
- Evolving Needs of Contents

▶ **Principles of Digital Storytelling**

- What is Digital Storytelling?
- Importance of Narrative in the Digital Space
- Emotion and Engagement: Key to Successful Storytelling

▶ **Evolving Preference in Contents**

- How have customer preferences changed over time?
- Current Trends in Contents Consumption
- The Importance of Understanding Your Audience

▶ **Conceptualising Content Ideas**

- Matching Contents to Marketing Goals
- Brainstorming Techniques
- Customer-centric Content Creation

▶ Identifying Content Requirements

- Assessing Current Content
- Understanding Gaps in Content Delivery
- Tailoring Content to Customer & Potential Customer Preferences

▶ The Digital Storyboard Process

- What is a Digital Storyboard
- Importance of Planning & Visualising Content
- Steps to Create an Effective Storyboard
- Creating a Digital board

▶ Parameters of Delivering Content

- Content Length and Format
- Time and Platform Considerations
- Clarity and Engagement
- Visual & Audio Aids

▶ Features of Marketing Content

- Must-have Elements in Marketing Content
- Differentiating between Content Type
- Value-driven Content vs Promotional Content

▶ Modes of Content Delivery

- Websites, Blogs and Articles
- Social Media Platforms
- Emails and Newsletters
- Videos and Podcast

▶ Mapping Digital Storyboard

- Aligning Storyboard with Content Strategy
- Visual Representations & Flow
- Consistency in Storytelling

▶ Frequency of Delivering Content

- Importance of Staying Relevant
- Balancing Quantity vs Quality
- Understanding Customer Content Consumption Habits

▶ Determine Content Types and Styles

- Different Content Goals
- Using the Right Tone & Voice
- Adapting to Platform – Specific Content Styles

▶ Modes and Processes for Distributing Contents

- Choosing the Right Channel
- Automated vs Manual Distribution
- Evaluating Content Performance & Feedback

▶ Guidelines for Content Strategy Execution

- Setting Clear Goals & KPIs
- Maintaining Brand Consistency
- Regular Review and Iteration
- KPIs
- Why Guidelines are Important?

▶ Concept of Copywriting and Content Writing in Digital Marketing

- Definition of Copywriting
- Definition of Content Writing
- The Goals and Functions of Copywriting
- The Goals and Functions of Content Writing
- Email Marketing: Newsletters and Promotional Emails
- Video Scripts and Podcast Scripts
- Ebooks and Whitepapers
- The Synergy of Copywriting and Content Writing

▶ SEO in Copywriting and Content Writing

▶ The Role of Content in SEO

▶ Ethical Considerations and Copywriting Law

▶ Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation

COURSE FEES & FUNDING

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Singapore Citizens 40 years old and above</p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above</p>	<p>S\$988.00</p>	<p>90% SkillsFuture Funding</p> <hr/> <p>70% SkillsFuture Funding</p>	<p>S\$125.48</p> <hr/> <p>S\$323.08</p>
Company-Sponsored		Course Fee before Subsidy and GST	Eligible Funding
<p>Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p>Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p>Non-SME Singapore Citizens 40 years old and above</p>	<p>S\$988.00</p>	<p>90% SkillsFuture Funding</p> <hr/> <p>70% SkillsFuture Funding</p> <hr/> <p>90% SkillsFuture Funding</p>	<p>S\$125.48</p> <hr/> <p>S\$323.08</p> <hr/> <p>S\$125.48</p>

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
90%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ Copywriting & Content Writing Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ COPYWRITING AND CONTENT WRITING

Course Code: TGS-2023020898

<https://asktraining.com.sg/digital-marketing-courses/wsq-copywriting-and-content-writing-course/>

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Speak to a Course Consultant

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