

Get Certified with

# Content Writing Mastery Course

3-Month Comprehensive  
Training Program

Why Choose

# OFFSHORE ACADEMICS?

Offshore Academics Provides a unique Digital Marketing Training for All Students, Professionals, Homemakers, and Dreamers, Empowering Career Transformations and Success in the Digital Marketing Realm.

We are here to help you to

turn  
your  
dreams  
into reality!



# THINK DIGITALLY

## Why Invest in Courses That May Not Offer Significant Value?

It's Time to Embrace the Idea that Mistakes Can Be Greatest Teachers! This Is a Fundamental Principle of Marketing", Isn't It?

At Offshore Academics, We Adopt a Unique Perspective. We're More Than Just an Educational Institution We're a Supportive Community, with Trusted Reputation, and always be a Reliable Friend Always Ready to Assist You.



Community Connection



Real-World Learning



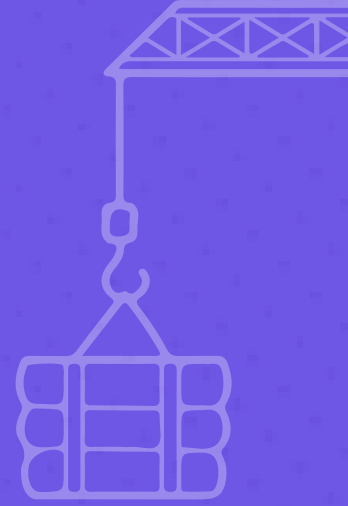
Practical Insights



Friend in Need

# COURSE HIGHLIGHTS

3.5  
Lacs Worth  
Tools  
Free



10+  
Certifications

185+

Case Studies &  
Live Projects



9  
Modules



6 months

Internship Program  
Available

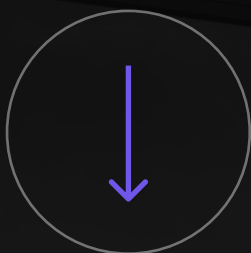
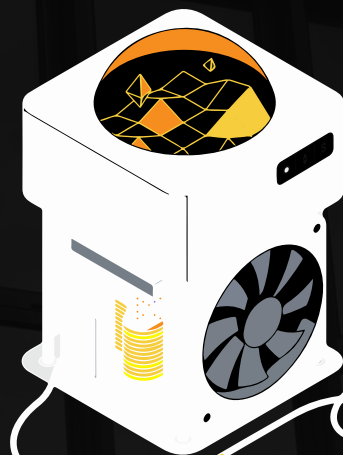
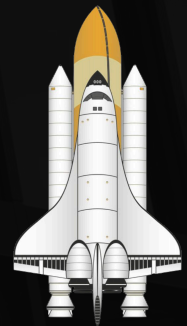


10+  
Certifications



(Adobe Photoshop,  
Figma, Illustrator  
etc.)

# Core Modules



# Foundations of Content Writing

This month focuses on building a solid foundation in content writing. You'll learn the basics of various content types, understand your target audience, and refine your writing skills. By the end of this month, you will be able to write clear and engaging content, starting with your very first blog post.

## 1. INTRODUCTION TO CONTENT WRITING

- Understand the importance of content in the digital age.
- Learn the different types of content (blogs, articles, social media posts, etc.).
- Overview of content writing tools, platforms, and resources.

## 3. BASIC WRITING SKILLS AND GRAMMAR

- Brush up on essential grammar and language rules.
- Learn to write clear, concise, and engaging content.
- Writing for readability: Using simple sentences, avoiding jargon, and mastering tone.

## 2. UNDERSTANDING YOUR AUDIENCE

- Discover how to conduct audience research to craft content that resonates.
- Understand customer personas and how they influence writing style.
- Learn how to write for specific niches (health, finance, lifestyle, etc.).

## 4. WRITING YOUR FIRST BLOG POST

- Learn how to structure a blog post (Introduction, Body, Conclusion).
- Discover tips for writing compelling introductions and conclusions.
- Hands-on exercise: Write your first blog post using your own ideas or a provided topic.

# Intermediate Content Writing Skills

In month two, you'll dive deeper into writing strategies. Learn SEO techniques to optimize content for search engines, and master advanced writing skills like crafting compelling headlines, storytelling, and persuasive writing. You'll also focus on writing for social media and creating web page content that converts visitors into customers.

## 1. SEO WRITING – BASICS AND BEST PRACTICES

- Introduction to SEO (Search Engine Optimization) and its importance for writers.
- Learn how to incorporate keywords naturally into your content.
- On-page SEO techniques: Meta descriptions, headers, alt texts, etc.

## 3. WRITING FOR SOCIAL MEDIA

- Understand how to write content tailored for different platforms (Facebook, Twitter, Instagram, LinkedIn).
- Learn to write catchy and shareable social media posts.
- Explore strategies to increase engagement and build a social media audience.

## 2. ADVANCED CONTENT WRITING TECHNIQUES

- Crafting compelling headlines and subheadings.
- Using storytelling in your writing to engage the reader.
- Writing persuasive content for sales pages, email campaigns, and advertisements.

## 4. CONTENT WRITING FOR WEB PAGES

- Writing compelling landing pages, product descriptions, and service pages.
- Learn how to design content that leads to conversions (CTA – Call to Action).
- Balancing creativity and functionality in website content.

# Mastering Content Creation & Monetization

The final month focuses on applying your writing skills professionally. You'll learn how to start a freelance writing career, write long-form content like case studies and articles, and refine your editing skills. The course ends with you creating a content strategy and showcasing your skills through a final project.

## 1. FREELANCE CONTENT WRITING

- How to become a freelance content writer: Finding clients and setting rates.
- Building a portfolio: Tips for showcasing your best writing samples.
- Understanding contracts, deadlines, and communication with clients.

## 3. CONTENT EDITING AND PROOFREADING

- Learn to self-edit and proofread your writing for grammar and style errors.
- Use editing tools and techniques for flawless content (Grammarly, Hemingway, etc.).
- Tips for enhancing content flow, clarity, and coherence.

## 2. LONG-FORM CONTENT & CASE STUDIES

- Writing in-depth articles, whitepapers, and case studies.
- Learn how to research effectively and cite sources properly.
- Structuring long-form content for readability and SEO.

## 4. CREATING A CONTENT STRATEGY & FINAL PROJECT

- Understand the importance of content planning and scheduling.
- Learn how to create a content calendar for businesses and blogs.
- Capstone Project: Create a content strategy plan and write a blog post, landing page, or social media campaign.

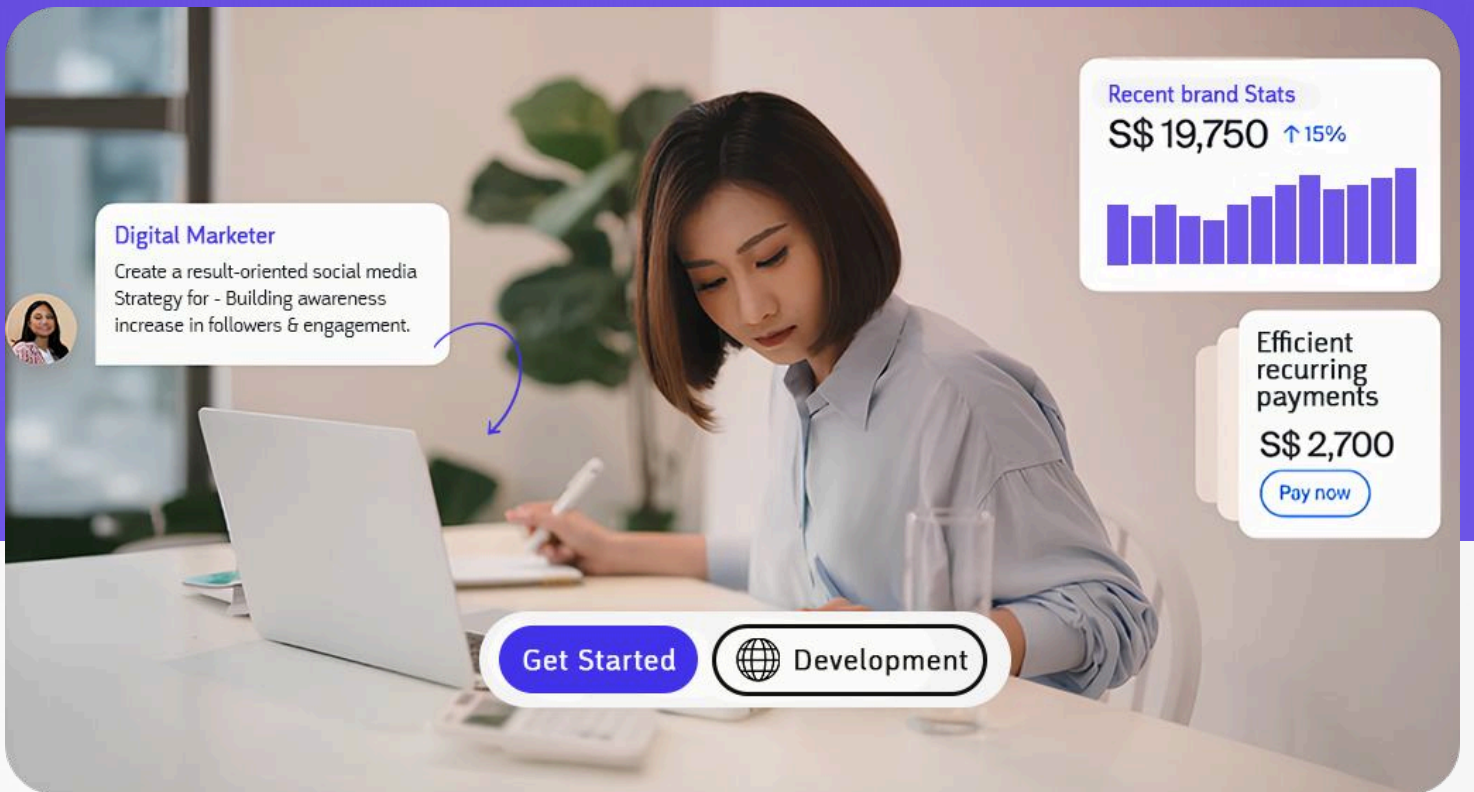


# Take the Leap into Entrepreneurship

Your entrepreneurial journey starts here. Let us help you transform your vision into a reality. Contact us today to enroll in the 4-Month Business Startup Module.



# SELECTED ASSIGNMENTS



**Digital Marketer**  
Create a result-oriented social media Strategy for - Building awareness increase in followers & engagement.

Recent brand Stats  
S\$ 19,750 ↑ 15%

Efficient recurring payments  
S\$ 2,700  
[Pay now](#)

[Get Started](#) [Development](#)

| Month | Revenue (S\$) |
|-------|---------------|
| Jan   | 15,000        |
| Feb   | 16,000        |
| Mar   | 17,000        |
| Apr   | 18,000        |
| May   | 19,000        |
| Jun   | 20,000        |
| Jul   | 21,000        |
| Aug   | 22,000        |
| Sep   | 23,000        |
| Oct   | 24,000        |
| Nov   | 25,000        |
| Dec   | 26,000        |

”It’s time to rethink and let your mistakes be your teacher this time around! That’s a basic principle of marketing, right?”

At Offshore Academics Digital Marketing, we believe in a different approach.”

---

## OFFSHORE ACADEMIICS

---

Create and launch 1st live campaign on the Search network

Create video and banner assets on Canva

Conduct research & create 1st live campaign for your YouTube and Display network

# You will become skilled

These tools serve various purposes across different aspects of Human Resources Management, including:



grammarly

## Grammarly

Grammarly is an English language writing assistant software tool. It reviews the spelling, grammar, and tone of a piece of writing as well as identifying possible instances of plagiarism.



## ChatGPT

ChatGPT helps you get answers, find inspiration and be more productive. It is free to use and easy to try.



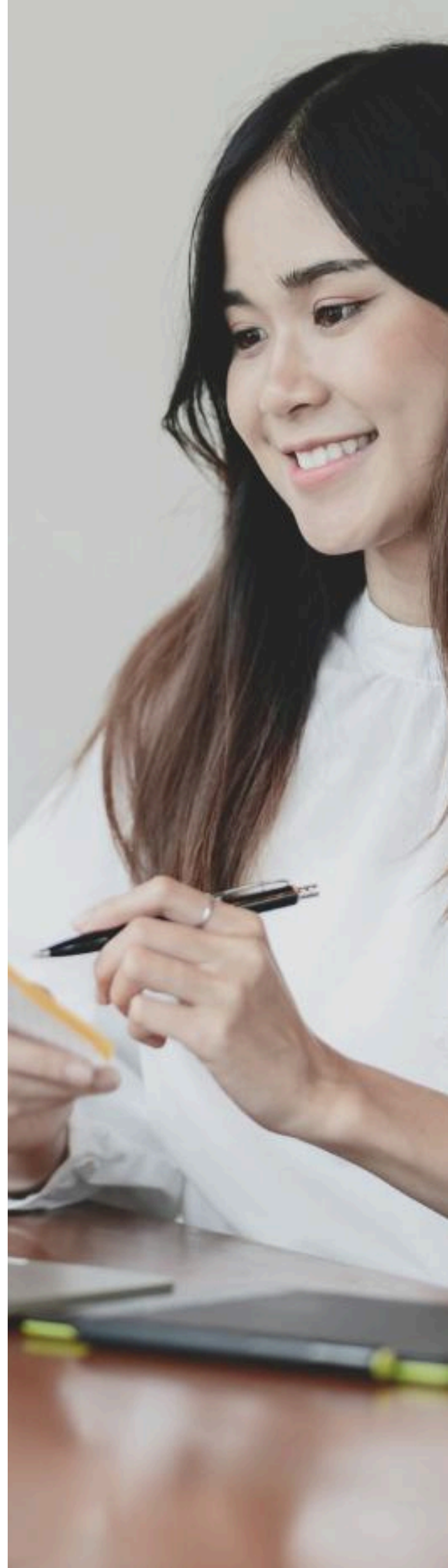
## Canva

Easy-to-use online design tool for creating social media graphics, presentations, and other visual content.



## Google Docs

Google Docs is an online word processor and part of the free, web-based Google Docs Editors suite offered by Google.



---

## WHY TRUST US?



Practical Approach Over Theoretical Learning.



Personalized tutoring for each student



Lifetime access for each course module

---

Supercharge your Digital Marketing skills With Over 20 Online Courses And Certifications! which are perfect for [Graphic Designing](#), [social media](#), [advertisement](#), [SEO marketing](#) and more...

+1.612

Happy Customers

+40

Courses for Student

+105

Web projects done in 2023

+10

Years Experience

## Project Highlights

“Dive into a world of learning and mastery with our diverse array of courses. From SEO to PPC, Social Media Marketing to Freelancing, and everything in between, unlock your potential for success!”

# A WORD ON OFFSHORE ACADEMY



**Sahil**

Digital Marketer

"Offshore Academics' Digital Marketing course is a must for anyone seeking in today's digital age. The interactive sessions, and learning environment fostered my growth."



**Badal**

Digital Marketer

"Enrolling in Offshore Academics' Digital Marketing course was a game-changer for me. The instructors' expertise and real-world examples provided invaluable insights."



**Saakey**

Graphics Designer

"As a graphic designer navigating the intricate landscape of learning and skill enhancement, I recently had the opportunity to delve into Offshore Academics, an online platform promising to elevate my design prowess."



**Abhishek**

Google Ads

"I've been on the hunt for courses that offer both depth and practical application. My search led me to Offshore Academics' Google Ads Course, and I must say, it exceeded my expectations on multiple fronts."



**Rikhil**

Digital Marketer

"As someone deeply invested in expanding my skills in the realm of digital marketing, I recently embarked on a journey with Offshore Academics to explore their Advanced Digital Marketing Course."



**Mukti**

Facebook Ads

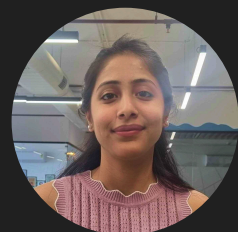
"As a digital marketing enthusiast looking to delve deeper into the realm of Facebook advertising, I recently enrolled in the Facebook Ads Course offered by Offshore Academics."



**Ruhani**

Social Media

"As an eager learner, I joined Offshore Academics' Social Media Course with high hopes, and I'm thrilled to say they were exceeded."



**Nikita**

Email Marketing

"I just finished Offshore Academics' Email Marketing course, and it was truly exceptional. As a digital marketing enthusiast, I found it incredibly insightful and practical."

---

“In the digital age, marketing isn’t just about what you sell, but about the stories you tell and the connections you make.”

At Offshore Academics, We Embrace a Distinct Perspective, Paving the Way for Innovative Strategies and Unparalleled Results.

# OFFSHORE ACADEMICS

Offshore Academics offers digital marketing training and certification courses, catering to individuals seeking to reshape their careers & thrive in the digital marketing field.

- Duration:  
3 Months

- Optional Batches:
  1. Mon-Fri (2hrs)
  2. Sat & Sun (4hrs)

Interested?

**CONTACT US!**



[enquiry@offshoreacademics.com](mailto:enquiry@offshoreacademics.com)



+916006756851



D 178, 1st Floor Industrial Area,  
Phase-8, Mohali, India, Punjab  
region