

WRITING DIGITAL MEDIA CONTENT

WDMC

Reading online is a very different experience from reading print. Thus, even strong writers need to discover how to tailor their content for the digital environment.

This text provides an in-depth look into the often-collaborative process of writing and creating compelling copy, including brainstorming, drafting, and editing.

Also, from white papers to web videos, students will discover how to create content for various web purposes, while learning how to optimize it and capture the target audience's attention and maintain it until conversion.

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Chapter Titles	Content Hours	Chapter Learning Outcomes	Course Knowledge
WRITING PRINCIPLES FOR DIGITAL MEDIA	3.5	Students write copy that facilitates the screen reading process. They also identify target audiences, their needs, and appropriate digital marketing channels.	<ul style="list-style-type: none"> • Differences between writing for the web and print - Client goals and an audience • Writing process • Importance of optimized content • Styles of writing for landing pages, PPC, blogs, infographics, and press releases - Differences between newsletters, Wikipedia, primers, and white papers
STRATEGIC CONTENT STRUCTURE	4	Students outline and structure content with headlines, sub-headlines, body copy, and CTAs.	
DIGITAL MEDIA WRITING AND COLLABORATION	7	Students generate and organize ideas for content using offline and online resources and use the writing process (brainstorming, outlining, drafting, and editing) to create engaging content.	
WRITE FOR WEBSITES AND SEO	6	Students create and adapt content for webpages and landing pages, ensuring they are search engine optimized. They create infographics that are informative and engaging.	
WRITE FOR ONLINE ADVERTISING	6	Students create and adapt content for PPC ads and landing pages, press releases, and white papers.	
WRITE FOR EMAIL MARKETING	5	Students create and adapt content for email marketing, with attention to design and layout. Students create email marketing content with quality subject lines, preheaders, headlines, body copy, and CTAs.	
WRITE FOR WEB VIDEO AND SOCIAL MEDIA	5.5	Students become familiar with video sharing platforms, including live video, vlogs, video ads, and testimonials. Students create and adapt content for digital marketing across a range of social media channels.	
CROSS-CHANNEL CONTINUITY	2.5	Students outline and explore the benefits of continuity across multiple digital marketing channels.	
Extension Learning Activities	4.5	Headlines, brainstorming, adapting content, passive and active voice, editing, keywords and keyword tools, guest blogging, landing pages, subject lines, videos, and live streaming	<h3>Course Skills</h3> <ul style="list-style-type: none"> • Plan, write, and edit content for digital marketing - Write for different niches • Optimize content • Create video scripts and storyboards • Promote content • Promote content through multiple channels <hr/> <h3>Total available content hours</h3> <h2>66 hours</h2> <p>Prebuilt teacher PowerPoints are available for online delivery of each chapter. Teacher training videos and audio tutorials are available online for each chapter</p>
Course Project	10	Content marketing campaign	
Exams and Evaluation	3	Midterm exam and chapter reviews	
Supplemental Content Recommendations	9	Content marketing development and cross-channel promotion	

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