



Content Writing

➤ What is Content Marketing

- Marketing based on relevant, valuable and consistent content to attract and acquire clearly defined audience.
- Objective is to derive a profitable response from customer completely on the basis of attractive and curative content.

➤ Methods of Content Writing

- Article Writing
- Blog Writing
- Press Release
- Website Writing
- Wiki Writing

➤ Marketing Content Writing

- Optimized Content Writing
- Business Content Writing
- Editorial Content Writing
- Research Content Writing
- E-commerce/ Product Content Writing

➤ Tools for Content Writing

Copyscape
Ginger
Article Rewriter tool



➤ Marketing of Content

- EzineArticles – Setup and Promotion
- Wiki Content for your business
- HubPages – Setup and Promotion
- Squidoo Pages – Setup and Promotion
- Blog - Setup and Promotion

➤ Marketing of Content

- To write each type of content on various niches.
- To write all the types of Market Content on several topics.
- Implementing tools on the content written for content writing and market content writing.
- Learn and implement the marketing tools for the content.

IBM
HCL

ORACLE

Infosys

TATA
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