

Digital Copywriting Skills

Learn to create short-form copy for websites and online platforms.

It's a digital world. Everyone's saying it. But have you stopped to think what this means for those who're reading the stuff you're writing, and how your writing needs to change to get and keep your readers' attention?

More than ever, on-screen wording needs to be strategic, intelligent, focused, compelling and short enough to fit into limited space. And it's hard to write short.

This effective one-day course shares the tools, tricks and tips that pro digital copywriters use to resonate with readers, and to *sell more of the client's product*. It's ideal for any writer or communicator, as well as those involved in design, development or strategy. This course is a must-attend.

Course duration:

Workshop (group) format: 1 x full day (08h30-16h00)

Course outcomes:

1. Define digital (below-the-line) media
2. Unpack digital user behaviour
3. Understand writing for print vs writing for digital
4. Write site takeovers, banners and ads
5. Write mailers, communiqués and flashes
6. Master style and tone for online platforms
7. Use visual tricks to aid in reader scanning
8. Learn to write as you speak
9. Edit & proof-read your digital content

Please note: Final course content may deviate slightly from what's described above.

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copywriting • copy editing • writing training