

BY  
POONAM  
MASHRU

Google



4.7/5 CUSTOMER REVIEWS



# 3 DAY CONTENT WRITING WORKSHOP

27TH-29TH MAY  
7PM - 9PM THUR-SAT



[WWW.CONTENTWRITINGCOURSE.IN](http://WWW.CONTENTWRITINGCOURSE.IN)

THU to SAT  
7-9 PM  
3 DAY  
WORKSHOP

# 3 DAY PROGRAM

## Crucial Content Writing Steps

## Kickstarting Content Writing Principles & Processes



## Content Writing Strategies For Online Traffic

## How To Write Attention Grabbing Headlines

## Keyword Research Tools & Hacks

## SEO Content Writing

499

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7- 9 PM  
3 DAY  
WORKSHOP

# MODULES

## MODULE 1

- Building Content Writing Techniques
- Principles of Great Non-Fiction Writing
- 5 Writing Exercises
- Creating Writing sets for List

## MODULE 2

- Researching Our Competition
- Importance Of Proving the Solution
- Processes & Principles of Writing
- Story Telling Techniques

## MODULE 3

- Writing magnetic Headlines
- How to increase your Click through rates
- Using interesting adjectives / negative wording.
- WRITE HEADLINES THAT INCREASE TRAFFIC

## MODULE 4

- Elements of SEO Copywriting
- Writing Useful Keywords for Search Engines
- Article Writing Structure
- Writing Articles for Google Search Engines



practical  
exercises & assignments

**Bonus: Keyword  
Research**


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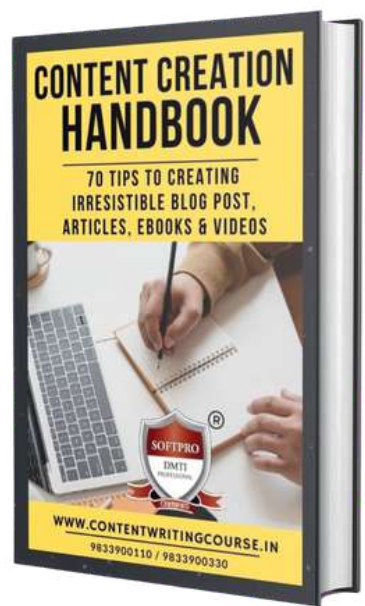
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✓ Age 12+years - 50yrs



E-Book



5  
Worksheets



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3 DAY  
WORKSHOP



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**ENROLL TODAY!**



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# POONAM MASHRU

## DIGITAL MARKETER FOUNDER DMTI SOFTPRO

### PERSONAL PROFILE

CEO & Co-Founder at Softpro  
Computer Education.

A last bencher to being an entrepreneur, CEO of DMTI SOFTPRO, this journey has been a topsy curvy with a lesson – “Nothing can ever replace hard work”.

### BACKGROUND

Poonam Mashru is a digital marketing expert with over 29 years of experience in the fields of Marketing and Training. As a Digital Marketing coach, she has trained over 25K students in digital marketing, social media, and content writing.

Acknowledged as one of Mumbai's best digital marketing trainers, Poonam has been working in a number of different profiles:

- ✔ Digital Marketing Consultant
- ✔ Content writer
- ✔ Social Media Strategist

Poonam founded Softpro Computers Education and DMTI (Digital Marketing Training Institute) SOFTPRO back in 1992. Throughout its course of 29 years, her institute has been a pioneer in promoting digital marketing versus traditional marketing and has over 1500 successful campaigns under its belt.



### SHE SPECIALIZES IN VARIOUS INDUSTRY VERTICALS

GOOGLE ADS

WEB DESIGNING

CONTENT WRITING & BLOGGING

DIGITAL MARKETING STRATEGIES

SEO Search Engine Optimization

Social Media Marketing ( FB & Instagram)

### CAREER HIGHLIGHTS

- Established SOFTPRO IT Training Institute in Mumbai (1992)
- Expanded Training Centres in Dadar, Andheri & Thane Trained over 537+ MNC Companies

### CONTACT DETAILS:

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