

Conversion Copywriting Workshop

Workshop Outline:

Session 1:

- Introduction to Conversion Copywriting & Understanding the Audience.

Session 2:

- Problem Analysis & Crafting Irresistible Offers.

Session 3:

- Using Hooks & Loops to Capture Customer Attention.

Session 4:

- Designing High-Converting Landing Pages & Performance Analysis.

Session 5:

- Building Effective Conversion Funnels.

Session 6:

- Developing Persuasive Content & Performance Optimization.

Workshop Outcomes:

- Developing Persuasive Content & Performance Optimization.
- Ability to analyze audience behavior and create accurate personas.
- Develop compelling marketing offers that are hard to resist.
- Apply CRO (Conversion Rate Optimization) strategies to improve landing pages and ads.
- Build and analyze effective conversion funnels to maximize digital marketing efficiency.
- Optimize marketing content using data-driven performance analysis.

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Target Audience:

- Digital marketing and content writing enthusiasts.
- Business owners and e-commerce entrepreneurs.
- Marketers and ad managers.
- Content marketers and copywriters.
- Entrepreneurs looking to increase online sales and conversions.

Number of Sessions:

6 sessions

Each session duration: 2 hours

- This course covers the fundamentals of conversion copywriting in-depth while also diving into advanced strategies such as audience behavior analysis, CRO, and data-driven performance improvement. It is designed for an **intermediate to advanced** level rather than complete beginners.

Workshop Level:

- **Not for beginners:** Requires a prior understanding of digital marketing and advertising copywriting principles.
- **Ideal for intermediate to advanced levels:** Best suited for those with experience in content writing or digital marketing who want to enhance their conversion copywriting skills