



# 2026

## Content Writing Brochure

**8 Weeks** of Instructor-Led  
**Job Assured** CONTENT WRITING COURSE

Accredited By :





# ABOUT US

**IIM SKILLS** is a premium educational institution founded by **Mr. Vaibhav Kakkar** in **2015**, with a strong focus on delivering industry-relevant, skill-based education aligned with current market needs.

We specialize in training aspiring professionals for **high-demand careers** in **Content Writing and Technical Writing**. Our Content Writing Course is designed with a practical, industry-oriented curriculum, covering blogging, SEO writing, copywriting, technical documentation, web content, and professional writing formats—ensuring learners **become job-ready** from day one.

Beyond training, **IIM SKILLS** offers end-to-end placement support with a placement guarantee, helping students confidently transition into successful roles such as Content Writer, Technical Writer, Copywriter, and Digital Content Strategist.

Headquartered in **Delhi NCR**, IIM SKILLS has a strong presence across multiple locations in **India**, supporting learners nationwide through both online and offline learning formats.



## MEET OUR FOUNDER

**Vaibhav Kakkar** is the **Founder & CEO of IIM SKILLS**, a global EdTech leader committed to making professional education practical, affordable, and **career-transforming**. Over the years, he has delivered corporate training and consulting for prestigious organizations such as **Tata Projects, KPMG, WSP, Adani Power, the Indian Navy, and the Ministry of Tanzania**.



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Page | 2

# PEOPLE BEHIND YOUR SUCCESS



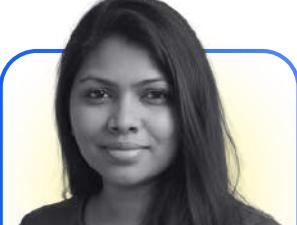
**Vaibhav Kakkar**  
Chief Executive Officer  
[in](#)





**Deepanshu Jaiswal**  
Chief Operating Officer  
[in](#)





**Vathana Baburao**  
Vice President  
[in](#)





**Vinay Sharma**  
Program Head  
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**Rohan Chopra**  
Placement Coordinator  
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**Nishant Raj**  
Placement Coordinator  
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Page | 3

# The P.L.A.C.E Framework:

Built on the philosophy of **“Learning by Writing”**, this framework ensures that within **8 weeks**, you think, write, and deliver like a professional content writer.

**P**

## Practical Pedagogy

A 8-week, hands-on learning model built on Learning by Writing—so you graduate with skills, confidence, and real work samples.

- Writing fundamentals, grammar, tone & storytelling
- Hands-on blogs, web content & social copies

**L**

## Live Implementation

Work on real writing assignments across multiple formats and niches with continuous mentor feedback.

- The Real-time writing assignments across formats
- Mentor feedback & content improvement sessions

**A**

## Applied Industry Projects

Create publish-ready content using real briefs—SEO blogs, landing pages, brand stories, and conversion-focused copies.

- Publish-ready content using real briefs
- SEO blogs, landing pages & brand storytelling

**C**

## Career Grooming & Portfolio Building

Build a professional portfolio, resume, and LinkedIn profile. Prepare for interviews, freelancing, and client pitching.

- Portfolio, resume & LinkedIn optimization
- Interview prep, freelancing & pitching skills

**E**

## Ecosystem Access & Deployment

Get access to the IIM SKILLS Job Portal, internships, freelance opportunities, and placement assistance.

- Access to IIM SKILLS Job Portal & internships
- Placement support & freelance opportunities



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Page | 4

## The P.L.A.C.E. Framework: 8-Week to Career Mastery

**P**ractical

WordPress & SEO-  
Driven Writing

**L**ive

Interactive Copy  
& Tech Writing

**A**pplied

HubSpot, Amazon  
& Apple Projects

**C**areer

Book Publishing  
& TOI Authorship

**E**cosystem

550+ Global Hiring  
Partners

### Feature

### Traditional Training

### IIM SKILLS P.L.A.C.E. Model

 Delivery	<p>✗ Theory-based learning with generic writing prompts</p>	<p>✓ <b>100+ Hours of Practical Learning (Writing for 30+ niches)</b></p>
 Publishing	<p>✗ Classroom assignments only; no public recognition</p>	<p>✓ <b>Publish your 1st Book + Articles on Medium &amp; LinkedIn Pulse</b></p>
 Tool Mastery	<p>✗ Focus on grammar only; no technical tool expertise</p>	<p>✓ <b>Yoast SEO, WordPress, Elementor, MailChimp, &amp; AI (ChatGPT)</b></p>
 Projects	<p>✗ No real-world brand case studies or ROI tracking</p>	<p>✓ <b>Applied cases for brands like Apple, Amazon, &amp; HubSpot</b></p>
 Support	<p>✗ Certification only, no internship or placement ecosystem.</p>	<p>✓ <b>550+ Hiring Partners + Guaranteed 1-Month Internship</b></p>

### Why this works:

While other courses focus on completing a syllabus, the P.L.A.C.E. framework focuses on completing a profile. With the backing of **550+ partners**, we don't just teach you—we deploy you.



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Page | 5

# Get Trained by **INDUSTRY EXPERTS**



**VAIBHAV KAKKAR**

CEO



**GARGI MUKHERJEE**

Senior Technical Writer



**Jayeeta**

Technical Writer



**Yogita**

Content strategist



**Jessica Quadros**

Senior Content Lead & Trainer



**Jennifer Pravin Kumar**

Content Writer



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Page | 6

# People who achieved their **Career objectives through us!**



## College Students

Students looking to build strong writing foundations alongside academics and start early in content, copywriting, or blogging.



## Fresh Graduates

Graduates aiming to start a career in content writing, digital marketing, SEO writing, or media-driven roles.



## Working Professionals

Professionals looking to upskill, build a personal brand, or add content writing as a high-income skill alongside their current job.



## Career Switchers

Individuals from non-writing backgrounds transitioning into content writing, copywriting, UX writing, or digital marketing and real-world projects.



## Finance & Business Professionals

Those wanting to improve brand communication, storytelling, ad copy, website content, and conversion-focused writing.



## Entrepreneurs & Freelancers

People who want to use content writing to grow businesses, attract clients, build authority, and generate income through



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Page | 7

# PAST PLACEMENTS



**SRIYA CHATTERJEE**  
Intern  
SEO Content Writer   




**Niti Marwah**  
Freelancer  
Content Writer   




**Rahul**  
Student  
Content Writer   




**Ankita Majumdar**  
Intern  
Content Writer   




**SHIVANI SINGH**  
Content Writer  
Content Writing Specialist   




**SAHELI HALDER**  
Student  
Content Creator   




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Page | 8

# Course Curriculum

## What is Content Writing?

Content writing is the process of creating meaningful and engaging written content for digital platforms such as websites, blogs, social media, emails, and advertisements. Its main purpose is to inform, educate, entertain, or persuade a target audience while clearly communicating a brand's message. Content writing helps businesses build their online presence, attract customers, increase website traffic, and establish trust with their audience. A content writer focuses on using simple, clear language and often applies SEO techniques so the content can reach more people through search engines.

Content writing also plays an important role in shaping a brand's identity and voice. Through well-researched and structured content, it helps connect with the audience emotionally and encourages them to take action, such as subscribing, purchasing, or sharing information. Good content writing is not just about correct grammar but also about understanding the audience's needs, maintaining consistency, and delivering value in a clear and engaging manner.

Effective content writing requires creativity, research, and a strong understanding of the audience. It focuses on delivering value rather than just promoting a product or service.

## Introduction To Content Writing

### Module 1: Professional Writing Fundamentals

Strategy, Persona and Niche Discovery

**Tools:**

Google Docs

Microsoft Word

Grammarly

#### The Ecosystem of Modern Writing:

- Distinguishing Content Writing, Creative Writing, and Copywriting.
- Defining your niche and area of expertise.
- Building comprehensive Audience Personas.

### Module 2: Digital Content and SEO Strategy

Optimiztion, Visibility and Organic Growth

**Tools:**

Answer the Public

CoSchedule Headline Analyzer

Types of Analytics

Keyword Density Optimizer

SmallSEOTools

#### SEO Driven Content Architecture:

- Keyword Research & Intent Analysis
- On-Page Optimization Protocols
- Off-Page SEO Strategies



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Page | 9

# Course Curriculum

## Module 3: Copywriting & Sales Psychology

Conversion, Hooks, and Consumer Behavior

### Tools:

Hemingway Editor

Google Keyword Planner

SEMrush

AMI Headline Analyzer

Unsplash / Pexels



### The Psychology of Selling:

- Power Words & Emotional Triggers
- Crafting Irresistible CTAs (Calls to Action)
- Leveraging FOMO (Fear Of Missing Out)
- Ad Copy, Email Marketing & Landing Page Structure

## Module 4: Creative Storytelling & Narrative

Fiction, Scriptwriting and Character Design

### Tools:

Adobe Spark (Storyboarding)

Scrivener

Plottr / Milanote

Thesaurus.com



## Module 6: Visual Communications

Collaterals, Infographics and Brand Design

### Tools:

Canva Pro

Unsplash

Adobe Creative Cloud (Basics)

### The Art of Fiction:

- Character Arc Development & Plot Structuring
- Narrative Perspectives & Voice
- Screenplay & Scriptwriting Fundamentals
- E-Book Publishing Dynamics

### Marketing Design Strategy:

- Draft compelling copy for brochures and physical media.
- Design data-rich infographics for visual storytelling.
- Create high-impact flyers for events and launches.
- Integrate visual design principles with persuasive copy.

## Module 5: Academic Research & Composition

Thesis Development, Rigor and Integrity

### Tools:

Grammarly

Canva

### Academic Frameworks:

- Research Methodologies & Source Evaluation
- Thesis Statement Construction
- Logical Argumentation & Counter-Arguments
- Grant Proposals & Dissertation Structure

## Module 7: Social Media and Multimedia

Virality, Scripts and Platform Optimization

### Tools:

YouTube Studio

Meta Business Suite

### Multimedia Content Creation:

- Scripting for Short-form (Reels/TikTok) vs Long-form (YouTube).
- Establishing strong thematic through-lines in video content.
- Optimizing scripts for viewer retention and engagement.



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Page | 10

# Content Writing Projects

The IIM SKILLS Content Writing Courses offer **5 projects** dealing with real-world problems.

PROJECT 1

## SEO Research & Reporting

- Create a 1-pager Teaser for investors
- Build Industry Overview Deck
- Include key metrics: market size, drivers, competitors
- Write a detailed research report

MOZ

PROJECT 2

## Editorial Strategy & Execution

- Simulate a fundraising pitch for a startup
- Design a pitch deck in MS PowerPoint
- Research industry trends
- Craft compelling growth narratives

HubSpot

PROJECT 3

## Persuasive Product Copy

- Write concise, benefit-driven product descriptions in Apple's brand voice.
- Craft SEO-friendly titles and microcopy for product pages.
- Use A/B testing to refine headlines and CTAs for higher conversions.
- Optimize readability and persuasion for mobile-first shoppers.

Apple

PROJECT 4

## Brand Engagement Campaign

- Plan a campaign-led content calendar focused on brand moments & UGC.
- Design carousel & short-video assets tailored to audience segments.
- Run engagement boosters & micro-influencer collaborations.
- Measure reach, engagement rate & brand sentiment across platforms.

Coca-Cola

PROJECT 5

## Monetization & Optimization

- Track affiliate revenue trends and top-performing SKUs.
- Optimize product listings & copy to improve CTR and conversions.
- Design affiliate dashboards for performance monitoring & payouts.
- Analyze CTR & ROI to scale high-performing campaigns

amzn

# Our Hiring Partners

Myntra

Spotify

NYKA

brandloom

TAG  
THE ALGEBRA GROUP

amazon

THE SOCIAL COMPANY

SWISS BEAUTY

Razorpay

zomato

STARBUCKS

make my trip

SWIGGY

accenture

THE HINDU

upwork

zivame

marko

fiverr.

Hindustan Unilever Limited



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Page | 11



# Our Course/Internship Certifications



## Tools You Will Master

These tools form the foundation of a professional content writing career, covering content research and ideation, SEO-driven writing techniques, audience-focused storytelling, and performance analysis using industry-relevant tools and frameworks.



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Page | 12

# CONTENT WRITING PROGRAM FEE

## MASTER PROGRAM

- ✓ Lifetime LMS Access
- ✓ Unlimited Interview Guarantee
- ✓ Virtual Internship & Freelancing Guarantee
- ✓ WhatsApp Group
- ✓ 1:1 Mentorship
- ✓ Master Certificate from IIM SKILLS
- ✓ Work From Home
- ✓ Global Placement
- ✓ Free Domain Name & Web Hosting
- ✓ International Freelancing
- ✓ Complimentary Access to Social Media Course

**Enroll Now**

**INR 16,900 + 18% GST**

## DIPLOMA PROGRAM

- ✓ Lifetime LMS Access
- ✓ Unlimited Interview Guarantee
- ✓ Virtual Internship & Freelancing Guarantee
- ✓ WhatsApp Group
- ✓ 1:1 Mentorship
- ✓ Diploma Certificate from Lisburn University
- ✓ Work From Home
- ✓ Global Placement
- ✓ Free Domain Name & Web Hosting
- ✓ International Freelancing
- ✓ Complimentary Access to Social Media & Advanced SEO Course Worth ₹36000

**Enroll Now**

**INR 24,900 + 18% GST**

**Virtual internships** are part of IIM SKILLS in-house, non-paid internship programs. Paid internships are offered through partner firms, subject to interview clearance. The stipend may vary depending on the company.

**HEAD OFFICE:** IIM SKILLS, 308, 3rd Floor, HB Twin Tower, Netaji Subhash Place, Pitampura, Delhi-110034

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Page | 13



# Thank You



## Contact Us

Thank you for your interest in IIM SKILLS. We look forward to being a part of your learning journey and helping you build a successful, skill-driven career.