



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**.



PEOPLE BEHIND YOUR SUCCESS



Vaibhav Kakkar

Chief Executive Officer



Deepanshu Jaiswal

Chief Operating Officer



Vathana Baburao

Vice President



Vinay Sharma

Program Head



Rohan Chopra

Placement Coordinator



Nishant Raj

Placement Coordinator



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



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

Practical

WordPress & SEO-Driven Writing

Live

Interactive Copy & Tech Writing

Appplied

HubSpot, Amazon & Apple Projects

Career

Book Publishing & TOI Authorship

Ecosystem

550+ Global Hiring Partners

Feature

Traditional Training

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



Delivery



Theory-based learning with generic writing prompts



100+ Hours of Practical Learning (Writing for 30+ niches)



Publishing



Classroom assignments only; no public recognition



Publish your 1st Book + Articles on Medium & LinkedIn Pulse



Tool Mastery



Focus on grammar only; no technical tool expertise



Yoast SEO, WordPress, Elementor, MailChimp, & AI (ChatGPT)



Projects



No real-world brand case studies or ROI tracking



Applied cases for brands like Apple, Amazon, & HubSpot



Support



Certification only, no internship or placement ecosystem.



550+ Hiring Partners + Guaranteed 1-Month Internship

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



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



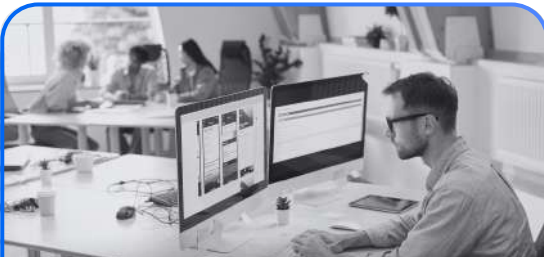
College Students

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



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



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

Optimization, 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



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

The Art of Fiction:

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

Module 6: Visual Communications

Collaterals, Infographics and Brand Design

Tools:

Canva Pro

Unsplash

Adobe Creative Cloud (Basics)

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.



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



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



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.



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.



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



Our Hiring Partners





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.

Canva

Ubersuggest

MOZ

SpyFu

Pabbly

ChatGPT

elementor

AccuRanker

Google Analytics

SEMRUSH

ahrefs

yoast

CONTENT WRITING PROGRAM FEE

MOST POPULAR

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

BRANCH OFFICE: C6, Second and Third Floor, opposite College Vidya Building, Sector 2, Noida, UP-201301



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.