



Content Creation & Branding

Course Brochure

Skill Volume

Build a Brand That People Remember

Learn how to create engaging content, build a memorable brand, and grow your business using practical content marketing strategies.

Who Should Enroll?

- Business Owners
- Students & Fresh Graduates
- Content Creators
- Freelancers
- Working Professionals
- Digital Marketers
- Personal Brand Builders

Course Overview

Mode: 100% Online

Access: Lifetime

Level: Beginner to Advanced

Learning Format: Self-Paced

Support: WhatsApp & Telegram Community

What You'll Learn

- Build a strong personal or business brand
- Create engaging social media content
- Plan a content strategy
- Write high-converting copy
- Create professional videos using your smartphone
- Run basic Meta advertising campaigns
- Grow your online presence

Course Curriculum

Module 1: Brand Foundations

- What Is a Brand vs a Business
- Brand Positioning
- Brand Voice & Tone

- Logo, Colors & Fonts
- Competitor Brand Audit
- Ideal Customer Profile
- Brand Consistency

Module 2: Content Strategy on a Budget

- Choosing the Right Platform
- The 4 Content Pillars
- 30-Day Content Calendar
- Content Batching
- Repurposing Content
- Scheduling Tools

Module 3: Smartphone Photo & Video Basics

- Natural Lighting
- Composition Basics
- Product Photography
- CapCut Editing
- Reels Hook Formula
- Vertical Video Export

Module 4: Copywriting That Sells

- PAS Framework
- AIDA Framework
- Writing Offers
- Writing CTAs
- ChatGPT-Assisted Copywriting
- Local Language Copy

Module 5: Social Media Execution

- Platform Sizes
- Hashtag Strategy
- Meta Business Suite
- Best Posting Times
- Engagement Tactics
- Instagram Insights

Module 6: Local Trust & Reviews

- Google Business Profile
- GBP Optimization
- Getting Reviews
- WhatsApp Review Templates
- Handling Negative Reviews
- Local SEO Basics

Module 7: Simple Paid Boosting

- Boosting Posts
- Meta Ads Manager

- Audience Targeting
- Reading Campaign Results
- Scaling Campaigns
- Budget Planning

Module 8: Capstone – 30-Day Content & Brand Plan

- Brand Brief
- Content Calendar
- Content Production
- Scheduling
- Boosted Campaign
- Presentation

Course Highlights

- 100% Online Learning
- Lifetime Access
- Lifetime Course Updates
- Downloadable Resources
- Hands-on Assignments
- Real-World Case Studies
- Mentor Support
- WhatsApp Community
- Telegram Community

What You'll Receive After Completion

- Course Completion Certificate
- Internship Opportunity*
- Job Assistance*
- Resume Building Support
- LinkedIn Profile Optimization
- Interview Preparation Support
- Portfolio Building Guidance

*Internship opportunities and job assistance are provided based on learner performance, eligibility, and available opportunities.

Contact Skill Volume

Email: contact@SKILLVOLUME.COM

Phone / WhatsApp: +91 9701565449