



Digital copywriting training

Equip your teams
with the skills and
knowledge to create
copy that gets results



Sticky is a creative content agency of curious, challenging minds for inquisitive brands who want to connect with their ever-changing audience.

We're a team of editors, strategists, creatives and data scientists – the thinkers, the doers, the challengers. And we're unique, in being part of PA Media Group and a trusted network of content specialists that no other agency can match.

Training by Sticky

We've been training people in the art of digital copywriting for more than 20 years, including teams at Compare the Market, Natural History Museum, Chubb Insurance and The University of York.

Choose between our standard Writing Effective Digital Content course, or a bespoke course designed to address specific needs within your business, with examples and information tailored to your organisation and sector.

Courses typically last 3-6 hours and can take place in-person or virtually. We recommend no more than 8 trainees in each session to ensure everyone gets the most out of the course.

What challenges can it help with?

- Introduce your team to the basics of digital copywriting
- Improve copywriting skills
- Equip you with the tools and information you need to make a case for content in your organisation

What does the course cover?

All our writing courses are based on **digital content best practice** – the guidelines we use ourselves when creating copy for clients. Our courses are highly practical, with plenty of exercises, on-the-spot feedback and opportunity for discussion.

Elements covered include:

- Content planning – writing for different audiences and channels
- Scannability – using bullets and bold, front-loading content, content formats, plain English, cutting copy
- Signposting – headings, links, buttons and calls to action
- Creating shareable content
- Writing persuasive content
- SEO – writing content people will find

Costs

We have a number of pricing options to suit different needs and budgets:

- Writing Effective Digital Content Course – in-person (6hrs inc lunch): **£2,994** + travel and VAT
- Writing Effective Digital Content Course – virtual (3hrs): **£1,946** + VAT
- Bespoke in-person course: **£3,999** + travel and VAT
- Bespoke virtual course: **£3,700** + VAT

Interested?

To find out more about working with Sticky, get in touch:

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Want to know more about Sticky?



What attendees say

- “ Good mix of ‘theory’, real life examples (good and bad) and exercises to put the theory into action. Very engaging – thank you.”
- “ Great tutor! Great pace and content. Really enjoyed it.”
- “ I definitely feel that I can approach writing and editing copy more confidently now.”

