

Financial Services – Personal

# Digital copywriting training

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

Sticky is a full-service content marketing 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 and Chubb Insurance. And we've worked extensively with the financial services sector, producing copy for HSBC, Lloyds Bank, Halifax, Metro Bank, Confused.com and more.

Combining digital best practice and financial knowledge, our **Writing Effective Digital Content for the Financial Services – Personal Sector training** will help your teams produce copy that gets results.

Courses typically last 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?

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

- Build confidence writing about complex financial subjects
- Creating copy that meets compliance needs

## 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 discussion.

Elements covered include:

### Digital Best Practice – and how this helps when crafting financial copy

- Content planning – writing for different audiences and channels
- Scannability – using bullets and bold, front-loading content, content formats, cutting copy
- Using plain English to explain complex products and concepts without jargon
- Signposting – headings, links, buttons and calls to action
- Creating shareable content
- SEO – writing content people will find

## Writing for the financial services sector

- Working with product and compliance
- Fair treatment of vulnerable customers
- Working within FCA guidelines
- Common pitfalls and how to avoid them

## Costs

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

- Writing Effective Digital Content for the Financial Services Sector: In-person (6hrs inc lunch): **£2,994** + travel and VAT  
Virtual (2 x 3hr sessions): **£1,946** + VAT
- Bespoke in-person course: From **£3,999** + travel and VAT
- Bespoke virtual course: From **£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.”

