Custom Content Workshops

According to a recent study, most mid- and large-sized organizations spend about 40% of their marketing budgets on content creation. Under pressure to develop a steady stream of "fresh" content for social media, organizations often prioritize quantity over quality. Their teams develop web content that lacks focus and purpose, and does not truly serve the needs of the organization or its target users.

Epigram workshops are a quick and effective way to give your teams the context, skills, and training they need to make sure the content they create delivers value. Customized to your organization's industry and needs, these workshops provide focused training to equip your teams to create purposeful, high-quality web content on an ongoing basis.

Web Writing Workshops

If your organization is serious about improving the quality and effectiveness of its web content, Epigram's onsite custom web writing workshops are ideal. Designed around your organization's specific needs, our 1- or 2-day workshops give in-house content development teams the understanding, skills, and confidence to create user-centred, purposeful content.

In these workshops, we examine web writing best practices and what makes "good" (effective) content, from microcontent through social media. Hands-on exercises, including facilitated critiques and peer editing, give participants practice creating and revising case studies, product pages, or other "high-value" web or social media content for your brand.

What we do
· Consult with you before the workshop, to understand your specific needs and challenges
· Create customized pre-work assignments for workshop participants
· Craft and deliver your workshop

What you get
· Onsite, customized 1- or 2-day workshop for up to 12 participants
· Workshop materials, including pre-work assignments and practice exercises
· Rewritten content for 3-5 pages, selected in consultation with you
· Review of participants' work and follow up consultations via video conference

Recommended timing
Anytime, or as part of a website redesign, to teach internal teams how to apply a new content strategy.

Hire us to deliver a customized web writing workshop to sharpen your content team's skills, and improve the overall quality and impact of your content.