

SEVEN BOATS ACADEMY

CONTENT WRITING, BLOGGING, SOCIAL MEDIA & GENERATIVE AI MASTERCLASS

 **Master the Art & Science of Modern Content Production:** Transform your writing into high-converting digital assets. This comprehensive masterclass merges classic copy research, SEO frameworks, and social engagement strategy with cutting-edge **Generative AI (ChatGPT, Gemini, Google Flow)** and visual creation tools (Canva Pro, Magnific AI). Build compelling content that ranks, engages, and converts.

PROGRAM TRACKS & PRICING OPTIONS

STANDARD TRACK

Core Content Writing & Gen AI

Duration: 1.5 – 2 Months (10–12 Live Classes)

Cadence: Weekly 2 Days (1.5 Hrs per class)

Regular Fee: ~~INR 12,000~~ | **Fee:** INR 10,000

One-Shot Full Payment Offer: INR 8,500

Certified Web Content Writer (CWCW)

PROFESSIONAL TRACK

Content Writing + Live Agency Internship

Duration: 3.5 Months (2 Mo Class + 1.5 Mo Parallel Internship)

Cadence: Weekly 2 Days + Live Project Assignments

Program Tuition: ~~INR 15,000~~

One-Shot Full Payment Offer: INR 12,500

Certified Content Production Specialist (CCPS) + Internship Experience Letter

DETAILED CURRICULUM & MODULE BREAKDOWN

Module 1: Introduction, Content Research & Marketing Overview **CORE MODULE**

- **Digital Ecosystem Fundamentals:** Understanding keyword intent, search volume analysis, and audience buyer personas.
- **Marketing Overviews:** Introduction to SEO principles, Social Media Marketing channels, Google Ads & Meta Ads ecosystems.
- **Research Protocols & Guidelines:** Tone of voice, readability metrics, plagiarism checks, content guidelines, and structured content research strategies.

Module 2: Web, Blogging & Social Media Content Writing **CORE MODULE**

- **Web & Service Copywriting:** Crafting high-converting sales landing pages, service descriptions, and company profiles.
- **Blogging & Articles:** Long-form SEO blog writing, headline formulas, structuring headers (H1-H4), microblogging, PR releases, and article writing.
- **Social Media Content:** Platform-specific post writing for Facebook, LinkedIn, X (Twitter), and Instagram captions.
- **E-Commerce Writing:** Persuasive e-commerce product descriptions with feature-benefit mapping.

Module 3: Performance Ad Copywriting & Conversion Copy **CORE MODULE**

- **Paid Ad Copywriting:** Social ad copy for Meta Ads (Facebook & Instagram), LinkedIn Ads, and TikTok/Reels scripts.
- **Search Ad Copywriting:** Google Responsive Search Ads (RSA) headlines, descriptions, callout extensions, and AIDA/PAS copywriting frameworks.

Module 4: Generative AI Tools & Advanced Prompt Engineering **AI MASTERCLASS**

- **Prompt Engineering Mastery:** Zero-shot, Few-shot, and Chain-of-Thought prompting for content creation, ideation, and editing.
- **Generative AI Toolstack:** ChatGPT, Gemini, Claude, NotebookLM (knowledgebase curation), and Google Flow for automated content workflows.
- **AI Refinement:** Humanizing AI drafts, maintaining brand voice, overcoming AI hallucinations, and SEO-optimizing AI content.

Module 5: Visual Content Creation & Design Tools **DESIGN TOOLS**

- **Visual Content Design:** Creating stunning social media graphics, blog banners, carousel slides, and infographics using **Canva Pro**.
- **AI Image Enhancement & Generation:** Leveraging **Magnific AI** for hyper-realistic image upscaling, detail enhancement, and visual assets alongside Freepik visual tools.

Module 6: Specialized Niche Writing & Career Topics **BONUS MODULES**

- **Technical & Niche Writing:** Technical documentation, domain-expertise writing, e-learning course content, and syllabus structuring.
- **Professional Communication:** High-impact email drafting, ATS-compliant CV & resume writing, and professional bio creation.

TRACK COMPARISON MATRIX

Features & Deliverables	Standard Track (2 Months / ₹8,500)	Professional Track (3.5 Months / ₹12,500)
Duration & Live Class Hours	1.5 – 2 Months (10–12 Classes)	3.5 Months (Class + 1.5 Mo Internship)
Core Web, Blog & Social Media Content	✔ Full Coverage	✔ Full Coverage
Ad Copywriting (Google Ads & Social Ads)	✔ Full Coverage	✔ Full Coverage
Generative AI & Prompt Engineering	Fundamentals	✔ Full Coverage
Visual Design Tools (Canva Pro & Magnific AI)	Fundamentals	✔ Full Coverage
Specialized Niche Topics (Technical, Email, CV Writing)	✔ Included	✔ Included
Parallel Live Agency Internship	✗ Class Projects Only	✔ Working on Real Agency Projects
Certifications Earned	Certified Web Content Writer (CWCW)	Certified Content Production Specialist (CCPS) + Live Experience Letter

THE SEVEN BOATS ACADEMY ADVANTAGE

- **15+ Years Agency Legacy:** Learn writing techniques tested and proven inside the active agency rooms of Seven Boats Info-System Pvt. Ltd.
- **Live Project Agency Internship:** Professional track students work directly on real, active agency client websites and campaigns—earning an official Experience Letter.
- **Cutting-Edge Toolstack:** Master over 20+ modern content, AI, and design tools (ChatGPT, Gemini, NotebookLM, Google Flow, Canva Pro, Magnific AI).

- **Dual Certification Path:** Earn industry-recognized credentials—Certified Web Content Writer (CWCW) or Certified Content Production Specialist (CCPS).

Seven Boats Academy

Diamond Arcade, Kolkata | **Centres:** Nagerbazar | Bhowanipore | Khardaha

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