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Copywriting is one of the most essential elements of effective online marketing. Copywriting is the art and science of strategically delivering words (whether written or spoken) that get people to take some form of action. Copywriters are some of the highest-paid writers in the world.

Copywriting 101: How to Craft Compelling Copy

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A Beginners Guide To Website Copywriting

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Give your marketing career a boost with these five essential copywriting tips from the Digital Marketing Institute.

How to Write Copy That Sells - A Beginner's Guide

Copywriting is defined in the Wikipedia as "the process of writing the words that promote a person, business, opinion, or idea. It may be used as plain text, as a radio or television advertisement, or in a variety of other media.

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At its most basic level, copywriting is the creation of words meant for public consumption. Traditionally copywriters wrote, and still do write, for advertisements vaguely similar to what you might see on episodes of Mad Men. Since it was worked out that money could be made on the internet however,...

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