

Strategic Copywriting How To Create Effective Advertising

The Blueprint for Strategic Advertising’s step-by-step approach takes a comprehensive and exclusive look into the strategic use of visual, verbal, social media, integrated, and global of advertising communication. Its deconstructive process analyzes one aspect at a time, creating an invaluable research tool that students, professors, small business owners and entrepreneurs will refer to, time and again. This useful guide will concentrate on how strategy is integrated into visual and verbal ideation. Berman’s compact, content-rich guide offers chapters detailing social media, user-centered interactive advertising, and presentation strategy, closing with the creation of a “blueprint” to strategizing globally. Features include a handy reference guide to powerful strategizing, an exploration of strategies for myriad media and messaging vehicles, and an examination of the strategic implementation of the visual and verbal union. This guide will be useful to students in advertising, marketing, and business courses as well as advertising professionals and entrepreneurs, outside the classroom.

The EVERYTHING for Copywriters Book: Create a Killer Portfolio, Master New Platforms, and Land a Job is a useful manual for classrooms and for copywriters (and aspiring copywriters) who want to learn new or emerging advertising platforms outside of their usual purview, polish skills, spur creativity, and expand their portfolio. It’s also perfect for people who want to bridge over to ad copywriting by creating an ad portfolio, but don’t know how - or what to put in it. You’ll find practical tips on how to create advertising that resonates with your target audience (and enhance your portfolio) for every conceivable platform. At the end of each chapter, there are inventive exercises to provide additional motivation and spark new ideas for your portfolio. This book can be used in an advertising class as a tool for discussion and for brainstorming exercises. You’ll find job search strategies, resume advice for bridging over to advertising from other fields, and a glossary for ad industry terms. All you’ll need to create a professional copywriting portfolio to land the job of your dreams is the ability to write and brainstorm, and this book.

An expose of the role of the US-based tobacco corporations Philip Morris and RJR Nabisco in aggressively promoting tobacco internationally, contributing to the deaths of 3.5 million people worldwide per year. Filled with examples of manipulation of public policy and big Tobacco’s disregard for advertising restrictions in other countries, Global Aggression builds a case for a combination of consumer pressure and world standards to stop the spread of tobacco-related diseases and hold tobacco transnationals accountable. From INFACT’s 1998 Annual Report (now Corporate

Accountability International)
Even the most creative minds need stimulation. Inspiration can come from examples of exceptional work, exercises designed to motivate, or time to reflect. The more inventive pieces the mind takes in, the more resources it has to draw from. *Street Smart Advertising: How to Win the Battle of the Buzz* contains countless examples designed to jump-start the right side of the brain. Margo Berman’s book is packed with memorable uses of new media, exciting on-strategy marketing, creative online work, and insightful quotes by giants in the advertising industry. She offers innovative techniques to generate ‘sticky’ slogans and headlines, easy-to-apply copywriting tips, and practical revision strategies. Berman has updated the book to reflect how online media has changed its approach from ‘pushing’ information to the audience to ‘pulling’ - i.e., engaging the audience in a brand. By using social networking groups like Facebook and Twitter, the author points out, even small companies can have a giant digital footprint by leveraging their online presence, offering relevant insights, and stimulating consumer-created content. In tough economic times, Berman says, savvy advertisers don’t need huge budgets to engage the audience and create forums for them to share ideas. The biggest change in marketing is reaching people through new touch points: through audience intersection, viral marketing, and online dialogues. As *Street Smart Advertising* makes clear, those who become victorious in this new marketing arena will win the battle of the buzz.

Financial Self-sufficiency as a Commercial Freelancer in Six Months Or Less

Strategy Is Your Words

The Copywriter’s Toolkit

How to Create Effective Advertising

Attract New Customers. Boost Your Sales.

Strategic Email Marketing: Fascinating Email Marketing Tips That Can Help Your Business Grow

Why Things Catch On

Behind the Manipulation: The Art of Advertising Copywriting reveals the secrets behind the manipulation that is inherent in all brand advertising. It offers readers a step-by-step guide to writing brand advertising for all media, including social media. Students learn about the history of brand advertising and its role in marketing, as well as the three major strategic theories of brand advertising. They learn how to think creatively and develop their own unique “voices” for campaigns. The book demonstrates the vital importance of visual thinking in brand advertising and the craft of writing headlines and body copy that support those visuals. Each chapter is rich with full-color advertising examples and includes “limbering up” exercises that enable readers to put the book’s principles into practice. The core chapters teach students how to create individual ads and commercials, and how to combine them into full, multimedia branding campaigns. The book culminates with twelve creative briefs that readers can use as a starting point in creating campaigns for their own portfolios, which are essential to getting any job as a copywriter. Successfully class-tested in the first edition, *Behind the Manipulation: The Art of Advertising Copywriting* is the ideal choice for courses in copywriting, advanced copywriting, and portfolio-creation, as well as introductory advertising, mass communication, and popular culture courses.

This book looks at 15 of the benefits of podcasting: from increased industry authority, to networking with key players in your field, to growing your audience through an exploding medium, to paid speaking gigs. But to reap all the rewards, you need effective writing. Author and seasoned teacher turned podcasting entrepreneur Laura Petersen, guides you step-by-step through all the important areas where writing well will grow your podcast, brand, and business. Including: 1. Effective story-telling 2. Show-stopping shownames 3. Not-so-subtle showtitles 4. iTunes podcast show descriptions 5. Episode scripting and interview question crafting 6. Enticing episode titles 7. Podcast shownotes 8. Transcription for leveraging SEO and more 9. Lead magnets and content upgrades 10. Social media profiles and posts 11. Social media growth 12. Artful emails 13. Booking podcast interviews with 1-sheeters 14. [BONUS] How to book interview guests (and high-profile big-fish) even when you are just starting out 15. [BONUS] How to write Facebook ad copy to promote your podcast like a pro and more

this book, you will find detailed examples, insights from influencers, and ways you can apply what you learn to your own podcast and business, whether you already have a podcast and want to grow it bigger or are planning to start one of your own. --Amazon.

If you’ve ever struggled to craft a persuasive message that really hits the spot you’ll know it’s harder than it looks. Wouldn’t it be helpful to have an expert on hand to give you tips and tricks? Someone who could pass on their knowledge and know-how? Someone who told you how the professionals really do it? Well, that’s exactly what this book does for aspiring copywriters. Think of it as a rocket-assisted launch for your writing career. Brilliant Copywriting is packed with practical techniques to help anyone who works with words to improve their writing. It lifts the lid on the world of professional copywriting to reveal the trade secrets of top-notch practitioners. It’s the book every copywriter wants when they start out, facts, details and insights that normally take years to acquire. It will also be invaluable for anyone who works with words in pretty much any industry.

Outlines the principles of content strategy, including case studies of Johns Hopkins Medicine, MINI, and Icebreaker.

Effective Radio Advertising

A Strategic Approach

Useful Tips about Social Media Writing

Master Content Strategy

A No-Nonsense Guide to Writing Persuasive Copy for Your Business

The Well-fed Writer

Content Strategy for the Web

Organized in a “point/counterpoint” format, this up-to-date text examines the impact of advertising on society. It is designed to spark discussion and help students understand the complexities of the issues being presented. Ideal for the undergraduate and graduate alike, it features a unique balance between criticism and practice that is rarely found on the market today. Organized in a unique, yet effective debate format designed to spark discussion -- even among audiences with little or no previous knowledge of the subject Each chapter begins with an overview of the history and central issues surrounding a topic, and concludes with a summary of the arguments presented Includes suggestions for further research, questions for discussion, paper topics, and a bibliography of additional readings Offers an industry-based perspective, as opposed to a solely critical one

Written in an accessible style that lends substantial clarity to complex issues

When you depend on users to perform specific actions—like buying tickets, playing a game, or riding public transit—well-placed words are most effective. But how do you choose the right words? And how do you know if they work? With this practical book, you’ll learn how to write strategically for UX, using tools to build foundational pieces for UI text and UX voice strategy. UX content strategist Torrey Podmajersky provides strategies for converting, engaging, supporting, and re-attracting users. You’ll use frameworks and patterns for content, methods to measure the content’s effectiveness, and processes to create the collaboration necessary for success. You’ll also structure your voice throughout so that the brand is easily recognizable to its audience. Learn how UX content works with the software development lifecycle Use a framework to align the UX content with product principles Explore content-first design to root UX text in conversation Learn how UX text patterns work with different voices Produce text that’s purposeful, concise, conversational, and clear

Written from a real-world perspective by an award-winning copywriter/producer/director, this comprehensive guide is what every writer needs to create powerful, strategic ad copy. Focusing on strategy, technique, and the skills needed to write for different media, The Copywriter’s Toolkit book will sharpen your copywriting skills whatever your level. Introduces essential conceptual strategies and key writing techniques for result-driven copy Provides practical advice on writing for specific media including: print, radio, TV, websites, blogs, social media, ambient, digital, direct mail, product packaging, and viral marketing Covers all areas of copy development: on-strategy and on-target messaging; headline and slogan creation; brand personality and tone of voice; broadcast production conceptualization and print / digital typesetting consideration

Presents innovative visual examples from exciting multimedia campaigns, comments from copywriters at world-renowned agencies, inspiring radio scripts, TV scripts and storyboards, effective blog posts, imaginative package copy, and more Shares invaluable writing tips and insights from award-winning copywriters currently at global agencies Includes supplementary website an instructor’s manual, sample syllabus, PowerPoint presentations, and creative assignments, as well as student study aids, flashcards, podcasts and/or webinars by the author, and links to sample and featured campaigns, agencies, and related videos

Get the whole picture and learn to create a successful onlinecontent marketing program Successful online marketing is about more than creating aFacebook page or writing a corporate blog. Brands need to buildlasting connections with the right customers online through aneffective online content marketing strategy, and this book showsyou how. It explores ways to create a content marketing strategy,identify the content that will keep your customers coming back,create that content, distribute it online, and measure the results,with hands-on, step-by-step guidance. Content marketing is an essential element of successful onlinemarketing and brand-building; this book shows you how to begincreating and distributing content online to market yourbusiness Explains why content marketing is important and how to createan online content marketing strategy, which tools to use, and whatto avoid Shows how to create content and get it published online in longor short form Offers plenty of tips, case studies, and worksheets to ensuresuccess Online content marketing positions your business and yourproduct for lasting customer interaction; Content Marketing ForDummies gives you the tools to create a program that works.

How to Grow Your Podcast, Brand, and Business With Compelling Copy

Cases in Advertising and Marketing Management

How to craft the most interesting and effective copy imaginable

Copywriting for Podcasters

A History of Innovation to 1960

Star Brands

Copywriting Strategies

Strategic CopywritingHow to Create Effective AdvertisingRowman & Littlefield

Every 3rd issue is a quarterly cumulation.

When it comes to attracting consumers through advertising, which words, phrases, and techniques are most effective? Strategic Copywriting, a detailed how-to guide, introduces students to time-tested strategies for writing and designing successful ads. In this second edition, Edd Applegate explains the core principles that have guided advertising for decades, from knowing the audience to crafting a compelling message. Next, proven techniques for producing specific kinds of advertising—whether for newspapers, magazines, or other print media, for broadcast radio or television, or for social media and online/mobile platforms—are addressed in step-by-step detail. Throughout, Applegate walks readers through real advertisements from advertising agencies of all sizes across the United States to illustrate what works—or not—and why.

An updated guide to creating an effective sales letter explains how to take full advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a step-by-step tutorial in developing the right sales letter for any business. Original. 35,000 first printing.

Strategic Copywriting

A Brand Manager’s Guide to Build, Manage & Market Brands

Copywriting Made Simple

The Basics of Media Writing

The Blueprint for Strategic Advertising

Advertising Creative

Offers forty cases focusing on contemporary problems and realistic situations to help students apply what they have learned in previous advertising courses.

Master the strategies for successful copywriting Messaging is the single most important factor in the success of any business or endeavor. This invaluable book will teach you strategies for identifying your target consumer, creating a strong message, and writing powerful copy that connects your message with your audience. What sets this copywriter’s handbook apart from other copywriting books: Copywriting 101--Learn the essentials for crafting persuasive copy, including the Ten Commandments of copywriting, common misconceptions, and writing in the digital age. Fundamental strategies--Put principles into practice with strategy sessions, real-life examples of great copywriting, and a call to action that challenges you to use what you’ve learned. But wait, there’s more--Build on your new copywriting skills with specific tips to create marketing communications for your branding, websites, emails, digital ads, social posts, and more. Discover how to reach your audience through persuasive copywriting using the lessons and examples found in this strategic copywriter’s guide.

Upper Saddle River, N.J. : Creative Homeowner,

The Basics of Media Writing: A Strategic Approach helps readers develop the essential writing skills and professional habits needed to succeed in 21st-century media careers. This research-driven, strategy-based media writing textbook digs deeply into how media professionals think and write in journalism, public relations, advertising, and other forms of strategic communication. Authors Scott A. Kuehn and Andrew Lingwall have created two comprehensive writing models to help students overcome their problems in finding and developing story topics by giving them “starting points” to begin writing. The Professional Strategy Triangle model shows students how to think critically about the audience, the situation, and the message before starting a news story or persuasive piece and the FAJA four-point model asks students a series of questions about their story type (Fact, Analysis, Judgment, or Action) to guide them to the right angle or organizational structure for their message. Rooted in classical rhetorical methods, this step-by-step technique enables readers to strategically approach each writing task, no matter the format.

Drive Engagement, Conversion, and Retention with Every Word

Scientific Advertising

Controversies and Consequences

How to write powerful and persuasive copy that sells
Behind the Manipulation: The Art of Advertising Copywriting (Second Edition)
Strategic Writing for UX
Persuasive Online Copywriting

An introductory guide designed to assist budding copywriters.A refreshing read just for experienced copywriters.A source of inspiration enabling you to create effective, creative and strategic messages.A way to approach Social Media Copywriting, taking into account languages and contexts belonging to these eco-systems.A book that doesn't represent all that there is to know, but that sets basis towards a journey within a ever changing world.

Today's sophisticated media landscape offers more tools and platforms, for the savvy marketer than ever before. Media & brand expert Antony Young explores how today's most innovative marketers are meeting the challenge by employing the latest media tools in ways never before seen to grow their brands, and getting unprecedented results.

Advertising Creative is the first "postdigital" creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age. Drawing on personal experience as award-winning experts in creative advertising, Tom Altstiel and Jean Grow offer real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. In this Fourth Edition, Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

For anyone who wants to learn the fundamentals of branding in an approachable way without poring over dense text or hiring an expensive consultant, Star Brands presents a unique model that offers structured guidance and professional tips for building, managing, and marketing any brand. Created by savvy brand manager Carolina Rogoll, the star brand model is a perfect intersection of solid marketing and management theory with an approachable, visually oriented design. The author teaches step-by-step how to assess a brand's unique challenge, how to define the brand's equity and target, how to craft a solid brand growth strategy, and how to measure success once the brand is in the marketplace. The book includes case studies from famous star brands as well as interviews with top business school professors, advertising agency leaders, and former CEOs. Topics covered include the star brand model; leaders behind star brands; brand assessment and goal setting; defining brand equity; selecting a brand target; insights, benefits, ideas; theory from the best marketing and managing resources; marketing strategy; how to build a marketing plan; and much more, including exercise worksheets to practice on! The author combines her experience building brands at the front lines of a big multinational company with top-notch marketing and management theory. What results is an ideal primer for anyone seeking structured guidance on building a brand for a client, managing a brand, or even starting a brand for oneself. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Integrated Communications Planning in the Digital Era

The Ultimate Sales Letter

The Case for World Standards and Bold US Action Challenging Philip Morris and RJR Nabisco

How to Maximize Your Reach and Boost Your Bottom Line Every Time You Hit Publish

Street-Smart Advertising

The Complete Guide to Strategic Advertising Copy

How Critical Thinking Builds Successful Campaigns

The Business Skills Every Creative Needs! Remaining relevant as a creative professional takes more than creativity--you need to understand the language of business. The problem is that design school doesn't teach the strategic language that is now essential to getting your job done. Creative Strategy and the Business of Design fills that void and teaches left-brain business skills to right-brain creative thinkers. Inside, you'll learn about the business objectives and marketing decisions that drive your creative work. The curtain's been pulled away as marketing-speak and business jargon are translated into tools to help you: Understand client requests from a business perspective Build a strategic framework to inspire visual concepts Increase your relevance in an evolving industry Redesign your portfolio to showcase strategic thinking Win new accounts and grow existing relationships You already have the creativity; now it's time to gain the business insight. Once you understand what the people across the table are thinking, you'll be able to think how they think to do what we do.

"How can the ad industry even exist when almost all of the products that it produces fall on a continuum from flawed to failed? What is it about this industry and the process of creating, selling, and producing ads that causes so much advertising to be so bad? These are the questions answered in this book, a provocative, truth-to-power exposé of ad agencies' flaws, foibles, and failings-and why they matter to the consumer and to those in the business. Here is a candid, never-before-seen accumulation of real world don'ts and more don'ts, providing myriad valuable cautionary tales of advertising's stupid side"--

An indepth glossary, this accessible book successfully introduces students to the key concepts, themes and principles of Public Relations. Terms are organized alphabetically and are fully cross-referenced for ease of use. Suggestions for further reading help to consolidate knowledge and aid understanding.

Advertising Slogans of America by Harold S. Sharp (Scarecrow, 1984) / 554 pages / 5.5 x 8.5 / \$109.45 (cloth) LTD (cloth): 2113 units; 5 in stock WorldCat: 792

An Expose of Inspid, Insufferable, Ineffective Advertising

Real Situations for Tomorrow's Managers

How to Win the Battle of the Buzz

Content Strategy At Work

Badvertising

The Psychology Behind the Persuasion

Contagious

Becoming a Public Relations Writer is a comprehensive guide to the writing process for public relations practice. Using straightforward, no-nonsense language, realistic examples, easy-to-follow steps, and practical exercises, this text introduces the various formats and styles of writing you will encounter as a public relations practitioner. A focus on ethical and legal issues is woven throughout, with examples and exercises addressing public relations as practiced by corporations, non-profit agencies, and other types of organizations both large and small. In addition, the book offers the most comprehensive list of public relations writing formats to be found anywhere—from the standard news release to electronic mail and other opportunities using a variety of technologies and media. The fifth edition has been updated to reflect significant developments in the public relations field, including: New and updated information on research into persuasion and social psychology aimed at helping readers be more influential in their writing. Significant updating on a new chapter on multimedia, introducing a new transmedia format for a comprehensive news package for print, broadcast, online and social media. Expansion of a chapter on websites, blogs and wikis. Expansion of the chapter on direct mail and online appeals. Updated examples of actual pieces of public relations writing. A companion website with resources for instructors and students, including a glossary, flashcards, exercises, and appendices on ethical standards, careers in public relations, and professional organizations. Through its comprehensive and accessible approach, Becoming a Public Relations Writer is an invaluable resource for future and current public relations practitioners.

Secrets About Email Marketing They Are Still Keeping From You Mark Scott is a professional B2B Copywriter who is certified in SEO copywriting.The truth is, you can make money almost effortlessly, week after week and month after month, IF you know the real secrets to email marketing. I'm not talking about slapping together some pushy sales letters in a few emails and blasting them all over the Internet. I mean understanding how to build your email list the right way with tons of hungry buyers and how to craft emails with offers so impossible to refuse that customers pull out their wallets even before they finish reading! In this book you'll discover: - The importance of email marketing - Autoresponder secrets - The power of Email marketing courses - And much more! Grab a copy of this book to today to why some people almost always make money with email marketing

This small, inexpensive text is an in-depth yet simply stated discussion on the business and structure of integrated marketing communication (IMC). The book focuses exclusively on introductory issues concerning integrated marketing communication as both a communication device and as a profession.

American advertising pioneer CLAUDE C. HOPKINS (1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers. His methods are still prized for their efficacy today. In this groundbreaking 1923 work, written after he retired as president and chairman of one of the world's biggest ad agencies, Hopkins shares the secrets of successful marketing that are just as relevant today as they were almost a century ago. Learn: . how advertising laws are established . the importance of just salesmanship . why businesses must offer service . mail order advertising: what it teaches . what makes headlines effective . understanding customer psychology . how to use art in advertising . how to use samples . the best way to test campaigns . the impact of negative advertising . and much more.

Content Marketing For Dummies

Strategy, Copy, and Design

Create a Killer Portfolio, Master New Platforms, and Land a Job (with Step-By-Step Exercises + Guidance)

Advertising and Society

Key Concepts in Public Relations

Book Review Index

First Steps Towards an Integrated Viewpoint

Writing for the web. Web word wizardry. Web writing that works. What does that mean? Your online copy must persuade - it's integral to getting your visitors or readers to register, subscribe, qualify as leads, and yes, even buy from you. It's writing that must earn its keep. And to effectively manage the quality of your online writing, you need to understand what works, why it works and how to make it work better for you.Whether you are the marketer responsible for the bottom line or the writer creating the copy, Persuasive Online Copywriting provides the tools you need to get results.Bryan Eisenberg, Jeffery Eisenberg and Lisa T. Davis are Future Now, Inc., an agency Specializing in online conversion since 1998. In addition to offering seminars and workshops, the trio's publications include The Marketer's Common Sense Guide to E-Metrics, an ROI Marketing column for ClickZ and GrokDotCom.

FACT: Businesses Need Writers, and Will Pay Handsomely For Them... Attention: Aspiring writers, career-changers, at-home Moms, journalists, staff writers, recent college grads, 55+ or anyone else interested in making a handsome living as a writer. Here's your roadmap to hourly rates of \$50-125+ - and a writing lifestyle most can only dream of - in the lucrative field of “commercial” freelancing! This is the updated compilation of the TWO Well-Fed Writer “standards” you've heard about forever! Why Commercial Freelancing? Writing drives business. In the course of communicating with its customers and employees, an average corporation generates an enormous volume of writing. Yet, in today's downsized business world, the catchword is outsourcing. Many companies are asking: “Why pay salaries and benefits when freelancers - offering a range of talent and fresh “outsider” perspectives - give us only what we need, and only when we need it?” In TFWF, you'll learn what those writing projects are, where they are, how to land them, and how to get hired again and again (even with less-than-brilliant writing ability...).A Surprisingly Accessible (and Lucrative) Writing Direction... With NO industry contacts, NO previous paid writing experience, and NO writing training, the author built a commercial writing business from fantasy to full-time in less than four months. Have an unusual niche? Live in a small town? Need to start part-time? Terrified of “sales and marketing”? It's all here. Follow this step-by-step blueprint for leveraging your background into a profitable writing practice that moves light years beyond “starving writing”! www.wellfedwriter.com

Copywriting is writing with purpose. It's about using words to reach people and change what they think, feel and do. This easy-to-read guide will teach you all the essentials of copywriting, from understanding products, readers and benefits to closing the sale. You'll learn how to... • Write clearly, simply and engagingly • Choose a killer headline and a strong structure• Use 20 proven strategies for creative copywriting• Harness the power of persuasion and psychology• Create a unique tone of voice for a brand Illustrated throughout and packed with real-life examples, Copywriting Made Simple is the perfect introduction to copywriting today. “Tom’s put a lifetime of learning into this book... an incredibly thorough briefing on copywriting.” - Dave Trott, Creative legend, agency founder, author and teacher. “Educational, entertaining and energetic... prepare to dig deep and enjoy!” - Katherine Wildman, Host, The Writing Desk.

To learn more about Rowman & Littlefield titles please visit us at www.rowmanlittlefield.com.

Emotional Copywriting

The EVERYTHING for Copywriters + Ad Classrooms Book

Brand Media Strategy

Strategic Writing for Emerging and Established Media

A Strategist's Fight for Meaning

Becoming a Public Relations Writer

Brilliant Copywriting

ⓘIntercept unconscious desires, leverage emotions, and craft effective copy that audiences won't be able to miss.ⓘ The tiny (but incredibly powerful) manual that has already ignited the intuition of over 500 students. Revolutionize your creative and business writing technique in just over an hour: discover the ¡primal! needs of any reader and intercept their unconscious desires through the strategic and psychological use of your words. TABLE OF CONTENTS Introduction What is Emotional Copywriting? Intercepting Needs: Curiosity, Independence, Power, Savings, Acceptance The Triggers of Competition, Family, Idealism, Honor and Social Contact The Triggers of Status, Tranquility, Exercise, Romance and Serenity Goals, Objections, Targets, Storytelling, Justifying with Logic and Empathy Emotional and Logical Techniques Urgency, Comparison, Figures, CTAs, Questions and Guide the Reader Trifecta Neuro Affective, Emotional Engagement, Testimonials and Message Personalization Text Structure, Types, Concepts, Scaling and Creative Block Techniques Conclusions Writing for the Web: How to Be Read in the Ocean of the Internet". Online Writing Challenges Working with Securities SEO Copywriting Social Media Storytelling Introduction to online storytelling and fields of application Emotional message, value proposition, and narrative processes Choose the correct language register Web Content Editor How Long Should a Post Be? Simple Verbs, Active Forms, Strong Text Ask Engaging Questions

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn't help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you're not sure where to start. How can you realize the value of content while planning for its long-term success? For organizations all over the world, Content Strategy for the Web is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of Content Strategy for the Web is an essential guide for anyone who works with content.

A masterclass in content marketing strategy for content creators at every stage of the journey

The Bare Bones Introduction to Integrated Marketing Communication

Global Aggression

Advertising Resource Handbook

The Rise of Advertising in the United States

How to Take Your Words to the Bank

