Section: What is copywriting?

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What is copywriting?

"Delivering words that get people to take some form of action"

Buy something, ask about a service, download a free item, trial a product, give an email address etc.

What is copywriting?

Copywriting follows a defined pattern of presentation and persuasion

What is copywriting?

“The process of writing promotional content”

Web pages, blogs, articles, infographics etc

What is copywriting?

Content designed to pull readers in, and provide relevant and valuable information