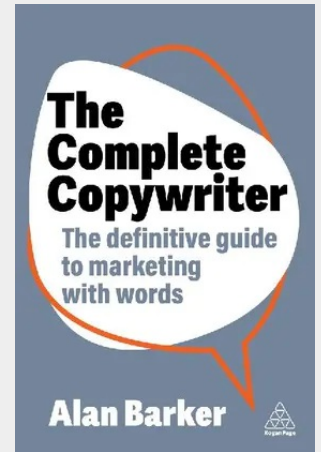


Barker

Complete Copywriter

The Definitive Guide to Marketing with Words

Writing good copy is no longer just about advertising or selling or direct mail. You need to develop a deep understanding of your customers and use your imagination to create and curate content that resonates with them. As marketing becomes more multi-platformed, more measurable and enabled by digital tools and regenerative-AI, marketing communications must be increasingly nuanced, responsive and with a distinct human touch. From paid social to press releases, from landing pages to white papers and from internal communications to engaging with customers, the sheer range of writing challenges can feel daunting. How can you keep it targeted? How can you keep it personal? How can you keep it conversational? **The Complete Copywriter** gives you all the tools you'll need to create exceptional marketing copy. This comprehensive guide covers every aspect of the copywriting craft, from creativity and planning, to revision and execution. Learn how to exercise your creativity, be refreshingly adaptable with your words, generate ideas, maintain reader attention, hone your empathy and bring words to life, so that you deliver copy that works every time.



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