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He regularly lectures on copywriting, messaging and branding, and writes a weekly creative industries column for the Nottingham Post. Copywriting: Successful Writing for Design, Advertising and Marketing, second edition – Table of Contents

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words to get people to feel, think or respond. In rolling with the times, the rise of online digital marketing, including social media campaigns, has meant that a copywriter must also have the ability to convey a specific message (which may have taken days, weeks or years to conceive by business owners) into a 280 character Tweet, for instance.

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