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able to write succinctly and

informatively without losing charm.".
"Limit your word count," Tannenbaum suggests. "Copywriters who grew up writing in TV and print grew up with strictures around copy length.

**5 Tips for Aspiring Digital Copywriters - Mashable**Come lavora un copy oggi? Come risolve

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creativamente un brief? E come declina la sua idea su tutti i canali? Molto più che un vademecum di scrittura per il web, questo testo è una vera quida pratica per migliorare entrambe le abilità richieste a un copywriter nel mercato del lavoro contemporaneo: sviluppare un pensiero creativo efficace e conoscere le specificità del digitale e

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a sign-up or similar goal. As a digital copywriter, you will need to know what words, expressions, and tone of voice, are most effective in driving conversions.

### Essential skills every digital copywriter needs

The digital copywriter knows how to

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creatively and concisely deliver a client's specific key message while staying matching their brand. They are the link between a client and their target audience. Digital copywriters express the same message across a variety of platforms, and it's crucial that they stay consistent.

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