

Copywriting

Copywriting is a special task assigned to copywriters who work in the commercial advertising, marketing, and communications business. Copywriters use persuasion to sell products and services for their clients. Copywriters are especially adept at writing copy that speaks to a particular audience in their own vernacular. Expert copywriters possess an exceptional understanding of the product or service they're writing about, the audience, the brand, the marketing objectives, and the corporate vision of the client. Copywriters collaborate with a creative team, sales team, marketing & communications team, public relations team, and corporate executives.