



### Learning Objectives:

After completion of this session, the learner will be able to know:

- How to make radio copywriting?
- How to make TV copywriting?
- How to make copywriting for web?

### Topics to be Covered:

- Radio Copywriting
- TV Copywriting
- Copywriting for the web



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Digital Marketing & Marketing Communication  
Session

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# Radio Copywriting

## How radio copywriting is different?

A radio commercial is not like print advertising. With print, a reader can take in a lot of details at a glance. But, radio is linear. It can tell a story about a business.

01



02



## Is radio copywriting effective?

Radio copywriting has the power to hone in on emotions which can motivate action towards the business, product or service being offered.

03



## How to make an effective radio copywriting?

Serving the clients desire to have specific information is all well and good but it's up to the writer to guide the client to focus their message. Radio is most effective when the message is focused on a single core message. Less information is more effective. Too many details means you have less time to make an impression on the listener and motivate them to act.





# Television Copywriting

## 01 Is it similar to Radio Copywriting?

- Television has the same time constraints as radio (commercials are typically 15 seconds and 30 seconds long), but has the added challenge of motion.

## 02 What is Television Copywriting?

- Television commercials move. Television copywriters write messages that are accompanied by moving visuals.

## 03 How is it different?

- Like radio, television commercials have a start, a middle and an end. Writing effective television commercials (commercials that generate sales, that is) is a rare skill.

## 04 Medium specific skills?

Selling products and services through radio and television commercials requires a set of skills unique to these mediums.

# The Copywriter



Employment



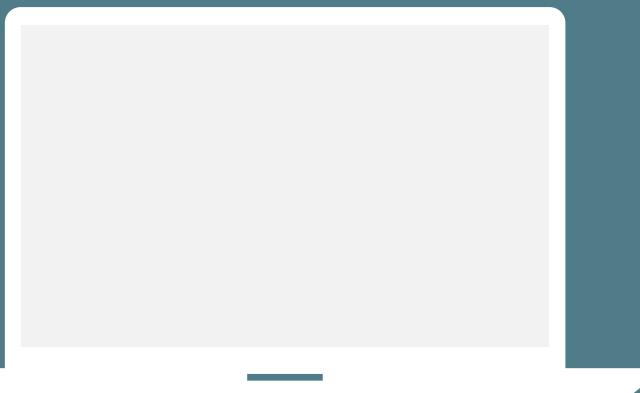
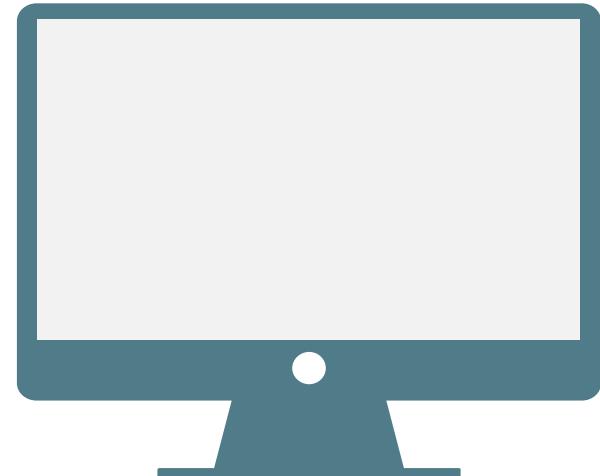
Advertising Agencies

## Employment of the Copywriter

Many copywriters are employed in marketing departments, advertising agencies, public relations firms, copywriting agencies, or are self-employed as freelancers, where clients range from small to large companies.

## Employment in Advertising Agencies

Advertising agencies usually hire copywriters as part of a creative team in which they are partnered with art directors or creative directors.



Copywriting  
Agencies



Digital  
Marketing

## Employment in Copywriting Agencies

Copywriting agencies combine copywriting with a range of and associated services .

## Employment in Digital Marketing Agencies

This is how ads generate relevance

# Education of a Copywriter

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**Some copywriters work as independent contractors or freelancers, writing for a variety of clients.**

Copywriters are similar to technical writers and the careers may overlap. Broadly speaking, however, technical writing is dedicated to informing and instructing readers rather than persuading them.

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**Traditionally, the amount of education needed to become a copywriter was most often a Bachelor's degree in English, advertising, journalism, or marketing.**

That is still often the case for in-house copywriters. However, freelance copywriters today can learn the craft from copywriting courses or mentors. Many clients accept or even prefer writing samples over formal copywriting credentials.

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Thank You  
*My Curiosity is all Yours*