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At its core, copywriting is another device in a business' marketing toolbox. Well-written copy can make or break an ad or marketing piece. With that in mind, copywriting can equate to either well-spent advertising investments or a waste of advertising dollars. Many people misinterpret the uniqueness of effective copywriting.

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Copywriting is the act of writing text for the purpose of advertising or other forms of marketing. The product, called copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

## **Copywriting - Wikipedia**

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