

Postgraduate Certificate Copywriting for the Web and Social Networks





Postgraduate Certificate Copywriting for the Web and Social Networks

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Accreditation: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/copywriting-web-social-networks

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01

Introduction

Creating compelling narratives in line with brand identity and connecting with audiences on the Web and social media remains a challenge for *copywriters*, who must also consider best practices for SEO optimization and effective calls to action. A challenge that will be much easier to face thanks to this 100% online program designed by TECH.

It is an advanced program with an exhaustive syllabus and practical application, created by the best specialists in this field. All this, in addition, with a methodology that allows self-management of study time and access to the program, whenever and wherever the student wishes, from a digital device with an Internet connection.



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*Enroll now in a Postgraduate Certificate
that will increase your potential as a
copywriter in just 12 weeks”*

One of the most powerful tools a *copywriter* has is the written word. Therefore, mastering it to create emotional and persuasive content is essential. However, only its control is enough to generate an impact on the reader. It is necessary to know the techniques used to create texts, whether they are oriented to the Web or social networks, channels of great relevance for companies and professionals.

For this reason, the professional who wishes to progress in this growing sector requires advanced knowledge of both the technique and the work methodology and strategies to develop an excellent work in this field. Therefore, this Postgraduate Certificate created by TECH is created to offer the most advanced learning in just 12 weeks.

All this will also be possible thanks to the excellent syllabus developed by the faculty of this program, made up of distinguished copywriters, communicators and marketing experts. In this way, students will delve into the particularities of the main social networks and the creation of copy for each of them, *UX Writing* and brand *engagement*, as well as the writing of persuasive content on each of the pages of a Web.

Also, with the *Relearning* system, used by this institution in each of its programs, the graduate will achieve a much more agile and effective learning, reducing the hours dedicated to study so frequent in other teaching methods.

The professional is thus faced with a magnificent opportunity to obtain knowledge that will allow them to progress in this sector. All this, through a unique and flexible academic option. All you need is a cell phone, *Tablet* or computer with an Internet connection to view, at any time of the day, the content hosted in this quality program.

This **Postgraduate Certificate in Copywriting for the Web and Social Networks** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Case studies presented by experts in digital marketing and Copywriting Communications
- ♦ The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



With this program you will improve the user's experience more than just their visit to the site"

“

A university program with the best teaching material, accessible 24 hours a day, 7 days a week"

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

An academic option that will take you step by step through the persuasive writing of a sales letter.

Thanks to the Relearning system, you will not have to invest long hours in studying and you will focus on consolidating the key concepts.



02

Objectives

The purpose of this Postgraduate Certificate is to provide the graduate with the most advanced teaching on the techniques, work methodologies and procedures used by the *copywriter* in the creation of content for the Web and Social Networks. To this end, the expert faculty of this program provides case studies that will lead students to integrate into their daily lives the most successful strategies used and to avoid the most frequent mistakes.





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Write scripts for podcasts effectively with the knowledge acquired in this Postgraduate Certificate”



General Objective

- ♦ Offer a wide and deep learning of the copywriting profession in its different facets
- ♦ Show the different areas in which Copywriting can be applied: web pages, advertisements, launches or content marketing
- ♦ Offer a deep study system for the creation of branding of a brand with the Verbal Identity Manual
- ♦ Offer a complete study about psychology, neuromarketing and neurocopywriting
- ♦ Acquire in-depth knowledge about the relationship between language and persuasion, emotion and profit
- ♦ Instruct Copywriting experts to be able to make a content plan and write for any of today's major social networks
- ♦ Train experts in customer service management, internal communication and B2B and B2C customer acquisition strategies
- ♦ Offer the tools to know how to run a sales funnel from start to finish
- ♦ Provide the tools to know how to develop a digital marketing campaign
- ♦ Instruct persuasive writing for blog articles, video scripts, podcast scripts, etc.
- ♦ Instruct copywriters to be able to write ads for major social networks
- ♦ Train to work as a freelance copywriter from minute one, or to be able to work for third parties





Specific Objectives

- ♦ Learn how to create or revise the texts of a home page, in the about me, services and sales sections
- ♦ Learn how to create or revise the texts of an online store and product sheets
- ♦ Delve into a specialized branch of Copywriting: UX Writing
- ♦ Learn how to manage and write all the messages involved in the customer's online experience
- ♦ Know what Content Marketing is and how to apply Copywriting in your strategy
- ♦ Learn the particularities of the main social networks (Facebook, Instagram, TikTok, Youtube, LinkedIn, Pinterest, Twitter) and how to write messages in them in the most effective way
- ♦ Describe the particularities of video scripts and podcasts, and how to write them in an effective way
- ♦ Learn to write blog articles
- ♦ Manage and write all the messages involved in the online customer experience
- ♦ Know what keywords are and how they are used
- ♦ Create a content calendar
- ♦ Delve into the measurement of results

03

Structure and Content

The curriculum of this program provides students with the necessary pedagogical tools to be able to create attractive and compelling content for the Web and Social Networks. All of this, from a syllabus that presents a theoretical-practical and approach and very useful for their daily professional performance.

In addition, the graduate has all the material, created by a faculty with consolidated experience in the sector, in the extensive Virtual Library that makes up this 100% online program.



“

A complete study plan that will give you the key techniques to create attractive content for the Web”

Module 1. Copywriting for the Web

- 1.1. The Home Page
 - 1.1.1. Functions of the Home Page
 - 1.1.2. Value Proposition
 - 1.1.3. The Marketing Plan
 - 1.1.4. The Common Thread
 - 1.1.5. The Body of the Text
 - 1.1.6. Call to Action
 - 1.1.7. Resources
 - 1.1.8. Website Measurement
- 1.2. The About Me Page
 - 1.2.1. Functions of the About Me Page
 - 1.2.2. Structure
 - 1.2.3. Showing Who's Behind the Brand
 - 1.2.4. Advice
 - 1.2.5. Adding Emotion
- 1.3. The Services Page
 - 1.3.1. Main Purpose of the Service Page
 - 1.3.2. The Creation of the Offer
 - 1.3.3. Types of Offers
 - 1.3.4. Structure of the Service Page
- 1.4. The Creation of the Offer
 - 1.4.1. Importance and Function of the Sales Page
 - 1.4.2. *Landing Page* vs. Sales Page
 - 1.4.3. Structure and Key Elements of Sales Letters
 - 1.4.4. Sales Pages in Video Format
 - 1.4.5. Other *Landing Pages*
- 1.5. Online Store Pages and Product Sheets
 - 1.5.1. General Characteristics of Online Stores
 - 1.5.2. *Ecommerce* Structure
 - 1.5.3. The Importance of the Product Sheets
 - 1.5.4. How to Create Them So That They Sell More

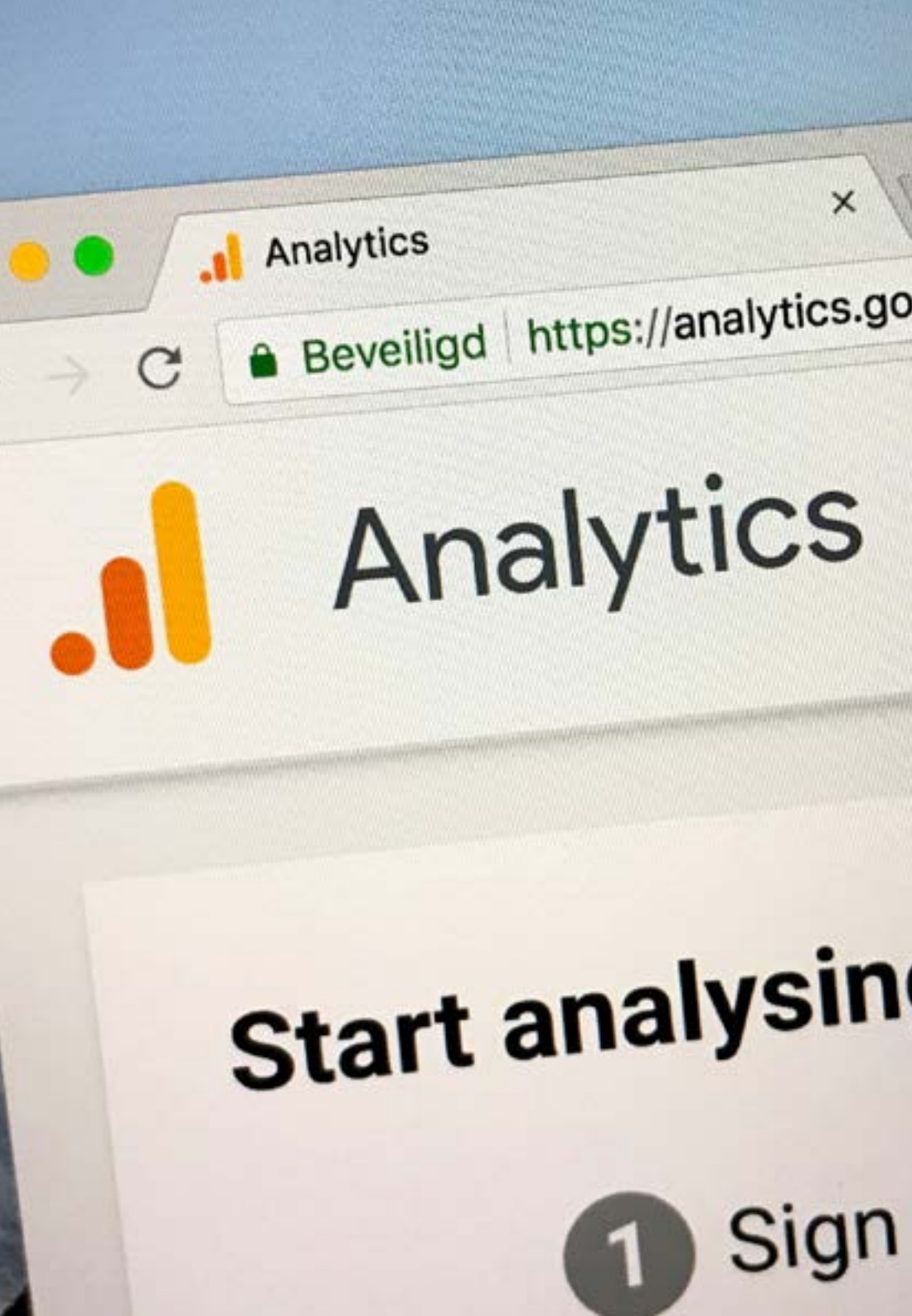




- 1.6. The UX Writing or How to Improve the User Experience Through Your Texts
 - 1.6.1. Understanding UX Writing
 - 1.6.2. What is UX Writing
 - 1.6.3. Differences between UX Writing and Copywriting
 - 1.6.4. Microcopy and UX Writing
- 1.7. UX Writing and Brand Engagement
 - 1.7.1. Onboardings
 - 1.7.2. Call to Action Buttons
 - 1.7.3. Product Descriptions
 - 1.7.4. Forms
 - 1.7.5. Confirmation Messages
 - 1.7.6. Password Recovery and E-mail Validation Messages.
 - 1.7.7. Success Messages
 - 1.7.8. Empty States
 - 1.7.9. Timeout Messages
 - 1.7.10. Frequently Asked Questions Guide
 - 1.7.11. Error Messages
- 1.8. Inclusivity and Diversity in UX Writing
 - 1.8.1. Importance of Accessibility in Our Texts
 - 1.8.2. Audience Diversity and User Experience
 - 1.8.3. The Role of Language in the User Experience
 - 1.8.4. Guidelines for Writing Inclusive Texts
- 1.9. Accessibility and UX Writing
 - 1.9.1. Importance of Accessibility in Texts
 - 1.9.2. How to Make Our Texts Accessible
 - 1.9.3. Screen Readers
 - 1.9.4. The ALT attribute
- 1.10. UX Writer as a Specialization
 - 1.10.1. UX Writer Profile
 - 1.10.2. Required Skills
 - 1.10.3. Useful Resources
 - 1.10.4. Final Reflections

Module 2. Copywriting for Content Marketing and Social Networks

- 2.1. Understanding the New Way of Selling
 - 2.1.1. What is Content Marketing?
 - 2.1.2. Types of Content We Can Create
 - 2.1.3. Articles
 - 2.1.4. Interviews
 - 2.1.5. Lists
 - 2.1.6. News
 - 2.1.7. Videos
 - 2.1.8. Stories (Storytelling)
 - 2.1.9. Success Stories
 - 2.1.10. Guest Articles
 - 2.1.11. Infographics, Statistics or Graphics
- 2.2. Tools to Generate Content Ideas
 - 2.2.1. Specific Online Tools
 - 2.2.2. Chat GPT
 - 2.2.3. Topic Recycling
 - 2.2.4. Content Curation
 - 2.2.5. FAQ (Frequently Asked Questions)
- 2.3. Social Networks: Great Allies of Copywriting
 - 2.3.1. Copywriting for Social Networks
 - 2.3.2. Identifying the Competition
 - 2.3.3. Know your Followers
 - 2.3.4. Seek Opinions
- 2.4. Particularities of Each Social Network
 - 2.4.1. Copy for Facebook
 - 2.4.2. Copy for Instagram
 - 2.4.3. Copy for Pinterest
 - 2.4.4. Copy for TikTok
- 2.5. Copywriting for LinkedIn
 - 2.5.1. The Copy in the Banner
 - 2.5.2. The Copy in the Profile
 - 2.5.3. The Copy in the "About" Section
 - 2.5.4. Types of Content to be Published
 - 2.5.5. Other Aspects of the Professional Network
- 2.6. Copywriting for Audio and Video scripts
 - 2.6.1. Audio or Video
 - 2.6.2. Videopodcast: the Best of Both Worlds
 - 2.6.3. How to Make Videos for Youtube
 - 2.6.4. The Importance of Making a Podcast Script
 - 2.6.5. How to Make a Podcast Script Step by Step
 - 2.6.6. Measuring and Converting with Podcast Strategy
- 2.7. Copywriting for Blogs
 - 2.7.1. Knowing Your Audience: What Would You Want to Read?
 - 2.7.2. Which Words to Choose
 - 2.7.3. How to Structure the Article
 - 2.7.4. Which Images to Choose
 - 2.7.5. How to Improve the SEO
- 2.8. Keywords for an SEO Strategy
 - 2.8.1. Keyword Sources
 - 2.8.2. Keyword Research Tools
 - 2.8.3. Organize Your Keyword Research
 - 2.8.4. Search Intent
 - 2.8.5. Buyer Journey
 - 2.8.6. Analyze SERP



- 2.9. The Contingency Plan
 - 2.9.1. Analysis of the Situation
 - 2.9.2. Setting Objectives and KPI
 - 2.9.3. Target Audience
 - 2.9.4. Definition of Content Strategy
 - 2.9.5. Channel Definition
 - 2.9.6. Editorial Calendar
 - 2.9.7. Measuring Results
- 2.10. Copy for Merchandising, Packaging and Other Physical Formats
 - 2.10.1. The Benefits of Copy in Physical Formats
 - 2.10.2. Packaging and Labels
 - 2.10.3. Advertising and Signage
 - 2.10.4. Documentation and Invoices
 - 2.10.5. Store, Office or Physical Location



Learn how to use GPT Chat to generate content ideas and incorporate it into your future projects"

04

Methodology

This program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

Certificate

The Postgraduate Certificate in Copywriting for the Web and Social Networks guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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*Successfully complete this program
and receive your university qualification
without having to travel or fill out
laborious paperwork”*

This program will allow you to obtain a **Postgraduate Certificate in Copywriting for the Web and Social Networks** endorsed by **TECH Global University**, the world's largest online university.

Tech Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **Tech Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Copywriting for the Web and Social Networks**

Modality: **online**

Duration: **12 months**

Accreditation: **12 ECTS**





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