

Postgraduate Certificate

Copywriting
for Customer Service



Postgraduate Certificate

Copywriting for Customer Service

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedicated: 16 hours a week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/in/journalism-communication/postgraduate-certificate/copywriting-customer-service

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01

Introduction

New technologies have favored communication and the creation of digital businesses, but at the same time have led to a lack of closeness and humanization. To break down these barriers, Copywriting and its persuasive writing techniques have managed to give greater warmth to messages and make calls to action to purchase with a much more attractive narrative. Mastering these formulas for sales and customer service throughout the process are the focus of this 100% online program. A program with the most updated and fresh content on the role of emotional language, profit or proper management of the buyer. All in only 6 weeks of duration and with the accompaniment of the best specialists in this sector.



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Do you know how to increase your customers' sales with persuasive Copywriting techniques? Find out in this Postgraduate Certificate"

Nowadays, the differentiation of companies on the Internet is marked by the appropriate and close use of language. Subtracting technology from the coldness of communication through the screen or chatbot can only be achieved through the use of a close, simple and attractive language.

A task that at first glance may seem easy, it involves a whole art in the use of the right words to be as precise as possible, achieve empathy and call to action to obtain sales. This is the knowledge that this Postgraduate Certificate in Copywriting for Customer Service of 150 teaching hours brings together.

It is an academic itinerary that will lead students to enter dynamically into the use of persuasion and its relevance in Copywriting, the role of emotional language, benefit or how to use the techniques of this specialty to increase sales and serve the customer throughout the process, from start to finish.

A theoretical and practical syllabus that acquires rhythm thanks to the numerous pedagogical resources that make it up: video summaries, in- focusvideos, multimedia pills, essential readings and case studies.

Additionally, with the Relearning system, based on the continuous repetition of key content, students will not have to invest many hours of study and memorization.

TECH therefore provides an excellent opportunity to progress in a widely demanded sector through a university program that can be accessed comfortably, whenever and wherever they want. All they need is an electronic device with an Internet connection to be able to view, at any time of the day, the content hosted on the virtual platform. An unparalleled program within the current academic panorama.

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

- ♦ The development of practical cases presented by experts in Communication, Marketing and Copywriting
- ♦ 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 work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Build an effective internal communication based on the copy strategies provided by this university program"

“

You will be able to create high-level B2B company presentations with the techniques shown in this program”

The program includes in its teaching staff professionals from the sector who bring to this program the experience of their work, as well as recognized specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive training programmed to train in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

No classroom attendance or scheduled classes. This academic option is designed so that you can self-manage your study time.

You will have at your fingertips all the techniques to be able to respond to the client quickly and in complicated situations.



02

Objectives

The goal of this Postgraduate Certificate is to provide the communication professional with all the technical and writing resources needed to improve the customer service of a company through Copywriting. In order to achieve this objective, a team of specialists with extensive experience in the sector will guide you and answer any questions you may have about the content of this program.



“

You will be an expert in building brand trust through transparency and honesty”



General Objectives

- ♦ Offer a wide and deep learning of the copywriter's profession in its different facets
- ♦ Show the different areas in which Copywriting: can be applied: web pages, advertisements, launches or content marketing
- ♦ Offer an in-depth study system for the creation of a brand's branding 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 experts in Copywriting 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 in persuasive writing for blog posts, video scripts, podcast scripts Instruct copywriters to be able to write ads for major social networks
- ♦ Train to be able to work as a freelance copywriter from minute one, or to be able to work for third parties





Specific Objectives

- ◆ Learn why persuasion techniques are important in Copywriting
- ◆ Know what is and how the language of emotion is used
- ◆ Deepen in how the language of benefit is used
- ◆ Learn real examples of the languages of persuasion
- ◆ Learn how to increase sales with authority and confidence
- ◆ Discover how to apply Copywriting in customer service
- ◆ Know how to manage communication in complicated situations
- ◆ Recognize the importance of internal communication
- ◆ Learn how to approach a B2B presentation
- ◆ Know what a CRM is and how to apply Copywriting in its scope

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Build sales authority with the most effective techniques used in the world of Copywriting”

03

Course Management

In this university program, TECH has brought together an excellent team made up of professionals with an extensive career in the field of Communication, Copywriting and advising companies on digital transformation. Their deep knowledge in these fields gives students the guarantee of accessing the most advanced information, which will lead them to be able to progress in the proper customer service.





“

You will be able to answer any questions you may have with the best team of copywriters of the moment”

Management



Dr. Berenguer Falcó, José

- ♦ Editor in chief at Pccomponentes and copywriter for professional agencies and brands
- ♦ Innovation Consultant at Barrabés.biz
- ♦ Social Media and Copywriter at Cacahuete Comunicación Editor in Chief at Diego Coquillat.com
- ♦ Editor-in-Chief of 10 Restaurants He is
- ♦ Layout and copywriter at Difussion Media
- ♦ SEO copywriter for several communication agencies
- ♦ Communications Director at Eco Expansion
- ♦ Head of Press and Communication at the Elche Bar Association
- ♦ Responsible for the Communication Department of the European Center for Innovative Enterprises of Elche
- ♦ Graduate in Journalism

Professors

Dr. Sycheva, Mila

- ♦ Diversification Manager at Valencian Community Digital District
- ♦ Export Manager at TheSize Surfaces
- ♦ Stonehegen Europe *key accounts* Management
- ♦ Associate Professor at Miguel Hernández University
- ♦ Degree in Business Administration from the University of Alicante
- ♦ Executive Master in Artificial Intelligence
- ♦ Master MBA from Miguel Hernández University



04

Structure and Content

The syllabus of this program has been designed to provide in 150 teaching hours, the most comprehensive and advanced content on the use of Copywriting techniques to achieve sales, improve customer service and internal communication. Additionally, this syllabus will dedicate some space to B2B communication, which will give the professional a broader view of the services offered by a copywriter. All of this is complemented by numerous additional pedagogical materials, available 24 hours a day, 7 days a week.



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Do you know how to serve the company's internal audiences? Enroll now in this program and start learning it"

Module 1. Sales, Customer Service and Copywriting

- 1.1. Persuasion in Copywriting to Increase Sales
 - 1.1.1. Why is it Important to Use Persuasion in Copywriting?
 - 1.1.2. Basic Principles of Persuasion and How it is Applied in Copywriting
 - 1.1.3. Difference Between Persuading, Influencing and Manipulating
 - 1.1.4. Analysis of a Reference Author
- 1.2. The Customer's Needs and Desires in Persuasion
 - 1.2.1. Persuasion Techniques, the Emotional Language and the Language of Profit
 - 1.2.2. Their Applications
 - 1.2.3. Why it is Important to Use the Customer's Needs and Desires in Copywriting
 - 1.2.4. Identifying Customer Desires
- 1.3. The Role of the Language of Profit in Copywriting in Persuasion
 - 1.3.1. Why it is Important to Use the Language of Benefit in Copywriting
 - 1.3.2. Identifying the Benefits of the Product or Service
 - 1.3.3. Using the Language of Benefit in Copywriting and Increasing Sales
 - 1.3.4. How to Use Customer Testimonials to Increase Trust
- 1.4. The Role of Emotional Language in Copywriting
 - 1.4.1. Why is Emotional Language Important in Copywriting?
 - 1.4.2. Identifying the Customer's Emotions
 - 1.4.3. How to use Emotional Language to Persuade and Increase Sales
 - 1.4.4. The Emotions that are Most Used in Copywriting for Sales
- 1.5. Copywriting to Increase Sales: Authority and Confidence
 - 1.5.1. How to Use Copywriting to Build your Sales Authority
 - 1.5.2. Building Authority in Copywriting with Demonstration and Experience
 - 1.5.3. Building Trust in Copywriting, Through Transparency and Honesty
 - 1.5.4. Reasons why Trust is Important in Copywriting
- 1.6. How to Improve your Customer Service with Copywriting
 - 1.6.1. How and Why to Welcome the Customer Using Copywriting
 - 1.6.2. Communicating Incidents that Affect the Customer
 - 1.6.3. Handling Payment Claims and Other Administrative Issues
 - 1.6.4. Structure of Communications with the Customer Using Copywriting





1.7. Basic Structures to Respond Quickly to Complicated Situations

- 1.7.1. When we Have to Say NO to a Customer
- 1.7.2. When we Have to Apologize
- 1.7.3. When we Have to Give Bad News
- 1.7.4. A Real Case

1.8. Copy in Internal Communication

- 1.8.1. The Importance of Internal Communication: Attention to Internal Audiences
- 1.8.2. Email Communications
- 1.8.3. Communications on a Visual Board
- 1.8.4. The Formal Communications: Signature of Contract or End of Contract

1.9. B2B Company or Investor Presentations

- 1.9.1. What is the Elevator pitch
- 1.9.2. How to Prepare it
- 1.9.3. Preparing a Company Presentation
- 1.9.4. Creating a Corporate or Company Presentation Video

1.10. CRM and Well-Implemented Success Stories

- 1.10.1. What is CRM
- 1.10.2. The Apple Case
- 1.10.3. The Case of Amazon
- 1.10.4. The Case of Zara
- 1.10.5. The Case of British Airways



This Postgraduate Certificate brings you the CRM implementation success stories from Apple, Amazon or Zara for you to integrate into your strategies"

05

Methodology

This academic 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.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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.



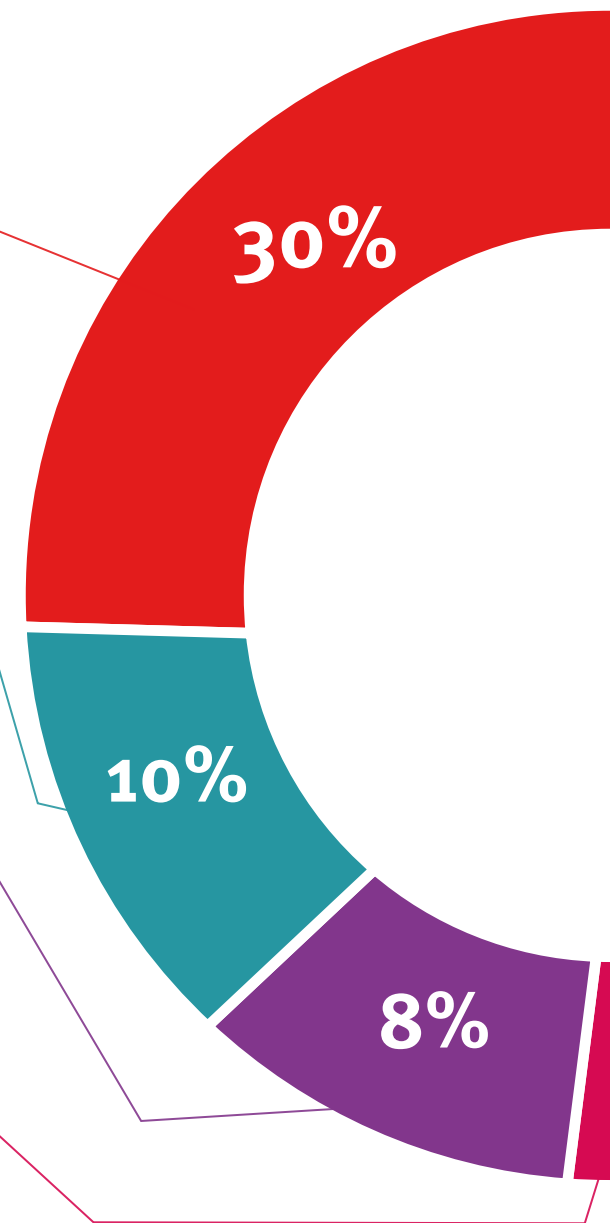
Practising Skills and Abilities

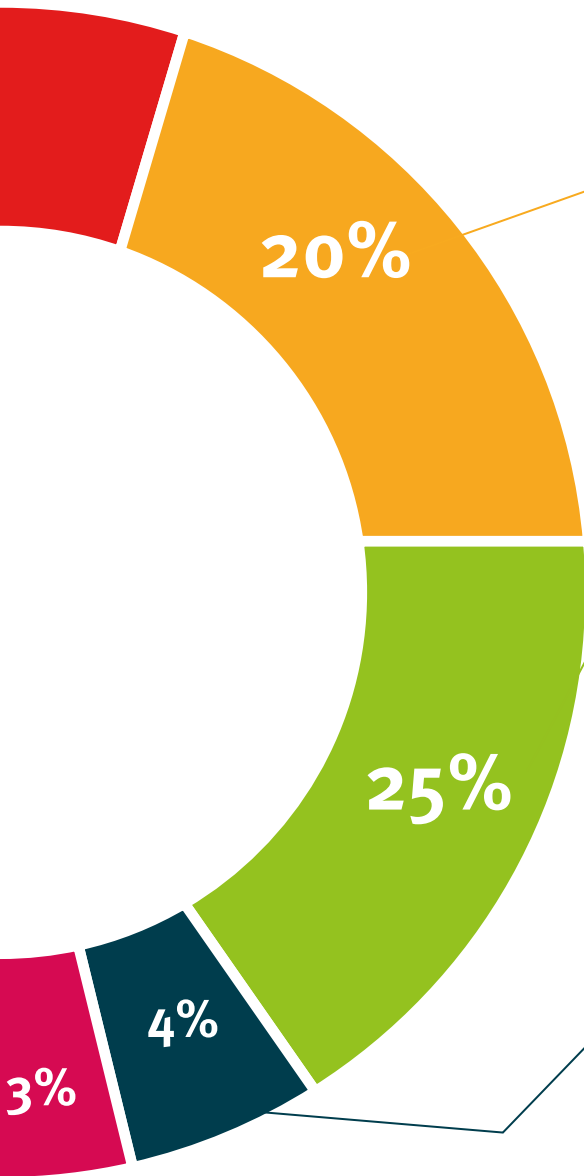
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



06

Certificate

The Postgraduate Certificate in Nombre del Copywriting for Customer Service students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University



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

This **Postgraduate Certificate in Copywriting for Customer Service** contains the most complete and up-to-date program on the market.

After the students has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Copywriting for Customer Service**

Official No. of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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