

# David Ogilvy How To Create Advertising That Sells Copy

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just as technology is constantly evolving author maria veloso approaches marketing

communication from a posture of newer faster and more effective techniques veloso provides both timeless and cutting edge methods to help content marketers achieve phenomenal success with the rise of social networks twitterized attention spans and new forms of video content marketers online sales techniques need an upgrade in copy that sells you ll gain tips for crafting attention grabbing clickable and actionable content learn how to streamline key messages down to irresistible cyber bites for highly targeted facebook ads and interactive web banners discover the latest psychological tactics that compel customers to buy and learn how to write video scripts that sell whether your focus is on web copy email campaigns social media or any of the other latest and greatest opportunities for lead generation through digital marketing communication these tips will help you pack a fast powerful sales generating punch

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