

Postgraduate Diploma

Copywriting  
for Digital Content



## Postgraduate Diploma Copywriting for Digital Content

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-diploma/copywriting-digital-content](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/copywriting-digital-content)

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# 01

# Introduction

The Internet undoubtedly generates a world of possibilities for digital businesses. Therefore, their own websites, their profiles on social networks or email are their main ways to attract customers and generate sales. A whole universe, where the *copywriter* must develop with mastery to make every corner of a page attractive, improve the user experience and achieve the goal of purchase. These goals are much easier to achieve thanks to this 100% online program, taught by real experts in *Copywriting*. A program that provides the most advanced content on persuasive writing techniques oriented to digital content, creation of sales funnels and *UX Writing*. All in a 100% online format and in just 6 months.



“

*With TECH, become an authentic copywriter and generator of quality digital content”*

The new digital paradigm has led companies to transform their commercial strategies, focusing their messages on solving their customers' problems and providing them with solutions beyond the product. Moreover, taking this work to the gigantic world of the Internet requires an excellent command of persuasive writing, its adaptation to the different existing channels and the most effective lines of action for sales.

In this context, the figure of the copywriter emerges as the most demanded professional to achieve success in this new socioeconomic configuration. For this reason, TECH has decided to boost the career of all those communication professionals who wish to enter with guarantees in this sector with the launch of this Postgraduate Diploma in Copywriting for Digital Content.

This is an advanced program, created by specialists with extensive professional experience in this field, who will illustrate the students to be able to write persuasive texts in the different parts of a website or create authentic storytelling of success in social networks. All this with a lot of additional material that will lead them to deepen in a dynamic way in email marketing and the generation of sales funnels.

Also, thanks to the Relearning method, based on the reiteration of content, the graduate will acquire a much more direct and simple learning, leaving aside the many hours of study so common in other education systems.

In this way, TECH offers an excellent opportunity to progress in Copywriting through a flexible and convenient Postgraduate Diploma. All they need is an electronic device with an Internet connection to view the syllabus hosted on the virtual platform. An ideal academic option to combine the most demanding responsibilities with a first level university program.

This **Postgraduate Diploma in Copywriting for Digital Content** contains the most complete and up-to-date 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
- ♦ The practical exercises where the self-evaluation 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



*Successfully launch the best sales funnel strategies thanks to the indications provided by real experts in this field"*

“

*Do your sales emails end up in the spam folder? Find out how to avoid it with the guidelines you will find in this university program”*

The program includes in its teaching staff professionals of the field who pour into this training the experience of their work, in addition to recognized specialists from reference 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, in which the professional will have to try to solve the different professional practice situations that will arise throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Give a plus to your copywriting services and specialize in UX Writer thanks to this university program.*

*You will improve not only your writing, but also your SEO to improve your web positioning. Enroll now.*



# 02

# Objectives

The objective of this Postgraduate Diploma is to provide the essential writing techniques and resources to generate value propositions and create persuasive content for websites, social networks and sales campaigns through email marketing. All in a much simpler way thanks to the numerous additional educational resources offered by TECH, which provide a theoretical and practical vision of Copywriting for Digital Content.







“

*This program provides you with numerous examples to inspire you to create first-class digital content”.*



## General Objectives

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- ♦ 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 for 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
- ♦ Provide the tools to know how to carry out 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, podcastsscripts
- ♦ 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

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### Module 1. Copywriting for web

- ♦ Learn how to create or revise the texts of a home page, in the about me section, services and sales
- ♦ 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

### Module 2. Copywriting for content marketing and social media

- ♦ Know what content marketing is and how to apply Copywriting in their 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 manner
- ♦ Describe the particularities of video scripts and podcasts, and how to write them in an effective way
- ♦ Learn how 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
- ♦ Deepen in the measurement of results

### Module 3. Email Marketing and sales funnels

- ♦ Learn the generalities of email marketing within a strategy
- ♦ Create a list of subscribers
- ♦ Learn how to grow a subscriber list
- ♦ Know the objectives that can be achieved with email marketing
- ♦ Know how not to go unnoticed in the inbox
- ♦ Learn what sales funnels are and what they are used for
- ♦ Understand how to manage a minimum sales funnel
- ♦ Learn how to manage a sales funnel for a launch
- ♦ Differentiate between email marketing, chatbots or WhatsApp communication



*You will be able to create quality subscriber lists by applying the most effective email marketing strategies"*

# 03

# Course Management

TECH maintains a philosophy based on quality teaching and accessible to all. Therefore, it carries out a rigorous selection process of each of the teachers who teach the programs. In this sense, students will have the guarantee of being able to access the most current and advanced information on Copywriting for Digital Content through excellent professionals with extensive experience as copywriters, advertisers, writers and storytellers. Likewise, their proximity will help you to solve any doubt you may have about the content of this program.





“

*This excellent teaching team will help you to make your objectives as a copywriter easier to achieve. Enroll now”*

## Management



### D. 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 DiegoCoquillat.com
- ♦ Editor-in-Chief of 10 Restaurantes.es
- ♦ Layout and Copywriter at Difussion Media
- ♦ SEO copywriter for several communication agencies
- ♦ Communications Director at Esco Expansion
- ♦ Head of Press and Communication at the Elche Bar Association
- ♦ Responsible for the Communication Department of the European Center for Innovative Companies of Elche
- ♦ Graduate in Journalism

## Professors

### Ms. Hernández Martín, Irene

- ♦ Communication consulting at Barrabés
- ♦ Public Relations at Madison MK
- ♦ Public Relations at Cerealto Siro Food
- ♦ Graduate in Advertising and Public Relations from the University of Valladolid

### D. Egea, Adrián

- ♦ Social Media and online communication manager for Cacahuete Comunicación
- ♦ Copywriter for PcComponentes
- ♦ Copywriter for Unancor
- ♦ Journalist at TeleElx
- ♦ Degree in Journalism from the University Miguel Hernandez



# 04

## Structure and Content

The syllabus of this university program has been designed to offer, in just 6 months, the most comprehensive knowledge about *Copywriting* oriented to the web, social networks and email marketing. A subject nowadays essential in the work that every *copywriter* does. To facilitate this learning, students will find video summaries of each topic, videos in detail, examples of success and specialized readings, which will also allow them to expand the great content that they will acquire in this Postgraduate Diploma.





“

*You will finish this program  
as a first level professional in  
Copywriting for Digital Content”*

## Module 1. Copywriting for web

- 1.1. The Home Page
  - 1.1.1. Functions of the Home Page
  - 1.1.2. Value Proposition
  - 1.1.3. The Marketing Message
  - 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. Measurement of the Web Page
- 1.2. The About Me Page
  - 1.2.1. Functions of the About Me Page
  - 1.2.2. Structure
  - 1.2.3. Show Who is Behind the Brand
  - 1.2.4. Advice
  - 1.2.5. Add 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. The Structure of the Service Page
- 1.4. The Letter or Sales Page
  - 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 Page
- 1.5. Online Store Pages and Product Pages
  - 1.5.1. General Characteristics of Online Stores
  - 1.5.2. EcommerceStructure
  - 1.5.3. The Importance of 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 our Texts in an Inclusive Way
- 1.9. Accessibility and UX Writing
  - 1.9.1. Importance of Accessibility in Different 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 WriterProfile
  - 1.10.2. Required Skills
  - 1.10.3. Useful Resources
  - 1.10.4. Final Reflections

## Module 2. Copywriting for Content Marketing and Social Media

- 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. Storytelling
  - 2.1.9. Success Stories
  - 2.1.10. Guest Articles
  - 2.1.11. Infographics, Statistics or Graphs
- 2.2. Tools to Generate Content Ideas
  - 2.2.1. Specific Online Tools
  - 2.2.2. GPT Chat
  - 2.2.3. Topic Recycling
  - 2.2.4. Content Curation
  - 2.2.5. From the 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. Knowing 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 PodcastScript
  - 2.6.5. How to Make a Script for Podcast 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 SEO
- 2.8. Keywords for an SEO Strategy
  - 2.8.1. KeywordsSources
  - 2.8.2. Keyword ResearchTools
  - 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. Definition of Objectives and KPIs
  - 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. Wrapping and Labels
  - 2.10.3. Advertising and Signage
  - 2.10.4. Documentation and Invoices
  - 2.10.5. Store, Office or Physical Location

## Module 3. Mail Marketing and Sales Funnels

- 3.1. Generalities of Email Marketing
  - 3.1.1. What is Email Marketing?
  - 3.1.2. Features
  - 3.1.3. Structures
  - 3.1.4. Types of Emails
- 3.2. How to Create a Subscriber List from Scratch
  - 3.2.1. Strategies for Building the List
  - 3.2.2. Channels for Support
  - 3.2.3. Email Marketing Tools
  - 3.2.4. Frequency of Emails
- 3.3. How to Write Emails According to the Objectives
  - 3.3.1. Content Emails
  - 3.3.2. User Experience Emails
  - 3.3.3. Sales Emails
  - 3.3.4. Sources of Content Inspiration
- 3.4. How Not to go Unnoticed in the Inbox
  - 3.4.1. Formulas for Creating Headlines
  - 3.4.2. Example of First Emails Subscription Mail Sequence
  - 3.4.3. Example of Corporate Email
  - 3.4.4. How to Avoid Ending Up in the Spam Folder
- 3.5. How to Sell Through Email Marketing
  - 3.5.1. How to Sell with Email Marketing
  - 3.5.2. Examples of Email Sequences
  - 3.5.3. Examples of Follow-up Emails
  - 3.5.4. Examples of Closing and After-Sales Mailings
- 3.6. Other Aspects to Take into Account
  - 3.6.1. The Length
  - 3.6.2. Measurement
  - 3.6.3. Personalization
  - 3.6.4. Delivery Schedule
- 3.7. Sales Funnel: Minimum Viable Funnel
  - 3.7.1. Elements you Need to Create a Sales Funnel
  - 3.7.2. Lead Magnet in the Sales Funnel
  - 3.7.3. Boosting your Funnel Organically
  - 3.7.4. Advertising for the Sales Funnel Taking your Funnel to a Higher Level
- 3.8. Permanent Funnels
  - 3.8.1. Why you Should Have an Automatic Sales Funnel
  - 3.8.2. Elements that Allow you to Maintain and Optimize your Funnel
  - 3.8.3. Maintenance, Reviews and Analytics
  - 3.8.4. Closing the Sales Funnel
- 3.9. Launch Funnels
  - 3.9.1. How to Prepare Your Launch
  - 3.9.2. Live Launch Funnels and Modalities
  - 3.9.3. Specific Advertising for Launches
  - 3.9.4. Turning your Funnel into an evergreenLaunch
- 3.10. Email Marketing vs. Chatbot or WhatsApp
  - 3.10.1. The Advantages of Chatbots
  - 3.10.2. The Advantages of Email Marketing
  - 3.10.3. Personalizing the Message Through Segmentation
  - 3.10.4. Can WhatsApp Complement the Email Marketing Strategy?

0?

# 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.



“

*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.



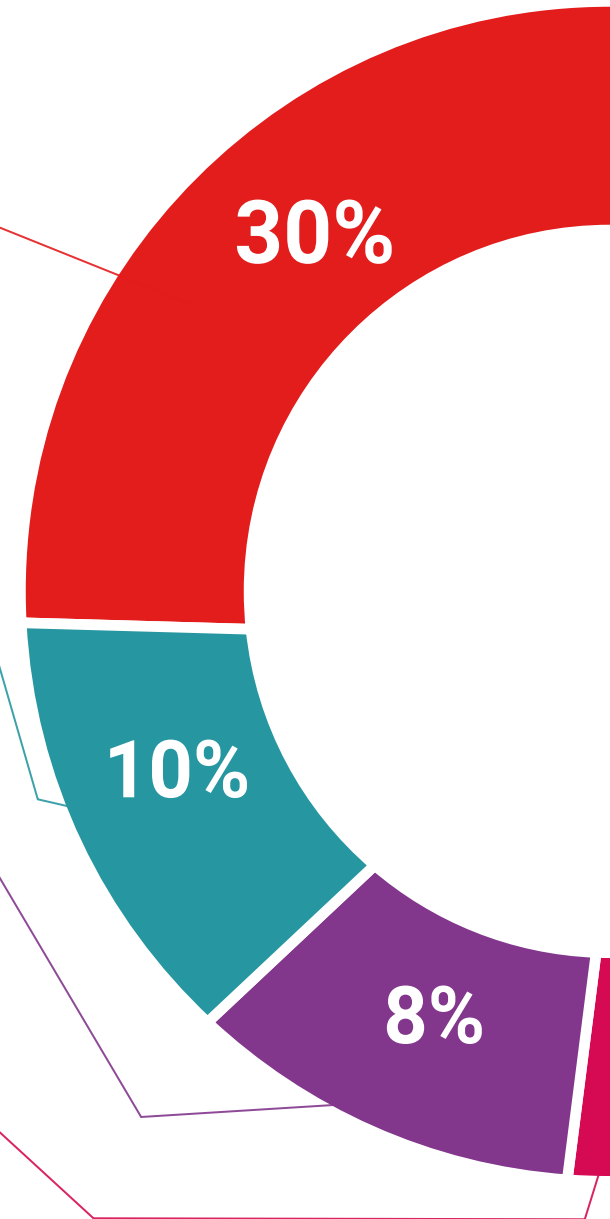
### Practising Skills and Abilities

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 Diploma in Copywriting for Digital Content guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

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

This **Postgraduate Diploma in Copywriting for Digital Content** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Copywriting for Digital Content**

Official No. of Hours: **450 h.**



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



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development lang  
virtual classroom

**tech** technological  
university

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Copywriting  
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Postgraduate Diploma

Copywriting  
for Digital Content

NEWS

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university