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At the end of April 2020 there were 100 Makro stores and Makro FoodService stores in operation, serving a registered customer base of 2.6 million.[13] Revenues for 2020 were 210 billion baht with a net profit of 6.2 billion baht.[14] Siam Makro shares are traded on the Stock Exchange of Thailand (SET).[15] In 2013, Siam Makro was purchased by Charoen Pokphand Group for US\$6.6 billion.[16] Siam Makro is owned by CP ALL, a subsidiary of CP Group. Netherlands Makro Netherlands operates 17 stores across the Netherlands, with seven of the stores also containing a fuel station.[11] Makro Netherlands is owned by the Metro Group. Writing text for the purpose of advertising or marketing Copywriting is the act or occupation of writing text for the purpose of advertising or other forms of marketing.[1] The product, called copy or sales copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.[2] Copywriters help create billboards, brochures, catalogs, jingle lyrics, magazine and newspaper advertisements, sales letters and other direct mail, scripts for television or radio commercials, taglines, white papers, website and social media posts, and other marketing communications. ^ Joel Shrock (30 June 2004). Experimenting and ongoing re-evaluation is part of the process.[14] Search engine optimization (SEO) Web copy may include among its objectives the achievement of higher rankings in search engines. ^ "CHAROEN POKPHAND GROUP". makro.com.vi. December 2014. annualreports.com. The Internet has brought new opportunities for copywriters to learn their craft, do research and view others' work. koreajoongangdaily.joins.com. Originally, this involved the strategic placement and repetition of keywords and phrases on web pages, but writing in a manner that human readers would consider normal, as well as their inclusion into Meta tags, page headings and subheadings.[15][16] But times have moved on, and "on-page optimization" now involves the consideration of semantic words and phrases (i.e. those that mean the same or are connected). ^ "Venezuela intervino al mayorista Makro por su estrategia de marketing". His company was acquired by Publicis Groupe in 2002. In many countries, access to stores is restricted to business customers, and the stores are not open to the general public. Study.com. In the following years more stores opened in the Netherlands and several other European countries. Retrieved 18 June 2008. p. 53. Brand of warehouse clubs For the Uzbek supermarket chain, see Makro (Uzbekistan). History SHV originated in 1896 from a merger between a number of large coal mining companies, some of which had been active since the 18th century. There are also many new websites that make becoming a freelance copywriter a much more organized process. Retrieved 7 October 2008. Retrieved 17 February 2020. The South African stores were subsequently in 1990 exchanged for a shareholding in Massmart and in 2004 SHV sold its Massmart shares. On January 31, 2007, Makro Malaysia was acquired by Tesco and the 8 stores in Malaysia were converted to Tesco Extra.[5] In 2010, Makro Cash & Carry Indonesia was sold to Lotte Mart and rebranded as Lotte Mart Wholesale.[6] In 2012, Metro sold the Makro UK business to Booker Group, while Makro-Habb in Pakistan was rebranded as Metro-Habb.[7] In 2013, SHV sold Siam Makro to PT. Also in 1971, the first Makro store outside Europe opened in South Africa.[11] In the 1970s and 1980s Makro extended its business to the Americas and Asia. Reuters. Education Traditionally, the amount of education needed to become a copywriter was most often a Bachelor's degree in English, advertising, journalism, or marketing. Each store also contains a hot-food cafeteria, and a cash machine. California Milk Processor Board's "Got Milk?" — increased milk sales in California and has spawned a lot of parodies since its launch. In 2004 Ayalá sold its 28% stake to its joint-venture partners. Many creative artists worked as copywriters before becoming famous in other fields.[7] David Ogilvy (1911–1999) is known as the father of advertising. In 1968, the first Makro store opened in Amsterdam. Copywriting for SEO also includes what is written on pages that link to the page concerned, especially on the text used in the link, but this must not be overdone. pp. 1893–1894. Retrieved 25 May 2015. Apple's "Get a Mac" — the Mac vs PC campaign generated 42% market share growth in its first year alone.[13] Formats Internet Further information: Content marketing and Web content development The Internet has expanded the range of copywriting opportunities to include landing pages and other web content, online advertisements, emails, blogs, social media and other forms of electronic communications. "How to Hire an Ad Agency". Recent changes to the Makro UK structure include the closure of three stores: Wolverhampton, Coventry and Swansea. retaildetail.eu. Retrieved 21 February 2017. Some agencies employ in-house copywriters, while others use external contractors or freelancers. ^ "Search Engine Optimization to Lure Readers". This is another way of how copywriting uses writing to persuade the customer to develop interest in the product.[citation needed] See also Look up copywriting or copywriter in Wiktionary, the free dictionary. ^ a b "The Grocer - Booker swoops to buy up beleaguered Makro". ^ "Lotte Mart buys out PT Makro Indonesia". Since January 2018, The Chief Executive Officer is Paulo Peseruboom. However, freelance copywriters today can learn the craft from copywriting courses or mentors. [12] Thailand Siam Makro Public Company Limited was established in 1988. [4] In late 2007 SM Investments folded the Makro stores into its operations after it increased its ownership of Philippines Makro to 60%. Archived from the original on 25 May 2015. Bloomberg Businessweek. This article is about writing for advertisements and other forms of marketing communications. (warehouse membership clubs) ^ HighBeam Business: Arrive Prepared". Some agencies specialize in servicing a particular industry or sector.[2] Copywriting agencies combine copywriting with a range of editorial and associated services that may include positioning and messaging consulting, social media, search engine optimization, developmental editing, copy editing, proofreading, fact checking, speechwriting and page layout. The New York Times. Stores have spread as Colombia, Peru, South Africa, Argentina, Colombia, Peru, Venezuela, Cambodia, Myanmar, Thailand. ^ McGill, Douglas C. The art director is responsible for visual aspects of the advertisement and, particularly in the case of print work, may oversee production. It is not to be confused with copyright or copy editing. Retrieved 20 January 2007. (July 2021) (Learn how and when to remove this template message) Many copywriters are employed in marketing departments, advertising agencies, public relations firms, copywriting agencies, or are self-employed as freelancers, where clients range from small to large companies.[citation needed] Advertising agencies usually hire copywriters as part of a creative team, in which they are partnered with art directors or creative directors. ISBN 978-85-900682-1-1. The SM group took 100% in Makro, and later rebranded all Makro stores to SM Hypermarkets and SM Savemore. Makro had also expanded to the United States in the mid-1980s. That is still regularly the case for in-house copywriters. ^ "SEC okays capital hike of SM supermarket arm". Sometimes the work of a copywriter will overlap with a content writer as they'll need to write social media advertisements, Google advertisements, online landing pages, and email copy that is persuasive. Employment This section needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Dados internacionais de catalogação na publicidade. business.highbeam.com. ^ Moving "You can cancel at any time" on the subscription landing page made a major difference. (Thailand) to CP ALL, a subsidiary of CP Group.[8] In 2014, Metro sold the Makro Greek business to Sklaventis and rebranded as The Mart in 2016.[9] In 2020, 30 of 54 Makro stores in Brazil, were acquired by Carrefour.[10] Store locations European stores can be found in the Netherlands, Belgium, the Czech Republic, Poland, Portugal, Spain and the United Kingdom. The Guardian. The Express Tribune. Broadly speaking, however, technical writing is dedicated to informing and instructing readers rather than persuading them. "Copywriting is still writing". phlstar.com. Special offers are featured via a printed and online fortnight brochure known as Makro Mail. "What It Means to Design for Growth at The New York Times". This tag-line was replaced with "For Professionals". Archived from the original on 8 November 2014. Advertising Communication design Email marketing Swipe file References ^ "copywriter | Definition of copywriter in English by Oxford Dictionaries". ^ "K mart absorbs Makro, boosts clout in clubs. Archived from the original on 18 February 2015. In 2019, PayScale.com stated that the expected salary for copywriters ranged from \$35,000-\$73,000.[3] Famous copywriters Further information: List of copywriters John Emory Powers (1837–1919) was the world's first full-time copywriter.[4][5][6] Since then, some copywriters have become well-known within the industry because they founded major advertising agencies, and others because of their lifetime body of work. Amazon. For example, a copywriter writes an advertisement to sell a car, while a technical writer writes the operator's manual explaining how to use it. ^ "Apple's 'Get a Mac' Awarded Grand Effie". Clients, copywriters and art directors can more readily find each other, making freelancing a viable job option. Copywriters are similar to technical writers and the careers may overlap. Retrieved 23 April 2013. Makro. ISBN 978-0-313-06221-6. AFP. But not without a downside, as globalization has meant some copywriting work has been devalued due to the ease of finding skilled copywriters working at different rates. The non-food area includes clothing, DIY, office supplies, electricals, computing, and seasonals such as garden furniture. Many clients accept or even prefer writing samples over formal copywriting credentials.[citation needed] In 2018, the U.S. Bureau of Labor Statistics reported an annual median salary of \$62,170 for writers and authors. In 1989, Kmart bought the US locations,[2] and converted most of them to Pace Warehouse in 1990. Makro UK used to have the tag-line "The UK's No.1 Discounter". ^ "Tesco says buys Makro Malaysia stores". Notable ad campaigns Nike's "Just Do It" — increased Nike's sales from \$800 million[11] to more than \$9.2 billion[12] in 10 years. ^ Dougherty, Philip H. Retrieved 11 June 2013. "ADVERTISING: Rolls-Royce Begins New Ad Campaign". ^ "Times 100 Persons of the Century". Retrieved March 11, 2012. "Nike Is Bounding Past Reebok". ^ "Germany's Metro Sells Greek Cash-And-Carry Ops". ABC-CLIO. He is also famous for his famous quote dedicated to Rolls-Royce cars as he said: "At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the Electric Clock".[8] He has also written some memorable books in the advertising field such as Ogilvy on Advertising and Confessions of an Advertising Man.[9] Leo Burnett (1891–1971) was named by Time as one of the 100 most influential people of the 20th century.[10] He was the founder of Leo Burnett Worldwide. Digital marketing agencies commonly include copywriters, whether freelance or employees, that focus specifically on digital communication. In 1988, the first Makro store in Asia opened in Thailand. MakroMakro logo used in Latin AmericaMakro logo used in EuropeProduct typeWarehouse clubs Cash and carry storesOwnerSHV Holdings (Latin America) InRetail (Peru) Metro AG (Europe) Booker Group (UK) Massmart (South Africa) CP All (Asia)Introduced1968; 54 years ago (1968) (Netherlands)Related brandsMetroMarketsEurope BelgiumCzech RepublicNetherlandsPolandPortugalSpainUnited Kingdom South America ArgentinaColombiaPeruVenezuela Asia CambodiaMyanmarThailand Africa South Africa Makro in Kraków, Poland Makro in Reading, England Makro with previous logo in Czestochowa, Poland Previous Makro logo (1993-2014) Makro is an international brand of warehouse clubs, also called cash and carry stores. Archived from the original on 2 June 2013. ^ "Administrative control: Metro Cash and Carry to take over Makro in January". Siam Makro. merca20.com. Retrieved 2018-01-23. The stores are not open to the general public, but serve the following trades: Newsagent's shops and convenience stores. Makro was founded by SHV Holdings, a Dutch conglomerate based in Utrecht in partnership with German company Metro AG, with the first warehouse club opened in Amsterdam in 1968. Retrieved from " Loading... Book publishing In book publishing, flap copy or jacket flap copy is the summary of a book which appears on the inside of a hardcover dust jacket; back cover copy is similar text, usually briefer, on the outside back cover, and catalog copy is a summary written for a publisher's catalog. This new wave of copywriting born of the digital era has made the discipline more accessible. ^ "David Ogilvy". ^ "Message from the Chairman and CEO". ^ Myers, Ben (18 January 2008). 24 October 2011. The copywriter writes a copy or script for an advertisement, based largely on information obtained from a client. ^ "Carrefour acquires 30 Makro stores". ^ Patrick Robertson (11 November 2011). ^ "Copywriter: Salary, Duties, Outlook and Requirements". Restaurants, hotels and caterers. In 1998, owner SHV Holdings sold the Makro stores in Europe to German partner Metro AG.[3] Makro who opened first store in the Philippines in 1996 through a joint-venture with SM Prime Holdings and Ayalá Group. Copywriters also work in-house for retail chains, book publishers, or other big firms that advertise frequently. Sarah Bures (June 13, 2019). Archived from the original on May 10, 2007. p. 2. April 10, 2019. Retrieved 2019-12-12. Customers can shop at Makro with a membership card. Either member of the team can come up with the overall idea (typically referred to as the concept) and the process of collaboration often improves the work. ^ "Makro Venezuela". www.cpthailand.com. Normal People Do Not Work in Advertising. Time. The food section always includes a fresh fish section, a wine section, fresh meat and butchery department, and refrigerated aisles. ^ "Can Nike Still Do It?". Retrieved 22 January 2021. Retrieved from " Robertson's Book of Firsts: Who Did What for the First Time. Retrieved 18 February 2015. ^ "Lifting Journalism by Knowing What Readers Are Looking For". ^ a b McKee, Steve (15 August 2007). Schools, universities, sport clubs and associations. Some copywriters work as independent contractors or freelancers, writing for a variety of clients. Unsourced material may be challenged and removed. They can also be employed to write advertorials for newspapers, magazines, and broadcasters. Retrieved 8 November 2014. ^ "Metro AG Annual Report 1998" (PDF). Retrieved 27 April 2016. ^ "About Makro UK". Softpedia. ^ "Financial Highlight". Makro stores formerly existed in China, Greece, Indonesia, Malaysia, Morocco, Pakistan, Philippines, South Korea, Taiwan and the United States. ISBN 978-1-60819-738-5. February 10, 2011. June 14, 1999. ^ ^ "Message from the Chairman". ^ Jens Olesen (1998). ^ "CP All set to acquire Siam Makro". Retrieved 29 March 2022. Retrieved 27 July 2021. They may work at a client's office, a coworking office, a coffeehouse, or remotely from home. Oxford Dictionaries | English. Currently, ownership of the worldwide chain of stores is split between different companies like Metro AG in Europe (except UK), SHV Holdings in Latin America (except Peru) and CP All in Asia. bangkokpost.com. (11 July 1989). The Gilded Age. United Kingdom Makro UK operates 30 branches across the United Kingdom.[17] Since 2012 Makro UK has been owned by Booker Group.[18] and 11 of the Makro branches now operate as a combined Booker/Makro.[19] Venezuela SVH operates 35 Makro warehouse clubs[20] across the country and also have a supermarket chain named Mikro with 19 stores.[21] Product range Makro sells food and non-food products, usually located in different sections of the store. ^ "Booker Group 2014/5 Final Results". ^ "Makro Netherlands Store Locations". In April 1971 the first Makro in the UK opened in Eccles, Manchester. His memorable Marlboro Man is one of the most successful campaigns ever. There has been (and continues to be) a great deal of research on the subject as things slowly evolve. Makro has subsequently changed this to "Your business partner everyday" [sic]. Bloomsbury Publishing. (8 June 1982). Bloomberg. Metro announced that the company has to be financially independent by 2011, and in 2012 Makro UK was sold to the rival wholesaler Booker Group in an agreement valued at around £140 million.[18] References ^ Makro South Africa History Retrieved 9 October 2013.

Copywriting is the act or occupation of writing text for the purpose of advertising or other forms of marketing. The product, called copy or sales copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.. Copywriters help create billboards, brochures, catalogs, jingle lyrics, magazine and newspaper... Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly ... Wallpaper And Images Sunny Leone Phot. Referrer n escapenavigator. Cinegany Sunny Leone Hot-Spicy-Pics. The second one is explosive and so so wonderfulguf quality does not accurately reflect video qualitydo not remove caption or you will be blockedraven haired babe megan rain gets caught masturbating and two brunette latin constricted wonderful body mangos pantoons ...

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