

11 copywriting mistakes that are killing your marketing campaigns.

GET MORE SALES, INCREASE YOUR ROAS, AND SAY GOODBYE TO LOW CONVERSION RATES!

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1. Not understanding your target audience

Understanding your ideal customer's motivation, needs, and pain points is imperative to create effective marketing and copywriting campaigns. Using




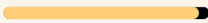

webpages like Answerthepublic.com can give you insights on what are the keywords people are using when searching for x product or service, their concerns and pain points. This will help you improve your SEO and drive much more qualified traffic to your sales channels.

This tool can be used to craft compelling messages that resonate with your target audience and persuade them to take action.

example:

Name:	cristian	
Age:	35	
Location:	Bogota, Colombia	
Income:	2-5 Million Pesos	
Field:	Banking, engineering.	

Dedicated, head of family, Cristian, is a God-fearing man, who since he was a child was taken on camping trips, and now wants to pass these experiences which he finds enriching, to his children as well.
He works a regular 9-5 job, drives to work every day, and hates the traffic jams in the early mornings. He likes his job and enjoys spending quality time with his family.
He heard from el Vergel through camping groups and hiking chats, previously he has had unpleasant experiences due to the rise of prices and reduction of quality services, so now he is looking for a place in which he can get the value for his money.

Personality Traits <ul style="list-style-type: none">• Open minded• Curious• resoursive	Professional Traits <ul style="list-style-type: none">• dedicated• attentive to detail• demanding
WANTS <ul style="list-style-type: none">• time away from city stress.• Connection with nature.• good, beautiful, and cheap.• quality time with his family.• Breath fresh air• High cleanliness standards	FRUSTRATIONS <ul style="list-style-type: none">• Lack of balance of camping sites, noise wise.• Low quality service.• accesibility• find activities for his family• high prices• uncertainty in logistics.
Motivations: Level of stress  Family  Expectations 	reconnection  activities 

2. Neglecting the benefits of your product or service

Are you focusing too much on the features and forgetting about the benefits? Remember features are essential, but benefits sell.

By highlighting the benefits of the product or the service you will be creating an emotional connection with your target audience, and focusing on what they ultimately care about, themselves. Furthermore, your message should be articulated in a way that meets their standards and resonates with their desires.

Work by utilizing both features and benefits, this way you will appeal to a greater number of people and will increase your sales overall.

For example:

Imagine you are a real state agent:

- you don't only sell the floor, walls, and roof.
- You sell memories, joy, union, and independence.

3. Not using persuasive language

Part of using persuasive language is understanding the voice of your target audience, this way you build rapport and connect to their emotions.

Show authority like a doctor, after all, they must go through thousands and thousands of hours of studying human anatomy to be able to do their job, and prescribe a solution to your health issues, the same way you must provide your customers with rational and accurate information to get them where they want to be.

4. Not shining a floodlight on the problem

If what you want is to sell your solution, (even if you are a non-profit, you will) you need to understand who are you directing your message to, and how are they feeling.

Once you've done that, agitate their problems; make it so painful for them to stay the way they are that they feel motivated to take immediate action.

Show them why their previous attempts to fix the problem didn't work out, explain how it feels to experience that specific problem and you will leave them thinking 'Wow, that's exactly how I'm feeling'.

Remember, human beings are emotional animals, our decision making is based on either the avoidance of pain or pursuit of pleasure, use this to your advantage.

5. Not leveraging social proof

Social proof is the concept that people are influenced by the actions and opinions of others, by using effective social proof, such as customer testimonials, case studies, and social media influencers, you demonstrate the effectiveness of the business in the area you are trying to improve on.

This ultimately builds trust and credibility, which are essential factors for continuous and effective conversions. Your readers must feel you've been on the field and achieved great success with others so they can expect the same.

6. Not optimizing for conversions

Optimization is the process of making adjustments that continually improve your marketing campaigns to increase the overall performance of your business.

Use A/B testing, and add clear, compelling headlines, and persuasive language, to make it easy for your audience to take action, nobody likes to go in circles and not understand what the end goal is, whether it is signing up for a newsletter or making a purchase.

7. Not using Email marketing effectively

Email marketing is an essential tool for engaging with potential customers and keeping them informed about the business's products or services. By crafting compelling Email marketing campaigns that use persuasive language, are directed, personalized, and have clear calls-to-action, your Emails will be more engaging and you will increase your open and click-through ratio.

8. Not having a sales system in place

Wouldn't it be great if all we had to do was to post an ad and customers could just buy straight away no questions asked? However this is not how the game works, there is a process and a series of steps that take a skeptical prospect to a paying client. From getting their attention, to creating intrigue, showing your credentials, making an offer, revealing your price, giving a guarantee, and having a clear call-to-action.

Many other steps go in between but I could be here all day. The point is to make sure the customer is always intrigued during the whole journey and wanting to learn more.

This is key to increasing your revenue and growing your business.

9. Not being consistent with branding

I'm sure you know this well, but it is often overlooked, branding is the process of creating a unique identity for your business.

Consistency in providing effective messaging across all your marketing platforms is essential for establishing a strong brand, building rapport with your target audience, and increasing confidence in your business.

10. Not creating a clear call-to-action (CTA)

As the final step in the conversion process, a weak or unclear CTA can lead to lost opportunities. By creating compelling calls to action that use action-oriented language, urgency, and scarcity you motivate your

audience to move forward. This is essential in the selling process, you need to make clear what the next step is, otherwise it won't matter how good and persuasive your copy is, most won't go further.

11. Not having a powerful guarantee

In any exchange of value, mostly online, there is always risk. This risk is usually put on the buyers back as they will make a purchase expecting you (the seller) to abide by your offer. By having a strong Guarantee you transfer all that risk from the buyer to the seller, and it shows the buyer that if the product under any circumstances doesn't deliver what is expected, it won't be a loss of time or money for them. This eliminates the pain of buying and the uncertainty that comes with it. Also when you promise that your customer will get their money back if your offer falls short, you are putting yourself in higher ground, cutting the legs and arms of skepticism. Establishing you as a trusted and reliable seller.

PS: If even one of these points helped you gain insight on your business, imagine having the mind behind it (Aka Me) guiding you through the implementation and growth of your business.

Gain more insights, find what obstacles are in your way and remove those barriers by booking a free consultancy call with me.

<https://calendly.com/juanpcopywrites/copywriting-and-marketing-consultancy>

CHEERS!

Bibliography:

Sell like crazy, Sabri Suby.