

What Is Copy, And Why Do You Need It?

“Copy” is what you call the words you see on websites, ads, and other promotional content. It’s anything that you would want a big audience to see and consume. The goal of copywriting for a business is to convert traffic into sales, so it’s meant to be understood more generally.

I bet you’re asking yourself— “Where might your business need a copy?” Frankly, *anywhere you might want to encourage your prospect for a sale*. Here is a list of what copywriting covers:

- Emails
- Internet ad copy and website copy
- Social media captions and bios
- Marketing campaigns
- Sales letters and landing pages
- Video scripts
- Sales pitches and pages
- Brochures
- Newsletters and bios
- Headlines and taglines
- Advertising content and Advertorials (for magazines)
- Postcards
- Products and sales advertising

Doing it on your own?

The importance of copywriting stems from your business’ need to *sell*. You have an amazing product that you’re ready to share with the world, but how will you introduce it to others? How would you entice your audience to immediately grab your product with gusto?

Think of copywriting as sales talk. It requires a metaphorical silver tongue that knows all the right words to turn regular people into potential customers. Copywriters use these right words at the most appropriate times, which is why copywriting is an important skill in the digital world.

Can you become your copywriter? Of course, but it’s not as easy as it sounds. It’s not just about using flowery words and catchy phrases, and then pasting it on your product and brand. Copywriting is a craft that many people spend years perfecting.

To effectively use copywriting in your marketing strategies, you have to think about topics that are not only worth investing time and mental effort to discuss at length, but also what would truly interest your potential customers and encourage them for the sale. Then you

have to choose whether it works as a caption, a guide, an infographic, or any other form of copy. Then you have to understand how to translate statistics into copy, how to read the audience, and so many more details that will most likely leave you in a whirlwind of confusion.

You can take copywriting courses or read the best books on the subject, but you should know that copywriting takes a certain amount of invested time and skill to deliver the best results for your business. Instead of dedicating more time and money to this — which you could be using for your business — it may be a sign to hire a copywriter for the team.

What good copywriting looks like.

Copywriting may sound as simple as putting flowery words together to look good, but it's way more complex than that. Persuasive writing delves deeper into the psychology of a person, and how to tap the potential buyer in each reader.

If you want to figure out how a copywriter does their job, stick around! But if you want short tips and tricks to help you understand just a bit better, skip to the bottom of this subsection.

The goal of copywriting is to address a specific type of person to have them take a desired action. For your copy to achieve that, however, you need to fully understand your customer's needs, wants, and goals to effectively write the right words at the right time. So, needless to say, copywriting involves quite a bit of **research**.

This research involves getting to know your customers, such as demographics, psychographics, pain points, purchasing drives, and all other related business marketing statistics.

To summarize, here are a few tips to help you keep track of what good copy looks like:

- **Keep it short and sweet.** Fewer words and relatable phrases help people easily understand what you're about.
- **Simplicity is key.** Unless your market is a crowd of scientists or a particular age group with their jargon, we don't want to overwhelm people with flowery words and sophisticated language (unless that's what your product is about).
- **Empathy goes a long way.** Step into your customers' shoes every time you produce any piece of written content and see if it will convince them to patronize your product.
- **Copywriting is still storytelling.** Your goal isn't to just sell but to build emotional trust with your audience. Never exchange good story-building for complicated sales talk.
- **Keep with the times.** Copywriters have a knack for evolving with the language that connects to today's market and the trends that hook customers to your product, so it should also be in your best interest to stay updated and in sync.

Following these steps can help you figure out how copywriting can help shape the minds of the audience —not only convince them but urge them to invest in you and what you have to offer.

Working with a copywriter.

Creativity and entrepreneurship can go hand-in-hand with marketing your product. In that case, how can you make sure you'll coordinate well with a copywriter? Here are a few steps you can do to help organize the process of copy:

1. *Understand their job scope.*

Writing is multi-faceted and at times very subjective, so it's a great help to a copywriter that they understand what they will be writing and who they're writing for.

One way to help the process is distinguishing whether your business needs content writing or copywriting.

Copywriter:

- Short form writing
- Tagline and campaigns
- Sales-driven writing
- Slogans
- Caption writing

Content Writer:

- Long-form writing
- Organic approach
- Blogs and articles
- Newsletters
- Market research articles

Content writing is also usually long-form writing (1,000 - 10,000 words or more), and to produce a quality article, you may need a marketing research team to back the writer. Take these into consideration when content writers ask for more information or a longer time frame.

Here are also types of questions you can ponder to better understand what kind of writing your business needs:

- What kind of writing will my brand need?
- Which industry am I tackling, and how is content delivered there?
- What type of content will my audience cling to more?

- What does my brand need to grow?
- Am I a service or a product?
- Will my resources be enough to hire both?

2. ***Test your applicants.***

Testing a copywriter can be directly helpful for your business during the hiring process. You can gather a list of writing prompts to test any new applicants to gauge their skills and fit for the company once you figure out what kind of writing is needed for your company.

Here's a sample list of tests you can run while screening for writing services:

- Blog writing (350-500 words)
- Caption writing
- SEO optimization
- Copy-editing your existing materials
- Slogan and Tagline writing for campaigns

This will not only help you find a great writer who will fit the team, but it will also open various new viewpoints to your brand that you haven't had the chance to explore since every writer has their unique style. This period is a trial-and-error process both for existing and new content.

Once you've found a great fit, it's time to discuss their compensation. Money talk and calculations can be a drain to specify and go through thoroughly — so while you can discuss exact prices with your chosen writer, keep these six factors in mind while conversing:

- How many words of copy are needed?
- How complex is the work and research?
- How much creative freedom is allowed for the writer to explore?
- How fast is the turnover or deadlines on average?
- What is the going market rate for their talent?
- What is your budget?

Most applicants are negotiable and flexible once you have these factors figured out, so do try to establish a fair agreement that will get you maximum results, while keeping the writer motivated to meet the requirements.

3. ***Help them frame the copy.***

The copywriter may ask these general questions to help them understand your business further and create a basic story with a beginning, middle, and end:

- What is a common problem that people have?

- How does your product solve people's problems?
- What benefits will your audience receive from your product?
- How will your audience feel when they see your product?
- What complementary marketing strategies can help people listen to your story?
- What were some advertisements that you loved?

These along with any additional questions that are brand-specific will help your writer decide the direction your copy should take.

4. ***Get the tone of voice.***

Once you and your copywriter have built a bulletproof story that will get your audience's attention, the next step is fixing the **tone of voice**.

Let's work with this example — you are marketing to adults, who are around 30 to 40's of age. How would you address them? Will your keywords use young slang or old terms? Will you be more upbeat and fun, or formal and professional? Cool or sympathetic? Exclusive or inclusive?

Getting the right tone of voice helps connect to your target market in the smoothest way possible. That way, you'll be the first thing that comes to mind when they need a problem solved using your product.

5. ***Consider AI copywriting tools.***

This is completely optional, but there are Artificial Intelligence (AI) tools that help copywriters do their magic! Here's a list of tools that can be used:

- Grammarly: Helps with grammar and structure.
- GoogleTrends: Access what people search for the most.
- Wordsmith: Generating stories from numbers and analytics.
- Article Forge: Generates a tier list for links that helps SEO link campaigns.
- Articoolo: A beta-test AI that can write you a full article in a matter of seconds.

These along with many more analytics, writing, and list-generating software can be used, but it still doesn't beat the human ingenuity and empathy that a physical copywriter produces in their words. These irreplaceable human traits help your business become more relatable and warmer!

This may all sound very technical at the start, but these steps will help you and the copywriter generate a well-written, heartfelt story that connects with your audience.

At the end of the day, every company that wants to succeed in tapping into their market needs a writer on board. They're key to helping you explore new possibilities and angles

that business runners can't see yet, and with a growing number of capable writers coming through the generations, you have an entire pool to go fishing for.