THE COPYWRITING INFOGRAPHIC

Copywriting defined

Copywriting

Copywriting is writing with a purpose in mind. Copywriters use words to persuade people to do something they'd rather stay where they are or do nothing at all.

Most organizations have commercial purposes – to increase sales, generate leads, or persuade a cause to support.

Content Marketing

Copywriters provide the content that content marketers need to attract, engage and convert customers. Content marketers direct traffic, marketing emails, landing pages, ads, emails and more.

Some people use the word copywriting to describe content marketing, but they are not the same thing.

Content Strategy

Relate to either qualitative or quantitative research, use cases, and meet the needs of your audience. Content strategy is the planning, creation, and governance of content.

Copywriting is a tactic. Content strategy is a plan. Copywriting is a piece of the content strategy puzzle.

Copywriting

Because copywriters deal in words, they are the ultimate storytellers. They can convey the emotions, feelings and experiences that move businesses forward. Great copywriters can also pull out of a prospect the stories that connect and hit already open emotional receptors.

Copywriting

Copywriters and agencies can help with brainstorming partnership projects and with developing campaign ideas. Copywriters can also provide a fresh perspective on campaigns themselves, they work directly with the customer.

Copywriters naturally congregate in cities, but remote work is a reality. Hire a remote copywriter.

The copywriting process is not a linear process. It is a cyclical process. Copywriters are always accessing outcomes and analyzing what worked and what didn't. Copywriters are always learning and improving.

"A professional writer is an amateur who didn't quit."

Richard Bach

"High of my life is an act of pure copying."

Jack Kerouac

The elements of copywriting

Although every copywriting assignment is different, there are some elements that are common to most copywriting projects. Key some together. It is always worthwhile considering these elements before starting to write.

"The secret of becoming a writer is to write, write and keep on writing."

Neil Gaiman

"If you can't explain it simply, you don't understand it well enough."

Richard Feynman (probably)

Slogans

Slogans are one-liners with a purpose. The value might be boldly stated or subtly alluded, but it has to be both clear and believable.

When used as headlines, slogans should grab attention, establish the tone of voice, and make people want to read more. Slogans should strengthen, confirm or enrich what has gone before. In some advertisements, the slogan may be the only content.

Slogans should "talk" to their intended audience. Copy and design should reflect the tone of voice that the audience is used to. It is a good idea to try say something that would sound like a friend.

The art of writing a great slogan can't be reduced to a formula, but there are some recognizable types that work well. Here are some of them.

Memorable Slogan

Deep and lovely.

Finger lickin' good.

Do not be overthrown.

Perfection is the constant quest of man.

Rhyming Slogan

Snap, crackle, pop.

Ask for more.

Reach for the Heinz.

Rhyming Slogan

Can be memorable and rhyming can be fun.

Rhyming slogans can be difficult to write.

Alliterative Slogan

Finance a car.

Finance a home.

Finance anything you want.

Stay connected to IKEA.

Stay connected to IKEA.

Stay connected to IKEA.

Alliterative Slogan

Alliteration can be memorable.

Alliterative slogans can be difficult to write.

Question Slogan

Does your mouth need a vacation?

Have you tried it?

Have you tasted it?

Question Slogan

Questions can be memorable.

Questions can be difficult to write.