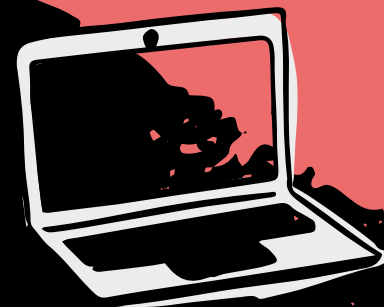


Introduction to Copywriting



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What is copywriting?

Copywriting is the art and skill of crafting persuasive text designed to prompt a specific action or reaction from the reader.

This action could be anything from making a purchase, signing up for a newsletter, clicking a link, or engaging with your content in some meaningful way.

Key Elements

- It's **action-driven** (designed to motivate the audience to do something).
- It's **strategic** (it aligns with a business goal like sales, lead generation, or brand awareness).

In short, copywriting is the language of selling, persuading, and influencing decisions.

Purpose in Marketing

Copywriting is essential to nearly all marketing efforts. Whether it's a social media ad, a product page, or an email campaign, the copy is what drives action. Good copy helps a business communicate its value, address customer needs, and inspire action.

Examples of where you find copywriting in marketing:

- Ads (both digital and print)
- Website headlines and product descriptions
- Emails (promotions, newsletters)
- Social media posts
- Brochures, flyers, direct mail

Copywriting bridges the gap between a brand's message and its audience, guiding them towards a desired outcome.

Difference between Content Writing and Copywriting

- **Content Writing** is primarily informational and educational. It's about delivering value to your audience by providing relevant, insightful content, often with the goal of building trust or authority in your industry.
- **Examples:** Blog posts, articles, eBooks, whitepapers, how-to guides.
- **Goal:** Educate or entertain readers to keep them engaged with your brand over time. The conversion here is long-term—building loyalty and trust.
- **Copywriting**, on the other hand, is action-driven and focused on immediate results. It's designed to persuade the reader to take a specific action, whether it's clicking a button, making a purchase, or signing up for a service.
- **Examples:** Sales letters, ad copy, website CTAs (Call-to-Actions), product pages.
- **Goal:** Prompt the audience to act now.



Key Difference:

Content writing nurtures relationships and builds engagement gradually.

Copywriting drives immediate actions, typically closer to the bottom of the sales funnel.

Relevance of Effective Copy

Engage Your Audience:

Well-crafted copy grabs attention. It speaks directly to your audience's needs, desires, or pain points, making them feel understood and valued.

The clearer and more relatable your message, the more likely people are to engage with it.

Strong copy should quickly communicate:

- *Why should they care?*
- *What problem does this solve for them?*

Relevance of Effective Copy

Build Trust:

Great copy can establish credibility and trust, which are crucial for businesses. When your messaging is authentic, informative, and helpful, it builds a connection with your audience.

People are more likely to do business with a brand they trust and feel aligned with.

Relevance of Effective Copy

Drive Conversions:

Effective copy ultimately influences decision-making.

Whether it's pushing someone to click "Buy Now" or encouraging them to fill out a contact form, strong copy makes the path to conversion clear and compelling.

Examples of Effective Copy

Examples of effective copy techniques that drive conversions:

- Using active language and clear CTAs (e.g., "Get Started Today," "Claim Your Free Trial").
- Creating a sense of urgency (e.g., "Limited Offer – Ends Soon").
- Highlighting the benefits and value (e.g., "Save time with our hassle-free solution").



How Copy Supports SEO and Digital Visibility:

SEO (Search Engine Optimisation) is critical to getting your content found online, and copywriting plays a big role in this process. Google and other search engines value content that is relevant, well-written, and provides value to users.

The right balance of quality copy and SEO can increase your chances of appearing higher in search results, making it easier for potential customers to find you.

How Copy Effects SEO

Keyword Optimisation:

Copywriters strategically use relevant keywords throughout the text to align with what users are searching for. However, these keywords should fit naturally within the content and not feel forced.

User Experience:

Search engines prioritise content that is clear, easy to read, and useful for the user. Well-written copy helps improve the user experience by providing relevant answers or solutions to search queries.

How Copy Effects SEO

Engagement Metrics:

Google also considers engagement metrics like how long visitors stay on a page (dwell time) or whether they quickly leave (bounce rate). Compelling, well-structured copy keeps visitors engaged longer, which signals to search engines that your site is valuable.

Content Depth and Relevance:

Long-form, informative content (like blog posts or guides) provides in-depth information that not only helps users but also makes your page more likely to rank well for specific searches. Search engines recognise the value of thorough, well-organised copy that directly answers user intent.



Types of Copy & Their Relevance



Sales Copy

- **Purpose:** To drive purchases, signups, or bookings.
- **Best Practices:** Clear CTA (Call-to-Action), emotional appeal, and urgency.
- **Best Length:** Depends on context. Shorter (1-2 sentences) for ads, longer (200-300 words) for landing pages.



Website Copy

- **Purpose:** To provide visitors with essential information and guide them through the site.
- **Best Practices:** Concise, benefit-focused, strong headlines.
- **Best Length:** Homepages (250-500 words), About Us (300-600 words), Service/Product pages (300-500 words).



Social Media Copy

- **Purpose:** To create engagement and foster interaction.
- **Best Practices:** Short, conversational, and visually supported by images/videos.
- **Best Length:** Twitter (under 280 characters), Instagram captions (125-150 words), LinkedIn posts (100-150 words).



Email Marketing Copy

- **Purpose:** To nurture leads, provide value, and drive clicks.
- **Best Practices:** Personalised, short sentences, a compelling subject line.
- **Best Length:** 50-125 words for newsletters, 75-100 words for promotional emails.

Activity

Social Media Copywriting Practice

Goal: Write engaging copy for a social media post that highlights a new product or service.

Instructions:

- Choose a product/service from their business.
- Write a social media post for Facebook or Instagram in 100-150 words.
- Include a clear CTA, an emotional hook, and a hashtag strategy.

✨ Your Story, Your Style ✨

Every piece of jewellery tells a story – what will yours say? 💍 Whether it's a special birthday, an anniversary, or "just because," our personalised handmade jewellery captures the moments that matter most. Choose from custom engravings, birthstone options, and unique designs that reflect your journey.

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#HandmadeJewelry #PersonalisedGifts
#JewelryWithMeaning #CustomDesign
#CelebrateYourStory #GiftIdeas #MadeWithLove



The Power of Storytelling

Stories create an emotional connection and make your brand memorable.

Crafting a brand story that resonates with your target audience.

Emotional Hooks

How to appeal to pain points or desires.

Using questions, statements, or scenarios that evoke curiosity.



How Long Should Your Copy Be?

Short Copy:

Best for driving quick actions, e.g., social media posts, ads and product descriptions.

Long Copy:

Works well for blog posts, email marketing, and in-depth service explanations.

***Tip:** Tailor the length based on the platform and user intent. Short copy grabs attention, and long copy informs and persuades.*

AI Tools for Copy Creation: ChatGPT



How AI Can Assist in Copywriting

Using ChatGPT to generate ideas, refine drafts, and overcome writer's block.

Prompting ChatGPT: How to ask the right questions (e.g., "Generate a tagline for a sustainable fashion brand").

Let's use it!

HOW TO ASK AI

Be Clear and Specific:

- Define the exact type of copy you need (e.g., email subject line, product description, social media post).

Include Key Details:

- Mention important information like the target audience, product features, or tone (e.g., casual, formal, friendly).

Set a Goal:

- Specify what action you want the reader to take (e.g., click a link, sign up, make a purchase).

Provide Context:

- Explain the purpose of the copy (e.g., promoting a new product, announcing a sale).

Ask for Multiple Options:

- Request different variations (e.g., "Give me three tagline options for a wellness brand").

Refine with Follow-up Prompts:

- If the first result isn't perfect, ask the AI to tweak specific parts (e.g., "Make this more emotional" or "Shorten this").

Tips for Effective AI Use

Always edit AI-generated copy for tone, brand voice, and accuracy.

Use AI to enhance creativity, not replace human insight.

Activity

ChatGPT in Action

Goal: Use ChatGPT to draft a website headline or email subject line.

Instructions:

Craft a prompt for ChatGPT related to their business (e.g., "Write an email subject line for a new product launch").

Use ChatGPT's suggestions as a base and refine it with their own brand voice.





Tips for Writing Better Copy

Know Your Audience:

Always write with a specific customer persona in mind.

Be Clear and Concise:

Avoid jargon; simplicity drives better comprehension.

Use Strong Call-to-Actions (CTAs):

Drive your readers toward a specific goal (e.g., "Sign Up," "Get Started").

Consistency in Tone and Voice:

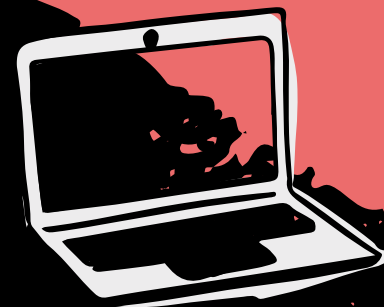
Ensure your copy reflects your brand's values and personality.

Any Questions



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