

MARKETING MADE

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EASY



MAKING KILLER COPYWRITING A NEW YEAR'S RESOLUTION

Did you know that 1 in 4 mobile visitors leave a landing page if it takes more than four seconds to load?¹

This is especially true for mobile traffic – as of 2021, over 54.8% of global traffic came from mobile devices², which makes marketing copywriting essential in capturing user attention.

Copywriting: The Backbone of Success

To get your prospect to act, you need to grab their attention, hold it, keep it engaged, and guide them to their intended action. While marketing copywriting is, in itself, a profession, it's also a critical skill that all great growth marketers should have in their toolbox.

The foundation of good marketing copywriting is storytelling, but the two are not mutually dependent. The word “storytelling” actually speaks for itself. It is about telling stories and being able to engage your audience, or to make something clearer. Photos, images, and videos can help elevate the storytelling, too.

All in all, marketing copywriting is improved by the ability to tell a compelling story — but don't let storytelling take over from the end goal of getting your reader to take action.

The Essentials

How and where you use your words is also an essential piece of branding. While your logo and visuals are important, the way you speak to your customers is also a piece of your identity as a whole. Your brand voice is directed at your target audience, and it can have any style, as long as it feels true to your brand values and persona.

It is important to differentiate the value of voice versus tone in your marketing copy. Remember your voice always remains constant. Your voice is what makes your brand stand out and be easily recognizable no matter where the audience sees your copy. It's an integral part of your brand identity. In contrast, your tone will adjust to the goal and intent of your marketing campaign. For instance, your holiday cheer email or social post will sound very different from ad copy that's creating a sense of urgency around tax filing deadlines.



Get SMART (Specific, Measurable, Attainable Relevant and Timely)

Once you've determined your tone of voice, focus on the goal of your copy. What action do you expect customers to take after reading it? Determine the value props that will matter to them. A useful exercise to write better copy is to list 5-10 problems your target market deals with, the effects of these problems, and then how your service solves them. Copywriters who understand how to use the SMART goal-setting strategy can create top-quality copy.

A Short Guide to Better Marketing Copywriting

- **Headlines.** Start with the 4U's that produce powerful content: Useful, Urgent, Unique and Ultra-Specific. Keep the copy short, cut the fluff, and think of how to package your message in the shortest yet most powerful way.
- **Use Common Spelling and Words.** Correct spelling is essential for copywriters. Readers tend to notice a spelling mistake rather than a grammatical error, or misplaced comma. In good copy, we recommend that you stay away from using "fancy" words. Good copy cuts like a knife. Avoid big words that make you sound like you are trying too hard.
- **Be Concise and Clear.** Writing with clarity means being concise. Unnecessary words often dilute the meaning of the conveyed message. Research your topic so that you appear as a person with a genuine interest in offering your help and expertise – and of course, know your audience inside and out.
- **Use Data and Research.** Knowing your audience is everything, especially when it comes to copy. Testing copy and knowing what words resonate with your audience and capture their attention is key. Don't be afraid to build off simple phrases and let the numbers tell you what works.
- **Feedback.** The best way to refine your copywriting is to have another set of eyes on it. Ask for feedback from colleagues, partners, or friends to make sure your message is coming through in the best way possible.

Copywriting for Different Marketing Channels

Different channels are designed to reach different audiences, at different peak times, and within different character limits. Each channel is built for a specific audience, so there needs to be a different style of writing. Just like your visuals vary by channel, so should your copywriting. You must understand the intention of the user where you are meeting them. Snapchat is a very different platform than LinkedIn. Should you write the same copy for both? No, of course not.

Here are a few tips when copywriting across different channels:

- **Direct Response.** Direct response copywriting is notable because of its emphasis on immediacy. This type of copywriting encourages the reader to take an action the moment they're done reading the text.
- **Email.** Powerful subject lines, engaging and concise text are critical when developing emails for a current or prospective customer with the intention of encouraging a conversion – buy your service, sign up for a newsletter, attend a workshop, etc.
- **SEO.** Copywriting for SEO is writing content for your website that is keyword-optimized to help you rank on Google SERP (Search Engine Results Pages) and grow your organic traffic. That's a crucial skill for any marketer trying to grow a business.
- **Social Media.** The most important thing to keep in mind for social media writing is the standards of the platform: Facebook vs. Twitter, Instagram vs. LinkedIn, YouTube vs. TikTok. If you're focused on your brand's social media presence, you need to tailor your copywriting to the conventions of each platform to find out what works and then keep improving it.
- **Website.** Website copywriting is an essential skill for any marketer. You have an extremely short window to capture a visitor's attention, communicate with them and prompt an action.

In summary, the ability to write copy that captivates and engages the intended viewer isn't easy. Marketing copywriting is an art – constantly evolving and always intriguing!

1, 2. <https://www.websitebuilderexpert.com/building-websites/website-load-time-statistics/>



MONTHLY MEGAHIT

Bruce Rellstab

Each month, we like to feature an advisor that's doing exceptional work out in the field. For the new year, we've chosen to feature Bruce Rellstab, LUTCF, CLTC, Co-owner and financial advisor with Community Financial & Retirement Services in Leominster, Massachusetts.

Bruce has been with us for almost 15 years, and as a longtime member of the Advisors' Academy family, he has consistently generated results. Over the years, he's been able to adapt to ever-changing circumstances, from the expansion of AA to SIS and the Covid-19 pandemic. As the years have passed, Bruce has always remained committed to his clients and the sales process to ensure he does the best job he can possibly do.

Primary Coach Rick Bates had this to say:

Bruce is a longtime advisor with Advisors' Academy. In fact, he joined in the same year I did, 2008. As with anything, we often need to go back every once in a while, to review the basics. The problem is that most of us won't take the time and effort to do so. Bruce has bucked that trend and is currently going through coaching calls to do just that. For that, Bruce, you are our Monthly Megahit!

Well done, Bruce! We're so happy for all the years you've been with us and look forward to many more!