



Ultimate Guide to Content & Copywriting



CONTENTS

01 Introduction

02 Difference Between Content & Copywriting

03 Planning Your Writing

04 Content Writing Guide

- a. Why Content Writing?
- b. Types of Content
- c. The Process
- d. Best Practices to Adapt

05 Copywriting Guide

- a. The Importance of Copywriting
- b. Copywriting Formulas
 - The 4 Cs
 - PAS
 - BAB
 - AIDA
- c. Pro Copywriting Strategies
- d. Copywriting Tips

06 Conclusion

01

Introduction

With the growth of digital marketing in recent times, content creation has attained a major boost among organizations. Unless content is created on a constant basis, your business is most likely to stay low amidst the wide sea of companies out there. Many marketing campaigns including pay-per-click (PPC) advertising, search engine optimization (SEO) and social media marketing make use of the content generated by the team of writers and professionals.

The process of content creation includes generating a wide variety of content ranging from blogs, videos, infographics, eBooks to other content forms like social media posts and ads. It takes into consideration a lot of factors like buyer persona, written or visual approach and such.

The 'Bat'tle for 'Super' knowledge on Content Writing and Copywriting is on!

02

Difference Between Content and Copywriting

We know that both the 'Bat of Gotham' and the 'Son of Krypton' are superheroes. But they differ in quite a few ways, right? Same is the case with content writing and copywriting within the process of content creation. While both content writing and copywriting are used to help grow your business, there are quite a few differences between them.

The daily newspapers give you the exact picture on differences between content and copywriting. The headlines that capture readers' attention are results of copywriting while the news articles followed up by headlines are the outcomes of content writing. Let's brief it in short.

Content Educates.

Copy Sells.



What is Content Writing?

Content Writing is like the Caped Crusader fighting criminals of Gotham with all his advanced tech. (of course with the help of Alfred!)

Content Writing involves the creation of long-form content like blog posts, eBooks [\(like this one!\)](#), email newsletters, white papers, case studies, etc. The primary purpose of content writing is to educate and inform the target audience. The content drives sales too to an extent.



What is Copywriting?

Copywriting is just like the Man of Steel fighting the criminals of Metropolis just with his laser eyes!

Copywriting is inclined towards the sales side of the business with short-form content, inducing the customer to engage in some sort of sales-related action. Types of copywriting include social media ads, pay-per-click (PPC ads), landing page content, website sales copy, sales emails, etc.

03

Planning Your Writing

In the task of creating content to upscale your business, the approach is to select whether to use content or copy for the purpose intended. No matter if you chose to go with content or copy driven content generation, planning your writing is a must. No exceptions in this front unless you are a nerd-glassed reporter working in 'Daily Planet'.



04

Content Writing Guide

Before we delve into the intricacies of content writing, let us have a look at what you're going to find in this ultimate guide for content writing.

- **Why Content Writing?**
- **Types of Content**
- **The Process**
- **Best Practices to Adapt**



a. Why Content Writing?

Content Writing is a business investment that provides conversion and loyalty from the customers. In this modern digital world, creating a strong online presence for your business needs a strong foundation built by the content writing process. The various benefits include,



Consistent Quality:

Providing quality content on a consistent basis allows the audience to choose and make use of your content amid the vast information available online.

Change for the Better:

The job doesn't end just after writing great content. Optimising the content with the right keywords for SEO purposes helps search engines to take your content to the first page of consumers' search results.

Edge in Breakneck Competition:

Competition is everywhere and the field of content marketing is like a primary battlefield. Competitive analysis of your content allows you to learn from the hits and misses of your ongoing content marketing plans.

Encashing the Expertise:

Expertise attracts credibility. Making the most out of the industry experts at your disposal helps your audience to communicate back with you for their career guidance, knowledge upheaval or even for recreational purposes.



b. Types of Content

Different types of content yield different kinds of results, making the process of choosing the content type vital. Content writing deals with long-format content including:

Blog posts:

Blog posts at regular time intervals drive necessary traffic to your business website. Articles showcasing expertise in the subject matter instill a sense of trust in your potential consumers.

EBooks:

eBooks help us focus on one specific topic from your industry, helping target audience get acquainted with a deeper understanding one might like to get started upon on those topics.

Email Newsletters:

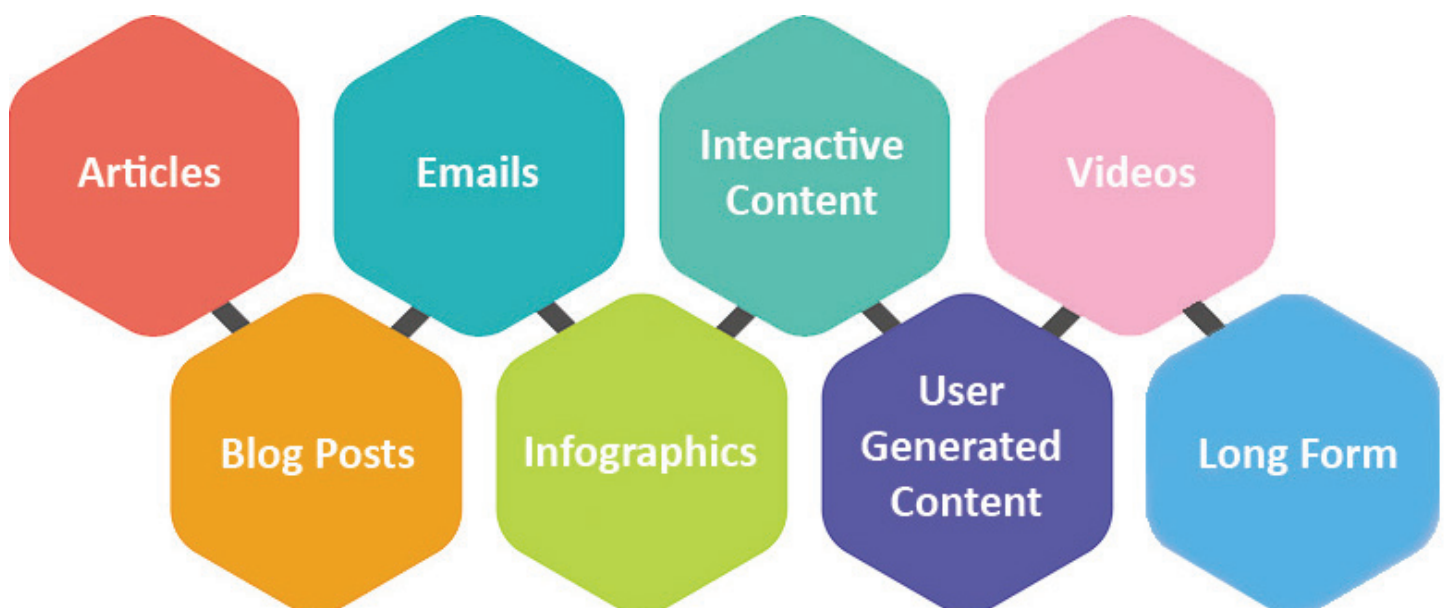
A direct form of communication with the present and future consumers. Email Newsletters provide the utmost benefit of skipping every hurdle directly to the hands of customers.

White Papers:

White Papers allow us to get our target audience acquainted with industry-specific information. They are very similar to another form of content (case studies) but with a detailed approach to the problems and solutions of the consumers.

Video Scripts:

Video Scripts allow you to transform informational and promotional content in the form of videos. Videos, being the hot and happening trend of the digital age, form an inevitable part in your business' content marketing plans.





c. The Process

Before you start writing the actual content, an elaborate process is involved in deciding the approach. The process includes,

Planning and Research:

This goes without saying, right? Providing your target audience with factual and up to date information takes a lot of research from the writers' end. The planning includes setting up goals and targets, creating customer personas, conducting keyword research, setting a content strategy on users' search intent and creating a content calendar.

Write:

The best and the sweetest (trust us) part of the process. Write. It may not be perfect at the first draft but there is always scope for improvement and when you feel there is none further to a substantial extent, you can move to the next step.

Edit, Publish & Review:

Content Writing is like turning on the bat signal.

The bat-mobile must come out once the lights are on.

Just like that, writing should be aptly followed by editing.

Sometimes, rigorous editing is what we need at our disposal. Once editing is done, we are free to publish, followed by, reviewing the outcome is properly catered to whatever screen your audiences are on.

Researching



Brainstorming



Writing



Proofreading



Publish





d. Best Practices to Adapt

Content writing is a talent acquired over writing and writing a lot. Some of the best practices that might help you perfect your pen include,

Weaving a Story:

A great story is what most people prefer all the time. Doesn't matter if it is some boring tech content or about exciting ad campaigns, when you can weave a good story around what you want to write for the audience, they are all in with their digital screens.

Making Use of Brand Voice:

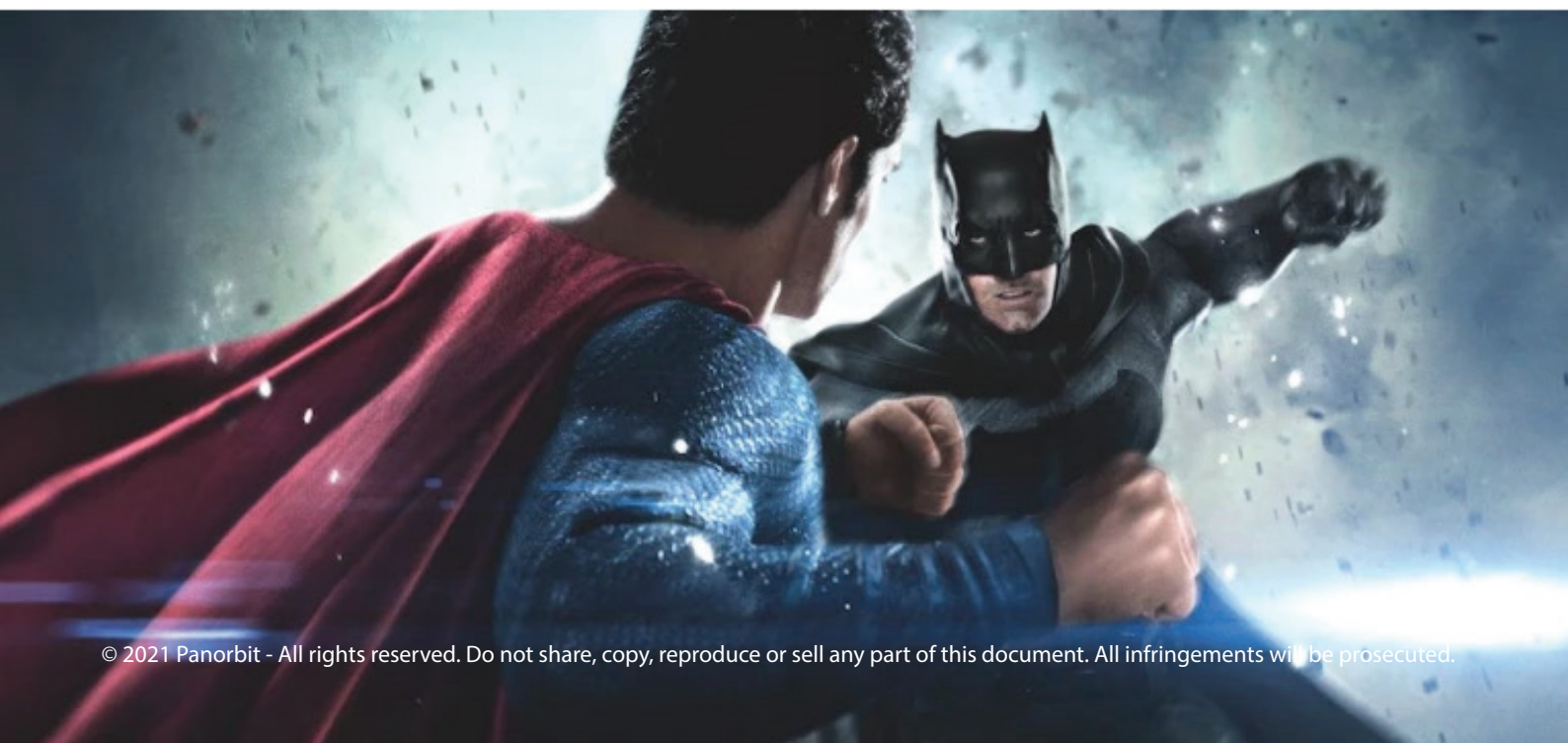
Every brand has a voice of its own. If it doesn't, that's the problem for yet another day. So, make use of the brand voice in every writing practice. It goes a long way in establishing the business at the hearts of its consumers.

Shorter, the Better:

Content Writers can also make use of their copywriting skills to write short format content. Many a times you encounter situations where, saying a word in place of ten does the job with subsequent wonders.

Content Repurposing:

The aim of content marketing is to take your content to all your potential target base. And for that mission, content repurposing comes in handy. Content repurposing turns blog posts into crispy social media posts, posting excerpts of eBooks as blog posts and much more.



05

Copywriting Guide

Facing Steppenwolf is fun for Bat of Gotham if he has the Son of Krypton flying around in that suit with the symbol of hope, right? Copywriting gives hope to content marketing.

Content Writing is fun when we have the attention of the customers. But to grab that attention, content writing surely needs the help of copywriting. Brand taglines, often a part of branding can also be considered to be a work of a copywriter at times.

Here are a few examples to demonstrate the effect of a great copy/tagline

Nike – Just Do It. (We're still Do-ing it!)

McDonald's – I'm lovin' it. (We know you do too!)

Apple – Think Different. (We do. You do, right?)



JUST DO IT.



i'm lovin' it



Think Different.



a. The Importance of Copywriting

In this digital age, the role of copywriting has become even more important. Quirky copies that capture the attention of the fast-scrolling consumer improve a lot on the marketing front. The areas of benefit include,

- Blog Titles
- Video Scripts
- Key Page Taglines
- Banners & Posters
- Interview Questions
- Outreach emails
- Marketing Campaigns
- Social Media Content

b. Copywriting Formulas

Copywriting takes in a lot of factors to provide successful results. And sometimes, we need proven strategies as part of our copywriting plans to get ahead in the game further. Few such copywriting formulas include,

- **The 4 Cs**

The 4 Cs – Clear, Concise, Compelling, Credible

- **Clear** – Make it understandable for everyone. We say everyone. The more you understand your audience, the easier the job is.
- **Concise** – Time is running fast in this digital world. Convey your information in the fewest words possible.
- **Compelling** – Attract the audience. Making your content compelling with focus of consumer problems, solutions and desires does the trick.
- **Credible** – Credibility for the win any day. Make use of snippets from your long-term content which adds to the credibility factor in a huge manner.

- **PAS**

PAS – Problem, Agitate, Solution

PAS is like the 3-Act structure we use for storytelling.

Present a **problem** to the audience, **agitate** it with necessary emotions and **solve** it with the expertise you offer to your consumers.

- **BAB**

BAB – Before-After-Bridge

Before – Identify the pain points of your customer and what difficulties they face (major or minor) now.

It is followed by,

After – Right before you deliver a solution to your consumer's problems, paint a happy picture of what the solution does to their business. Yes, 'Happily Ever After' card like in the movies but at the intermission point instead of climax. The final step is,

Bridge –Take your audience from before to after. Be the bridge of their aspirations in reaching the after phase from before phase.

- **AIDA**

AIDA – Attention, Interest, Desire, Action. Probably, the oldest copywriting formula, AIDA deals with,

Attention – Simple as it is. Grab the attention of your audience. Yes, we know, we are making it sound easy-peasy. But practice surely helps.

Interest – Spice up the attained interest with bold promises that can be accomplished. The feasibility of the solution becomes utmost important here.

Desire – Tap into the desires of the audience that led them until this point. They sure have some desires in mind to keep delving further into the content.

Action – Give them the strongest CTA. Do not leave them hanging with the solution at an attainable distance. Make sure they pluck the fruits of solution.

c. Pro Copywriting Strategies

Customer-focused:

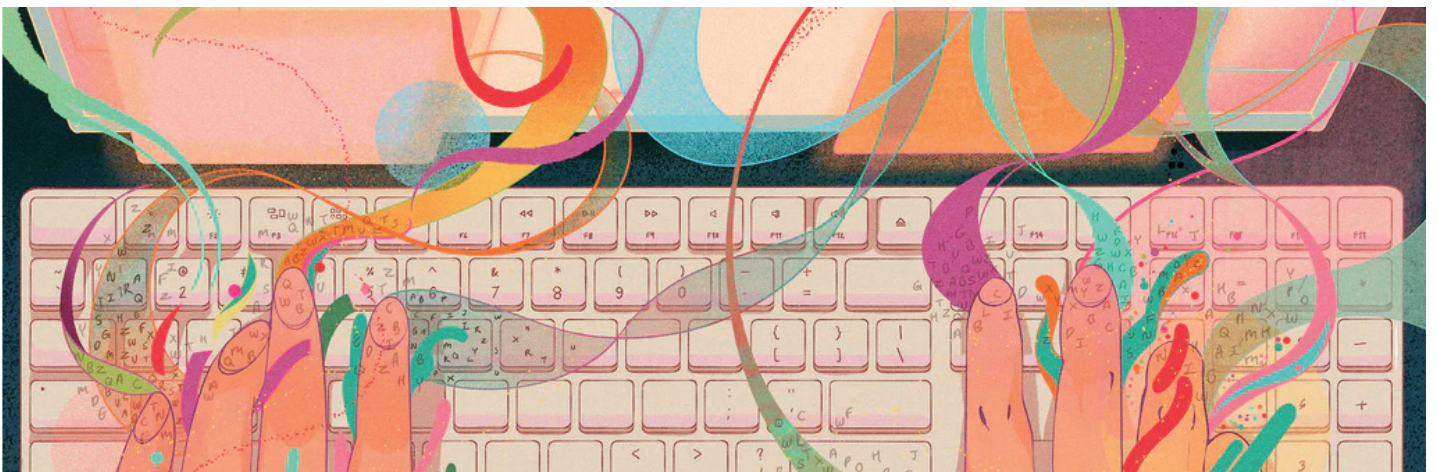
Making your copy while keeping customers in mind all through the way, makes the job a lot easier. Being active in social media discussions along with conducting customer interviews and surveys helps a lot in this regard.

Attention to USP:

Give the audience your Unique Selling Proposition (USP). Almost every problem has more than one solution in the market, making it all the more important to put it out to your audience, what makes you unique from your competitors.

Coupling CTA with Urgency:

The Call-to-Action (CTA) is a no-brainer in today's content marketing strategies. Mix that with a sense of urgency which is sure to turn beneficial in this fast-paced world.





d. Copywriting Tips

Strictly Specific:

Your audience does not want you to beat around the bush. Do not try to lead them with false headlines or too generic statements. Be specific to their problem and call for their solutions.

Keep Skimmers in Mind:

Sure, many people find it hard to read each word out there in the content they want to read. Help them skim through your content to the gist of it. Need more help, go through this eBook from top to bottom just focusing on headings and sub-headings. You know what we are talking about.

Short and Sweet:

Keep your sentences short. Do not make your audience zone out halfway through a sentence. Be crisp and clear. Like the sentences in this paragraph.

#NoShashiTharoorism:

You might get what we are speaking about with the hashtag itself. Do not make your audience struggle with big, fancy words. Save it for your literary circle coffee table discussions. Help the audience with easy reading by avoiding fancy vocabulary.



06

Conclusion



Though it finally comes down to educating and communicating with your audience and clients (present and future), content writing and copywriting each has its own batarangs and kryptonites. Making use of the variables in consideration, choose what your business needs at that moment.

In super brief, Content Writing like this eBook makes you fall in love like a heavy novel that feels like a dream.

Copywriting like this line hits you just like those one or two sentence poems that make you stop reading and stare at the wall.