

10 Tips to **SHARPENING YOUR MARKETING COPY**

Use these quick tips to write copy that converts.

01 **SET GOALS.**

Speak to your audience in a way that makes sense for who they are and what they want. This dictates how deep you dive and what kind of language you use.

02

KNOW YOUR AUDIENCE.

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03

BE ORIGINAL.

What's the best way to be original? Be yourself.
Focus on what you specifically have to offer to your
reader.

04

KEEP DESIGN IN MIND.

Break up content with images, bold headlines and chunks of information that are easy to digest. White space is your friend.

05

BE USEFUL.

What does your reader want? How can you help them? *Make sure your copy has a clear use and takeaway.*

06

BE HONEST.

Don't promise one thing in your headline and deliver another. That's called click-bait, and it's not a good thing. Be genuine, honest and sincere.

07

AVOID FLUFF.

Don't write to fill a word count. Make your point as simply as possible without using overly fussy words or filler.

08

OFFER A TAKEAWAY.

Compel your reader to take action. Don't just provide information, tell your reader how to use it. Offer next steps or guide the reader with a clear call to action.

09

CONVERSE.

Conversation converts. Write as if you're speaking to a friend. Read your copy out loud to make sure it sounds natural and easy.

10 EDIT YOUR WORK.

Read over your writing a few times, give it to someone else to look over, and make sure you have spell check turned on. This is your chance to make a strong impression.

NEED A LITTLE HELP?

Email our digital marketing team at inbound@bigsea.co and we'll schedule a time to chat about how we can help.

