

What's the Difference Between Copywriting and Content Writing?

Copywriting is the process of writing persuasive marketing and promotional materials that motivate people to take some form of action, such as a purchase, click on a link, donate to a cause, or schedule a consultation.

Copywriting is at the core of nearly every type of business. Without copywriters, businesses wouldn't be able to share their messages with potential customers to expand their markets, or with current customers to keep them engaged. This includes all B2B, B2C, non-profit organizations, healthcare service providers.

What does a Freelance writer do?

A Freelance Writer is a professional Copy and Content writer. Copywriting refers to writing marketing and promotional materials. **Content writing** refers to writing informational or editorial pages on websites, blog posts, article pages, or product pages.

OVER 80% OF ALL U.S. BUSINESSES USE FREELANCE WRITERS

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