



## Are You Using These 5 Copywriting and Branding Essentials?

[Regina Arnold](#)

Copywriting is one of the most important parts of your brand strategy.

Why? Because your brand is based on whatever messages your business broadcasts. They become your brand's personality.

Content is a way you reach your customers through blogs, social media, eBooks, newsletters, case studies and email campaigns.

Keep in mind that content marketing is about way more than keywords. Because of SEO, we now have a whole generation of marketers and entrepreneurs who believe that content marketing is all about putting keywords on their website and blog.

Copy, however, is the writing you use to invite the customer to make a buying decision. Well-written copy uses language that speaks 'directly to' and resonates with your ideal



customer. And it's important to know who that is.

Sales copy creates an emotional connection with your customers. It naturally inspires customers to make a purchase because they feel *emotionally* invested in your brand.

Great brand copywriting shows customers that you know exactly what they are going through and how your product or service fits into their lives. When you know customers on that deep level, you create brand advocates who will purchase from you, and refer others for life.

Create emotionally engaging brand copy with these five steps:

1. **Features tell, but benefits sell.** You might pride yourself on the features of your service or product and what you have to offer. But the words that are going to bring you closer to the sale are words that describe the benefits of the products.

- Know your customers, what their problems are, and what their everyday life looks like. What are their dreams? What is their pain?

- Use copy to help them imagine how their lives would be different with your product or service.

2. **Have a distinct brand voice.** Your brand voice includes unique words and language. These words help create a brand persona that stands out and resonates with your customers.

- Brand copy should be written in a distinct, consistent voice. Have brand guidelines to refer to so that your team will stay on the same page.

3. **Create a sense of urgency.** Urgency helps customers take action. Use a specific call to action – *FIND OUT WHY, MORE INFO, CONTACT US, etc.*

- What may be the consequences if they don't purchase your product now?

4. **Create your own category.** Use words to become the go-to in your industry. What secret combination makes your business truly stand out?

- Think about the In-N-Out burger brand. They're not just a fast-food company. Yet since they are only found in specific parts of the US, branding and copy portray them as



a cult classic known for their commitment to quality.

**5. Use the AIDA framework to build a connection.** When you know your customers and the problems they have, that makes this part easy. The **AIDA** framework is an unbeatable way to create brand advocates by connecting with customers. This can be used everywhere from your web copy to email campaigns:

- **Attention.** Use an engaging headline (hook) to grab the reader's attention and pull them in.
- **Interest.** Grow their interest by giving new information and building the context.
- **Desire.** Use words to evoke desire and create an emotional connection about your product or service.
- **Action.** Finally, call the reader to action and motivate them to buy.

Copy is how your messaging shapes the perception of your brand that inspires people to buy. Messaging that showcases your brand's personality is timeless. Words are a powerful tool and can be used to show your brand's uniqueness in a way that connects with others and the value they get from your company long term.

Brand copywriting creates an internal investment with customers. Through an emotional connection, they become invested in your business – like they would when they feel connected to a close friend.

The entire world is built on stories, and that includes copy. Customers organically move through the world using stories to create their understanding of life.

Using the right words shows customers exactly how your company fits into their lives. When you do, your profits will rise dramatically!

If you'd like to explore this topic further, [contact me](#) today and let's chat about how we may be able to work together.