

14 Proven Keys to Comfortably Master the Art of Modern Copywriting

Like many fields in the age of the internet, copywriting is drastically changing. It used to be that copywriting pushed products, through print materials like postcard mailers, sales letters, brochures and pamphlets, and newspaper and magazine ads. Now, even though those things are still around, there's a shift taking place. More people than ever buy online, and the smart copywriters know about the power of digital marketing.

So, what is modern copywriting? Quite simply, it's the art of adapting to the new age, embracing the tips and tricks that will get results in the here and now in the age of the internet. It used to be as simple as selling a product to customers. Advertisers came up with catchy slogans, and they pushed those slogans out to as many people as possible. Modern copywriting, though, is recognizing that not everyone will benefit from your product. Instead, it's all about identifying who will benefit, and creating content for them. That content can be delivered in tons of different ways.

Modern copywriting is embracing the digital world.

But, it's also so much more than that. In our ever changing modern society, modern copywriting asks us to be highly adaptable and constantly learning and growing. Modern copywriting is all about the consumer, but it's also about getting results. So how does one become a successful modern copywriter? Here are 14 Proven Strategies that will help:

#1: SOCIAL MEDIA OPTIMIZATION

Understand Social Media and How To Repurpose Content For Multiple Platforms.

It started with Myspace. Then came along the big one: Facebook. Twitter followed shortly afterward, then Youtube, Instagram, LinkedIn, Snapchat, and a flood of additional social media platforms. Now, people are hooked into social media, connecting with other people they feel close to, and even with their favorite brands.

Each and every platform provides a unique opportunity to reach a different kind of audience. People are using them for different reasons, and the modern copywriter knows these platforms, and they know how to successfully distribute their content on each of them, so that it reaches the target audience in the way they want to be reached. Modern copywriters feel comfortable writing for a multitude of different platforms, seamlessly adapting content from Facebook, to Twitter, to Instagram, and even to Youtube in the form of video scripts.

They also know how to make their content appear professional and authoritative on these different channels.

KEY #2: DIGITAL VERSATILITY

Digital Versatility to Deliver Message to Consumer before they Move On

Modern copywriters are versatile enough to tell a story and deliver their message on any platform before the consumer loses interest. There's at least a dozen choices at any given moment that a

person can make online, and most of them don't involve engaging with your content. When people are online, it's incredibly common for them to hop from one page or Instagram story to the next for any reason or none at all, and the modern copywriter knows this.

Copywriting in the digital era is all about delivering content and key messages quickly. Modern copywriters not only have an innate understanding of how the digital world works, but they understand how to craft messages so that people get the important details, no matter how long they are engaged with the content.

KEY #3: CUSTOMER-FOCUSED CONTENT

Build trust by addressing their pain points, making them feel cared about, and helping them.

In the modern age, it's more important than ever to write for the customer. Copywriting is no longer about just selling a product. Copywriters want to reach their target audience. There is no point in selling milk to vegans, and there's no point in selling roofing services to people who rent.

Modern copywriting addresses people's pain points. It aims to help them and provide solutions to their problems. Above all, it aims to build a relationship and make them feel cared for. In the age of digital marketing, it's easier than ever to reach consumers, and so rather than just pushing the sale immediately, modern copywriting recognizes the power of establishing a relationship so that when a customer is ready to buy, you are there.

KEY #4: BUYER PERSONAS

Understand how to craft them and how to use them.

It's more important than ever to get your marketing in front of the right people, so modern copywriters understand how to discover who those people are. Modern copywriters understand how to craft multiple personas for different kinds of ideal customers, and then they understand how to write to those customers. You wouldn't talk the same way with your grandma as you do with your best buddy or the little kids at your nephew's kindergarten. Nowadays, digital marketing tools give copywriters more power than ever to tailor their messages to their target audiences, so it's incredibly important to understand buyer personas.

KEY #5: QUALITY, SHAREABLE CONTENT

Put out original content that educates, simplifies complicated content, shares insights, or gets others to share about you.

Quality content is king, and in the modern age it's all about crafting unique messages that inspire others to share. Copywriters in the digital age know how to do this. Here are just a few ways of the ways modern copywriters are creating shareable content:

1. Public relations copywriting.
2. Technical copywriting, creating user guides, eBooks, White papers, and in-depth blog posts and articles that break down complex subjects.

3. Educational content.
4. Facts and figures/results from surveys or studies.
5. Infographics.
6. Memorable quotes.

KEY #6: SEO

Make it easy for people to find your useful content.

Modern copywriters know how to write for search engines. They understand how SEO works, and that it's not enough to simply stuff as many keywords as possible into an article or onto a page. Not only do the keywords have to fit seamlessly into the content, but the content also has to deliver on the searcher's intent, and the keywords alone aren't enough, the content also has to have backlinks to achieve a strong standing in the SERP (search engine results page).

Modern copywriters understand all of this—just like they understand social media and the rest of digital marketing.

KEY #7: EMBRACE THE CUSTOMER JOURNEY

Make sure that the right content is reaching the customer at the right time.

Modern copywriting also takes it a step further, and looks at the customer's journey as a whole. Is this the first time they're seeing your brand? If so, maybe your goal isn't to sell them on your product right now, but later down the road.

Nowadays, gathering leads is more important than ever. If you can get the right kind of leads for a brand, then even if they don't buy right away, you can convince them to do so down the road, at the right time for them. In today's age, it's all about forming a relationship with the customer, and going on a journey with them. Your product is there, for them, when they need it. But if they're not ready for it, you can be helpful in other ways.

KEY #8: TELL A STORY

Make sure that your story matches the company brand voice.

It's not just about getting the product in front of the right customers. You also have to engage those customers, and modern copywriters know how to do this. They're willing and able to craft easy to read copy that guides customers through journeys that they can relate to. Selling shaving kits to the young men? Well, what better way to do it than by using words to show how other young men have already achieved great results, using your shaving kits.

Modern copywriters know how to tell stories that their audiences will relate to, highlighting the benefits to those audiences in ways that raise the stakes. At the same time, though, modern copywriters recognize the importance of adhering to brand voice when crafting a story. Each brand

has their own audience, and not everyone is going to engage with the same kind of stories. Older folks, for example, who are looking to buy a cell phone to communicate with family members will probably not engage with a story about a young man who bought your new phone and was able to accomplish more tasks more quickly due to its higher processing power.

KEY #9: MIX-AND-MATCH CONTENT TYPES

Don't just use text, mix in some images, infographics, video, or audio.

Modern copywriters know that readers often don't read all the copy on the page, and that they have to not only write engaging content, but they also have to make that content look great. The key to this? Mixing in some images, infographics, video, and/or audio. People love video nowadays, especially if the video has captions so they can watch with the sound off. And a page with these other content types mixed in just looks better. Nobody wants to stare at a wall of text and start reading. The modern copywriter knows how to make their page look easy-to-digest, so that the reader digs in without a second thought.

KEY #10: USER BEHAVIOR

Modern copywriting accounts for user behavior. In general, important content should come first.

Getting even more into user behavior, modern copywriters know how their users are going to read the page. Most people read content in an F-shaped pattern, reading most of the sentence on the first line,

then down the page less and less on each line until they reach the bottom. Modern copywriters organize their content so that users can read any amount of information on the page and understand what it's about. They also understand that people tune out banner ads, and will often read just the subheaders too, so they make sure to draw people in with those subheaders.

KEY #11: NUMBERS FOCUSED

Modern copywriters know that optimizing content is important, and to always follow the numbers.

It's not all about words. In fact, all forms of copywriting are, at their core, writing that serves a purpose, whether that's to engage customers, increase brand awareness, or even directly sell a product/service. Modern copywriters know that their content needs to deliver on this purpose, and that's measured through the numbers. Modern copywriters strive to optimize their copy, employing tools such as A/B testing and making sure that their copy isn't just coming off as salesy, gimmicky, or unwanted. They make copy fun, and they use copy that both sells and informs, providing value wherever they can.

In the modern day, it's not enough to just put the product/service in front of the customer and say "buy this." Instead, it's been proven in the modern age that building relationships builds long term sales, and marketing copy seeks to highlight the benefit to the customer, constantly focusing on what value the product/service bring, rather than just a set of cool features that may or may not be useful to the customer on the other end.

Modern copywriters are also highly aware of how to get sales when that's the goal. It's not just about benefits, but it's also about asking for the sale with a compelling, obvious call to action, and delivering a strong headline to capture the customer's attention in the first place. There's so much noise in the modern age, and copywriters nowadays need to know how to stand out among the crowd.

KEY #12: BE CREATIVE!

Modern copywriters aren't scared to flex their creativity in order to make common, everyday things exciting!

It can be awfully boring to hear about certain kinds of products, and modern copywriters know how to use creativity to spice things up. Things like roof installation, gutter cleaning, and toilet paper aren't inherently interesting to most people, but in the modern age, that's no problem, as creativity abounds and modern copywriters can engage anyone with their electric ideas.

KEY #13: BREAK THE RULES (SOMETIMES)

Modern copywriters are willing to break the rules to achieve better results.

When things aren't working, the modern copywriter isn't scared to roll up their sleeves and do what it takes to get them working again. There's certain rules to writing great copy, but in the digital age there's a whole new set of challenges too. The modern copywriter is numbers-focused, so they know how to try new things and evaluate their potential. They're not scared to venture into new territory

alongside their team, breaking established rules if it means the potential for a greater ROI.

At the same time, they recognize the importance of collaboration in this and of not breaking any laws.

They're willing to tackle big picture issues, but they do so in a thoughtful and respectful way, keeping in mind the importance of research each step of the way.

KEY #14: RESEARCH

Know how to do it, know how important it is, and start with research every time.

It's not just about writing. Copywriting is about good research too, and modern copywriters have this down pat. They know the difference between a good source and a bad one, and they know how to do research quickly and efficiently. When writing, modern copywriters are great at using research to enhance their articles.