

High-quality content **in online marketing**

Part 4

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Greater success with powerful
copy for every
online marketing project



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How modern advertising copy achieves its goals

In this final part of our ebook, we're going to take you through some of the more successful marketing campaigns and show you how they work.

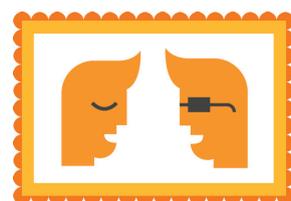
› **The permanent background hum of adverts accompanies us in our everyday lives.**

Both online and offline, companies are relentlessly trying to get your attention. It's no wonder that customers have had enough from tired slogans, finding themselves uninspired by interchangeable advertising promises.

To stand out from the general tumult of products and providers, there are companies who use 'out there' advertising campaigns. Others customise their campaigns specifically towards their target group.

Companies which don't rely on overly extravagant advertising campaigns make use of another tactic to gain their place in consumers' minds: They specify their target audience, then present their products in pictures which mirror the lifestyle image their consumers want to live. It's exactly this method which Carlsberg uses in their advertising campaigns.

In just one example, the ad starts in a roller coaster, and shows the famous faces of football roaring across the screen before they are gradually joined by other roller coasters of



teams and fans, eventually combining to form an entire net of football teams, fans and managers. The players and their fans (and WAGs) ride their roller coasters, showing the excitement and suspense associated with theme parks, football games and, of course, every bottle of Carlsberg – the official beer of the Barclay's premier league.

› This advert doesn't deal with the beer in and of itself. Instead, it captures team spirit, excitement and all the emotions of the premiership finals in their entirety. The ad speaks directly to the brand's target audience – and every single one of his mates, too. Despite not being at the forefront of the ad, the final slogan 'This calls for a Carlsberg' really unites the excitement of football with your best mates and beer.

With Carlsberg as an example, it's clear that authors of advertisements have no boundaries when it comes to creativity. But what is it exactly that makes good advertorial content, and what differentiates this type of content from others?

When is advertising copy successful?

› What makes good advertising copy?

Advertising copy differs from other types of journalism or website content quite significantly. This is down to the fundamental differences in what the copy aims to achieve:

- › Authors of news or reports have to maintain a distanced, neutral, yet critical tone.
- › Informative, journalistic content presents the current events of the day,

with factual accuracy and objectivity being necessary.

› A good piece of journalism doesn't speculate on a topic, rather highlights various different perspectives on a topic.

› Emotional, or factual accuracy

In contrast to a neutral report or news item, a piece of advertising has got to influence the readers. It should encourage those potential customers to buy. Authors of adverts have to praise the qualities of a product or present the product and its producer really positively.

Whether or not companies choose to present their products with cold, hard facts, or rather rely on a more emotional approach is really dependent on the product and, of course, the competition. Especially manufacturers of luxury items opt for emotional advertising to reach their consumers because, in truth, most products' qualities are almost always indistinguishable from the competitions'.



It's with this in mind that the subtlety of the Carlsberg slogan really comes into light. Carlsberg not only associates itself emotionally with the brotherly comfort of watching the game with your mates, the brand also becomes exclusive by distancing itself from every other beer: That doesn't call for a beer - that calls for something better, something more. That calls for a Carlsberg. That the slogan easily rolls off the tongue is an added bonus.



Right at the other end of the scale are adverts for technological products. This is where manufacturers really outline the product's features, effectively enabling the consumer to compare: "The Samsung Galaxy Tab 10.1 - slender, quick, light and completely user friendly. With a display diagonal of 25.65cm, there's so much space for work and fun activities."



› The language of advertising

Rule number 1 - stand out from the crowd

Advertising copy is significantly more relaxed in phrasing than pieces of journalism and often breaks away from grammatical conventions, or even language completely. One prominent example is the memorable 'Whassuuup?' Budweiser campaign. Adverts deliberately utilise grammatically incorrect expressions or even make up completely new words. With a successfully executed campaign and easily memorable buzz words, it doesn't take long for these slogans and 'imaginary' words to

become commonplace in everyday conversations. Even the simple tricks of language ensure brands are remembered. “Kids and grown-ups love it so - the happy world of Haribo” is one of those notorious rhymes you’ll not easily forget. In addition to catchy rhymes and incorrect sentences, the creators of advertising campaigns don’t feel the need to stay within the boundaries set by the everyday dictionary.

› What makes good advertising copy?

Advertising copy has to convince the consumers. It has to show how the product is useful for consumers and distance itself from the competition. It’s standing above and beyond the competition that contributes the most to the success of any advertising campaign.

When a consumer searches for a product, they want to know their needs will be satisfied. A drink has to quench thirst and taste good. A car for soon-to-be parents has to have room enough for a blossoming family.

Effective advertising campaigns address these needs and highlight a product’s usefulness. An example: Volkswagon successfully targets couples with very clear family plans with their slogan ‘A real space vehicle’.

› Be useful and helpful!

A text which just talks about the ‘great quality’ of a product or only offers ‘top service’ is not going to persuade anyone to buy. Empty phrases like these don’t offer the client any guidance, and they don’t awaken any interest for the products.



Good advertising copy pre-empts the client's problems and presents them with the solutions needed.



› Example

A natural yogurt producer traditionally always sold their yogurts in small pots. For many parents, cleaning up the kids' messy packed lunch boxes proved tiresome, and replacing the many lost spoons - necessary for the children to eat the yogurt - when the kids accidentally left them at school proved expensive. The company decided to do away with the yogurt pot design and sell their product in handy tubes. Marketed directly to parents, the yogurts suddenly became a practical, diverse and exciting snack for their kids: These yogurts "... are packaged in fun squeezable tubes, making an ideal yummy (and mess free!) treat for children on the go. And, great for the summer, they can even be put in the freezer, so your children can ensure a really chilled treat at any time!"¹

If you can present the usefulness of your product clearly, then you've got a solid basis for successful advertising copy. Usefulness alone,

¹ Source: www.Yeovalley.co.uk

however, is likely not sufficient.

The fresher the market for a product, the more difficult it will be to get your head up on the competition. This is why it's important to bring the individual qualities of a product to the fore. This could be a quality or use which is individual to the product, and which the competition can't offer.

It's exactly this strategy that Samsung uses to promote their new Galaxy Note 3. This gadget differentiates itself from other smartphones on the market by labelling itself as the optimal tool for organisation. Helping the user to quickly and easily fine-tune their multitasking skills, in addition to being customisable, is how this smartphone stands out from other gadgets: From extraordinary creativity to everyday tasks, you can do it all smoothly and easily with the Samsung Galaxy Note 3.Note 3's large and vivid 5.7" Full HD screen lets you make the most of entertainment as well as advanced multitasking capabilities'

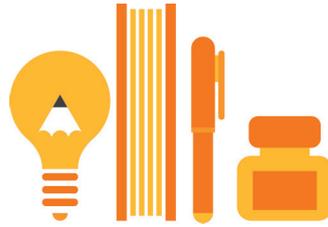
By marketing this accessibility and ease of use, the standard aspects of this smartphone are made exciting and innovative.



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Use for the consumer and individual qualities are the keys to a successful advertising copy.

Even when it's difficult to differentiate your product from the competition's, a good advertising campaign will be able to present the product with an individual slant. Something as simple as addressing the innermost desires of the target audience is a sure-fire way to an effective campaign.



Tips for your advertising copy

If you can't wait to get started straight away, then follow these tips and you'll be on a direct route to a successful campaign!

1 Write from the consumer perspective

Consumers aren't interested in how great your company or product is. Avoid expressions such as 'As a leading company in the XY industry, we offer our clients only the best products'.

Rather, catch your consumers where they need you - offer them a concrete solution to their problems.

2 State your product's usefulness in the headline

Very few people will ever go on to read the full advert if they're not already captured by the headline. **The headline is often the only thing the reader actually takes in when glancing over a website.** Communicate your product's usefulness straight away and the reader is bound to give it their full attention.

3 Keep it short

Even if you've won the readers over with a successful headline, not everyone is going to read the copy to the end. **A long article will deter a lot of consumers**, so just mention the essentials.

4 Gain Trust

Don't praise your products directly or highlight the authenticity of your company as such. Rather, let any certifications and awards speak for themselves, or highlight these yourself. **Signs of quality such as 'investors in people' awards put you ahead of the competition, without any effort.**

5 Write in pictures

Use your text to draw pictures in your consumers' minds. Make your products attractive with the appropriate imagery, drawing in the consumers and your target market.

If you need inspiration, take a look at deodorant and room spray manufacturers. Although mostly chemical products, their success on the market is so great due to their use of appropriate imagery. Slogans such as 'Bring the freshness of spring into your home' make what are essentially dull products really attractive to the users.

6 Speak your target audience's language.

If you're selling luxury limousines, you'll be using a different language and tone than someone selling energy drinks. **Think carefully about your target audience and use the vocabulary which is expected of you.**

It's by following these simple steps that you'll be heading your way to a successful advertising campaign. We hope you've found our ebook series useful. If you have questions or queries, or just want to get the best from your content, then get in touch!

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and want to know more?

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