

Creative Content and Copywriting for E-Commerce

YES E-Book Vol. 2

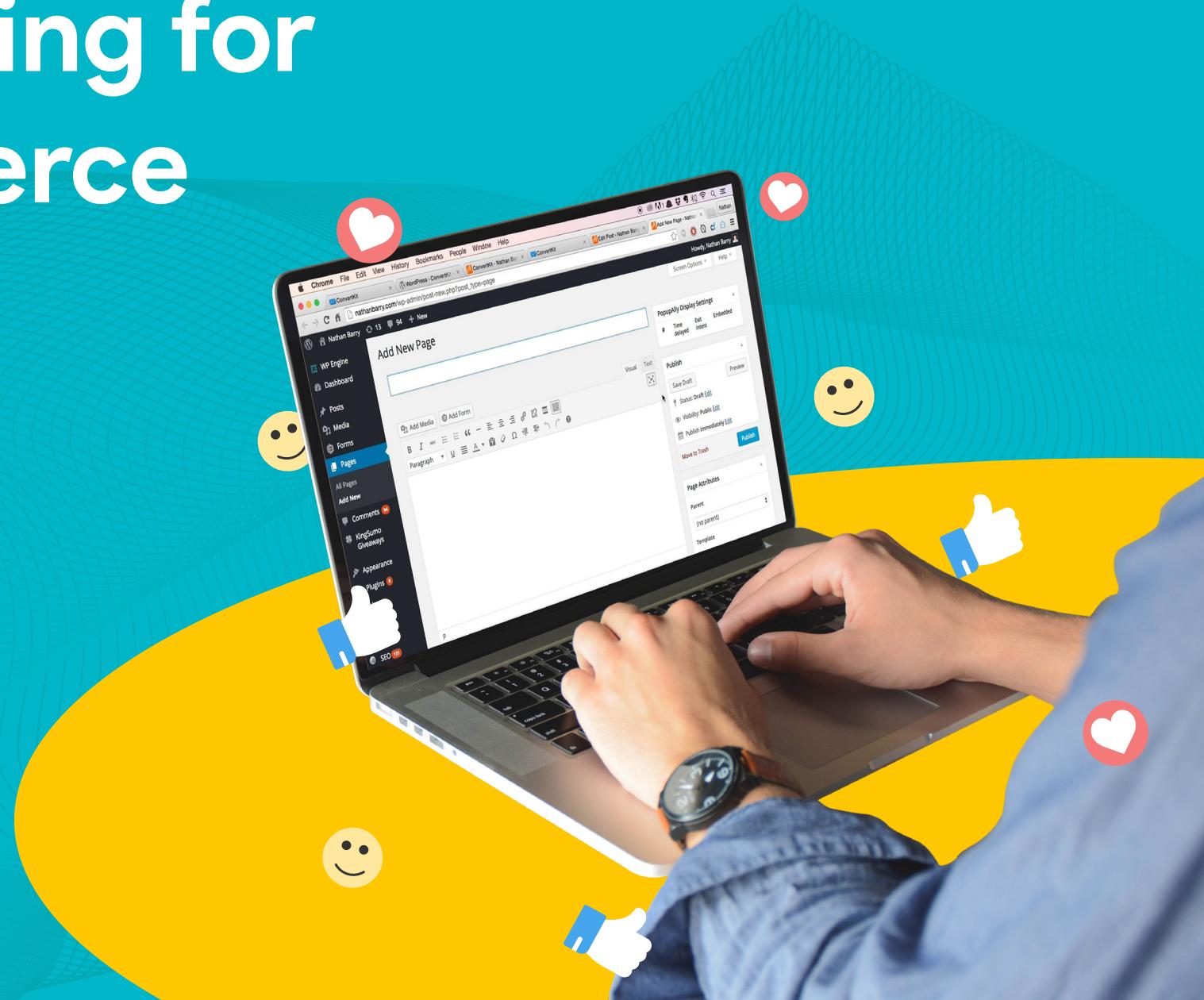


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02

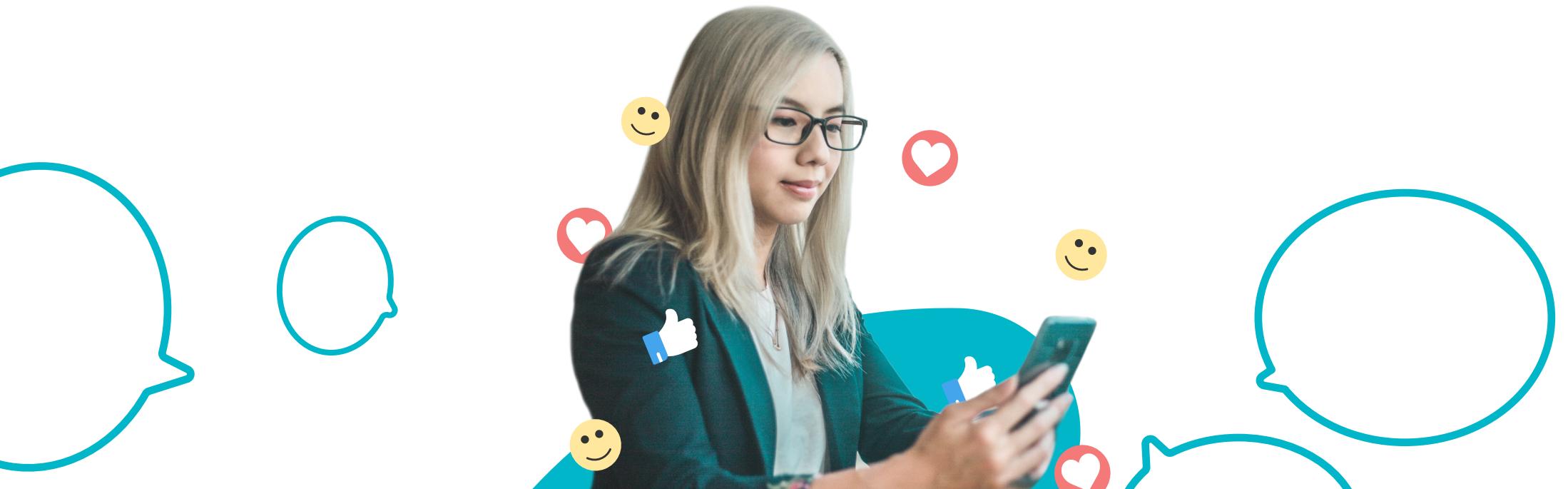
The F.A.B TECHNIQUE

Remember that what you write is for humans to read.

Try to inject emotions in your text.

When you write, make it neither too formal nor casual.

Write as you speak.



Use the F.A.B before you write:

F

Feature

A

Advantage

B

Benefit

F
|
A
|
B

F+A+B

F+A
|
B

B
F+A

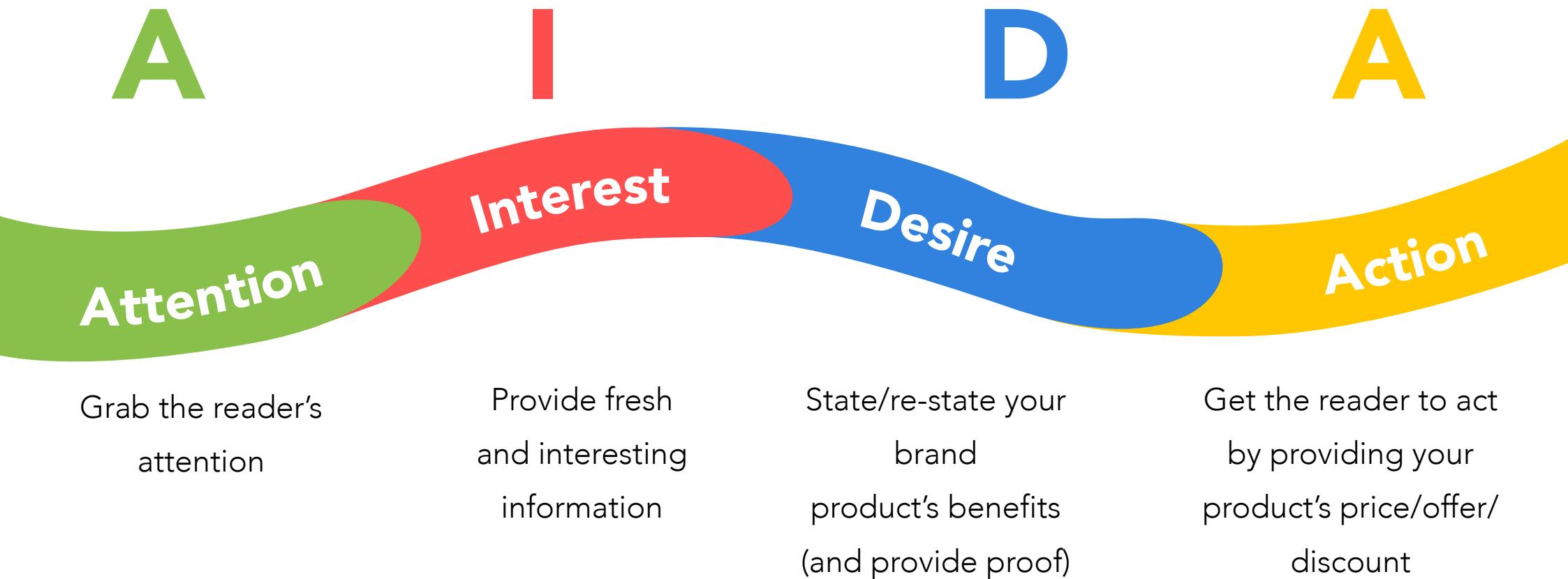
The F.A.B Technique will help guide the direction of your copywriting.

03

Approaching Copywriting with A.I.D.A

A.I.D.A is a proven copywriting formula for generating leads and revenue.





This formula will help to make your method of copywriting more efficient and effective. Want to capture the attention of potential customers? Don't forget to use A.I.D.A when you write your text for your social media captions, Facebook ad copy,

04

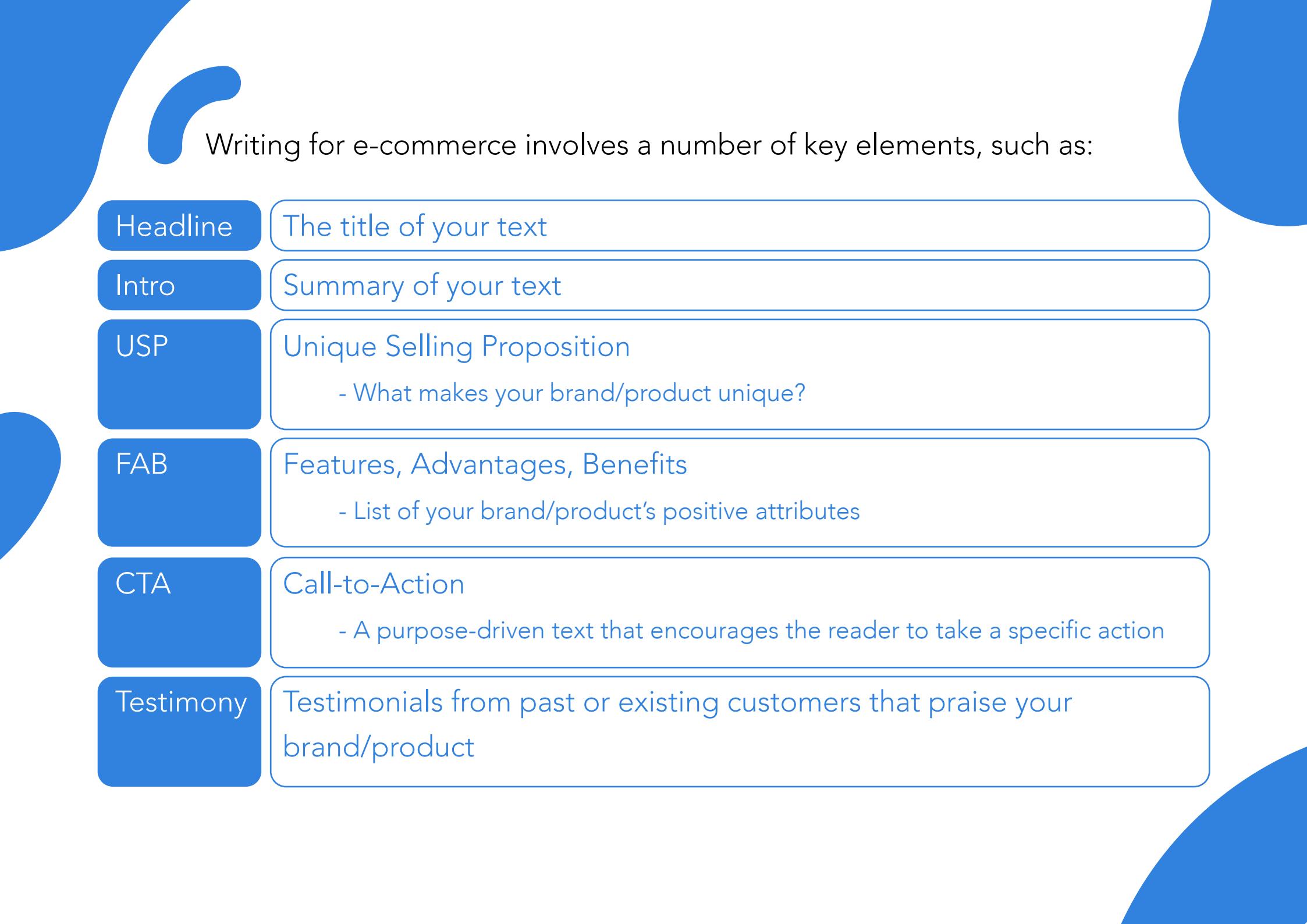


How to Structure Your Copywriting

To write well, you need to properly plan and structure your text.

How to plan and structure your copywriting? It depends on your purpose. Are you writing text to sell a product? Or to educate potential customers on your brand's benefits? Or you only need to raise awareness of a newly launched product?

Once you have decided on your intent, you can begin to plan and structure your text based on a number of important components.



Writing for e-commerce involves a number of key elements, such as:

Headline

The title of your text

Intro

Summary of your text

USP

Unique Selling Proposition

- What makes your brand/product unique?

FAB

Features, Advantages, Benefits

- List of your brand/product's positive attributes

CTA

Call-to-Action

- A purpose-driven text that encourages the reader to take a specific action

Testimony

Testimonials from past or existing customers that praise your brand/product

Headline

F.A.B

U.S.P

F.A.B

Intro

Call-to-Action

Call-to-Action

Examples

Garsa kitchen

Fresh Homemade Sandwich

Sandwich delivery pilihan No 1 area KL & Selangor. Kami sediakan FRESH2 dari ladang untuk anda terus hantar kepada anda. Anda order, baru kami buat tempahan anda. Betul2 ...

102,499 Views

Garsa Kitchen · February 22, 2017 · Like Page

HIDUP ANDA AKAN LEBIH BERMAKNA JIKA ANDA BELANJA PASANGAN ATAU MEMBER PEJABAT ANDA MAKAN SANDWICH YG SUPER OHSEM! NI !!

Percaya atau tidak rakan sepejabat anda bakal memuji anda hensem ataupun cantik bukan sebab anda hensem sangat, akan tetapi kejujuran dan budi baik anda apabila anda belanja mereka makan sandwich yang paling enak... Siapakah yang dapat menandingi kelazatan sandwich ini? Sedap sehingga menjilat kaki. Even andai kata boss anda nak marah sekali pun, hati beliau bakal sejuk apabila anda belanja dia makan SANDWICH ini.. Uhhh..SANDWICH APA TUE? "Ish tak boleh jadi ni"

NAK TRY, SY NAK TRY!!! Klik link bawah cepat utk terus wasap kami
 ==> <http://0132424808.wasap.my>
 ==> <http://0132424808.wasap.my>
 ==> <http://0132424808.wasap.my>

===== WELCOME TO GARSA KITCHEN =====

Sandwich delivery pilihan No 1 warga sekitar KL & Selangor. Kami sediakan FRESH2 dari ladang untuk anda terus hantar kepada anda. Anda order, baru kami buat tempahan anda. Betul2 FRESH ! Tak perlu bersusah payah keluar rumah atau pejabat.

Kalau dah malas sgt , kami akan hantar sandwich ini terus ke dalam mulut anda juga. SERIOUS!

Apa yang bestnya Sandwich Garca Kitchen ini terdapat 15 jenis Sandwich yang anda boleh pilih.
 "APA? 15 JENIS TAU ! BANYAK TU!"
 Anda nak makan satu-satu atau nak telan semua sekali itu selera anda. Kami beri pilihan anda sendiri yg tentukan. Antara Sandwich yang tgh TOP PERFORMANCE sekarang ini antaranya ialah:

BEEFTASTIC Sandwich Daging yg super Juicy, dgn 2 jenis sos rahsia kami. Ada juga cheese yg lembut, bila makan.. Rasa lemak2 gitu.. Salad & Tomato segar.. Bila gigit.. Krup krap.. Krup krap.. Bunyi crunchynya...

TUNA ON FIRE Sandwich Tuna berserta Cili padi yg pedas tapi mahul Bayangkan.. Roti yg gebu, inti Tuna yg padat.. Bila makan, tergigit Cili Padi tu.. Uissssh! Kami nasihatkan anda utk menyediakan segeles air sebelum makan.. Standby nombor abg bomba sebab mmrg Pedas Berapai!

PISTA

Nak tgk lagi menu2 kami?? Boleh ke link ini >>> <http://www.garsakitchen.com/menu.html>

Amacam? Cambest? Nak try?

* SERIOUS, TAK RUGI. ANDA AKAN MAKAN INI BERKALI-KALI TANPA ANDA SEDARI *

Sesuai utk

- ◆ Majlis Harijadi
- ◆ Meeting
- ◆ Potluck
- ◆ Buah Tangan
- ◆ Picnic

Hanya perlu Call/Whatsapp : +60132424808 utk order & kami akan DELIVER TERUS ke tangan anda!

==> <http://0132424808.wasap.my>
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P/s: TAG rakan2 dan pasangan anda supaya dia boleh BELANJA anda makan GARSA KITCHEN ini. 😊

"APA? 15 JENIS TAU ! BANYAK TU!"

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P/s: TAG rakan2 dan pasangan anda supaya dia boleh BELANJA anda makan GARSA KITCHEN ini. 😊

A large, stylized red infinity symbol graphic is positioned on the left side of the slide. Inside the symbol, two people's hands are shown shaking; one hand wears a gold bracelet and a teal sleeve, while the other wears a purple sleeve. The background behind the infinity symbol is white.

05

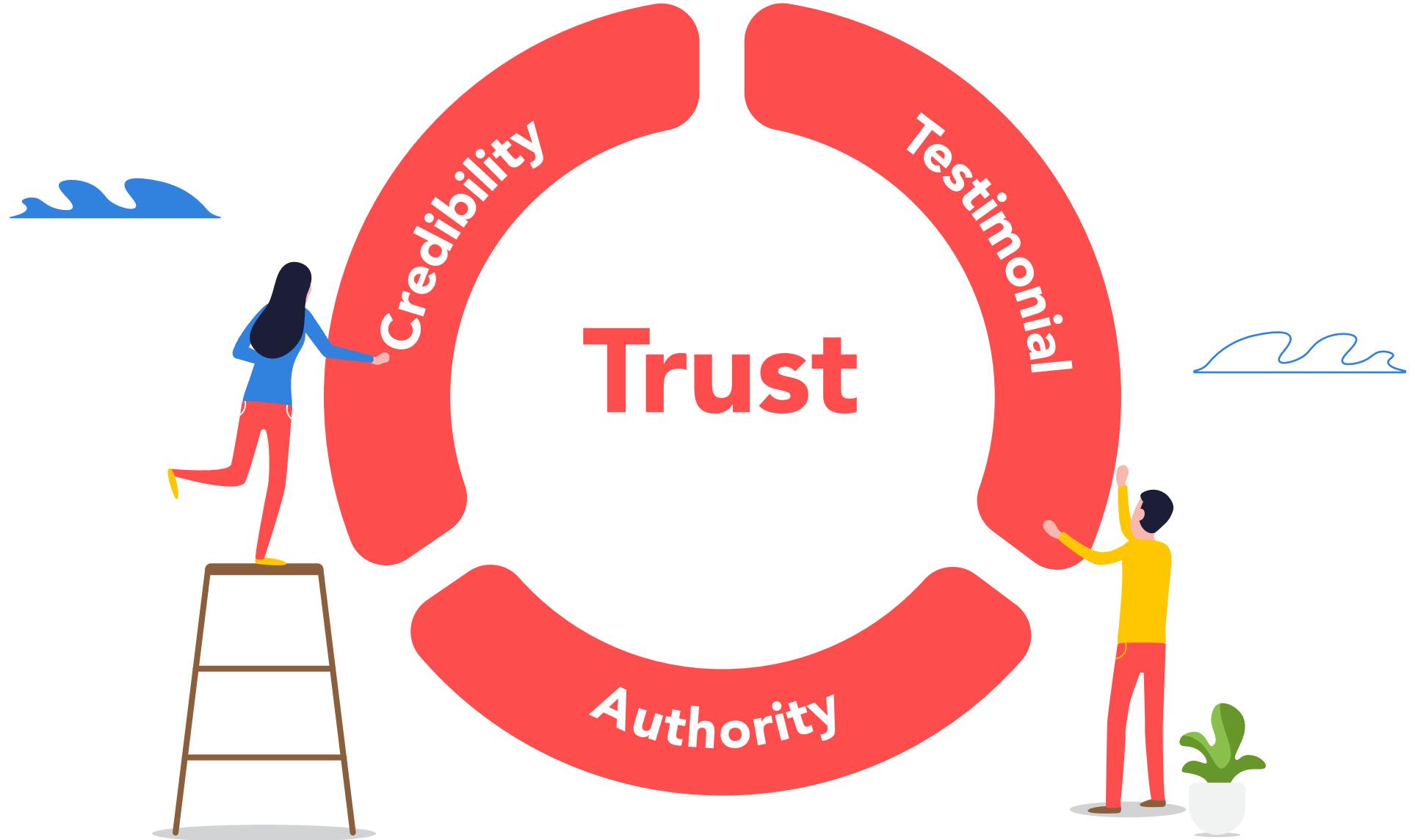
Creating Trust Through Content

Creating content is not just about making visually-appealing creatives.

The primary goal of content is to communicate different aspects of your brand or product.

When content is done well, it will ultimately create trust with your current and potential customers.

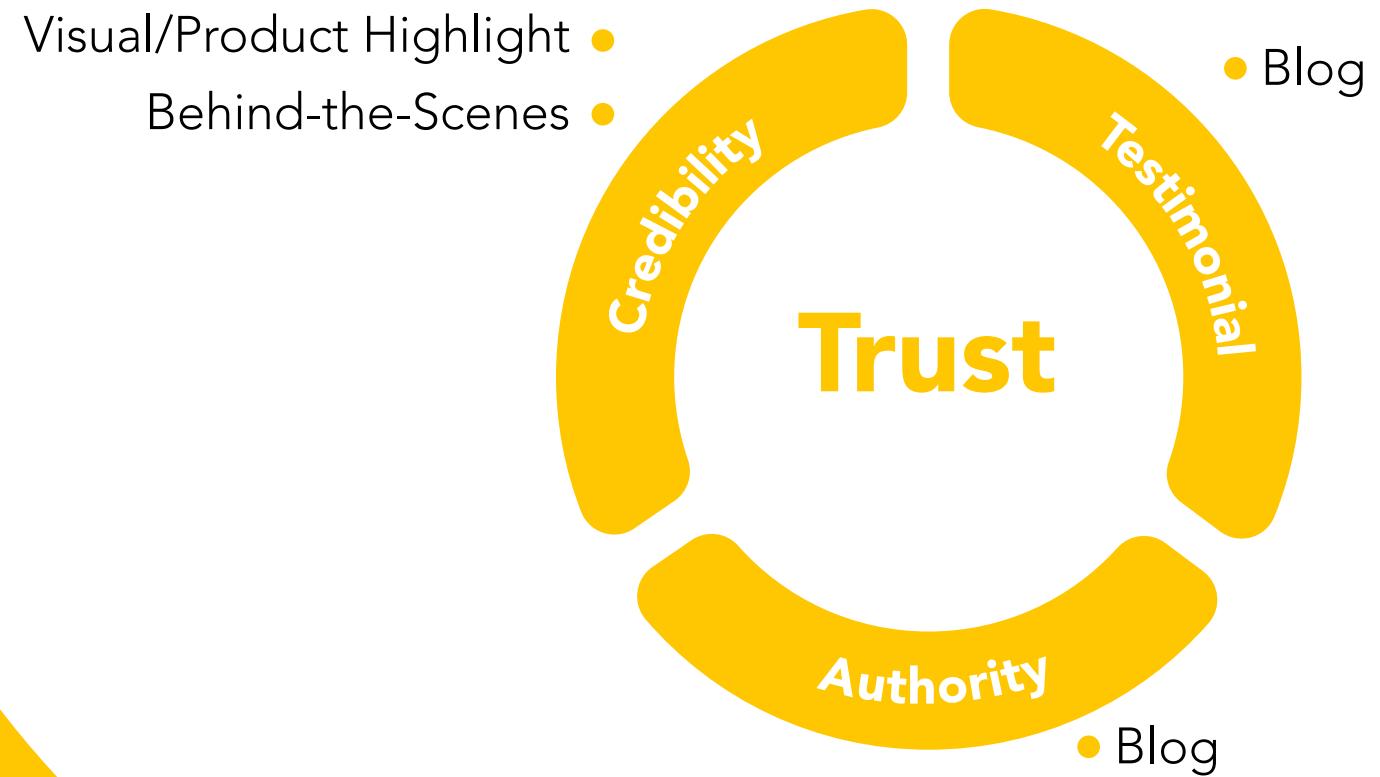
There are many ways to create content that builds Trust:



05

Content Ideas & Types

To build Trust, you can create content that expresses Credibility, Authority, and/or Testimonial. For example:



It's a good idea to have a varied mix of content types in different formats. Such as:



Video



Live



Story



Countdown



Quotes



Games



Festive Wishes

**And so
many more!**

Example Content



Content Calendar Workbook

Click here to download this free template

Content Calendar Example

1	Content CALENDAR						
2							
3	*Notes : Sebelum produce content, lock dahulu "types of content" yang anda ingin produce untuk jenama anda						
4							
5							
6							
7	Contoh :						
8	Games/Wish/Quotes/Quiz/Trivia	Tips Panjang / Announcement	Highlight Produk/Product Review/Product USP/Promotion & Sales/Rare Products	Tips Ringkas / Fakta / Life Hacks / Do & Donts / Mix & Match /	Awareness		
9	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	NOTES
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Let's
Go.

Now that you have an idea on how to do creative content and copywriting for your business, let's do it.



www.avana.asia