

# Fast Track Copywriting Mastery – Day 1

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# Agenda

## Day 1

I. Overview of online copywriting

II. Online copywriting for the customer journey

## Day 2

III. Online copywriting techniques

V. Storyboards

VI. Professional copywriting

# Timings

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- 9:00 Start
- 10:30 Break
- 11:45 Lunch
- 3:00 Break
- 5:30 Finish



# Introductions

Jeff Rajeck

- Senior trainer, ClickAcademy
- Chief editor, ClickInsights
- Digital marketing consultant: Amazon, Adidas, Dyson, Singtel

# SkillsFuture terms to know

- Learning Unit (LU)
- Learning Outcome (LO)
- Knowledge covered for LO (K1: <topic>)
- Ability covered for LO (A1: <action>)

# LU1 The online copywriting landscape

- LO2 Define a target audience for a product or service, determine its values and features for the audience and write the appropriate pitch.
- LO5 Choose digital platforms and copy style to achieve marketing objectives across the customer journey



# I. Overview of online copywriting

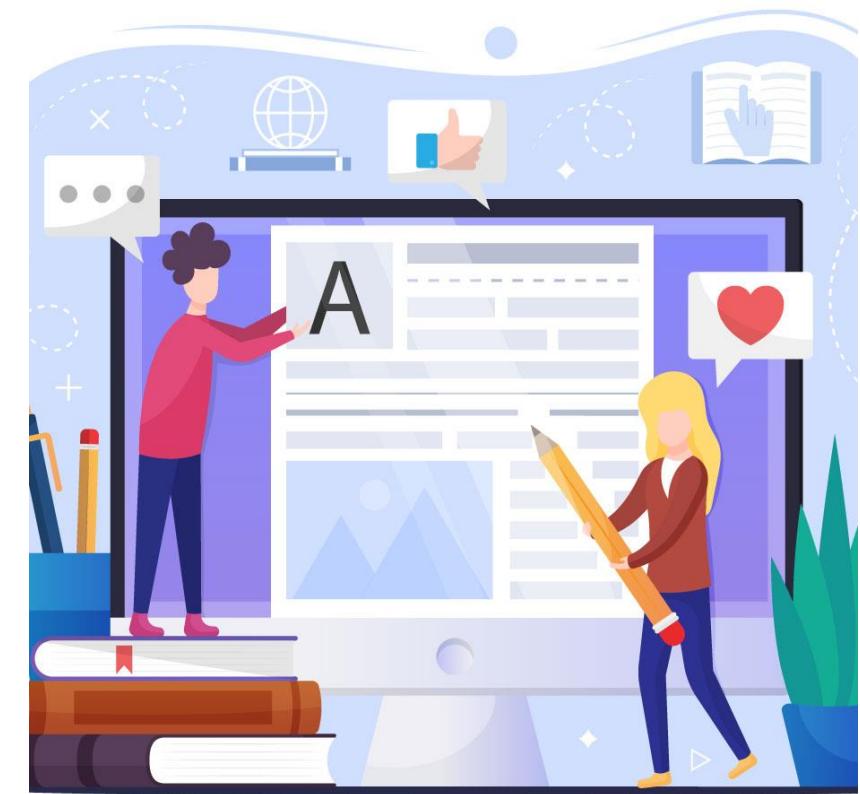


# 1) Intro to copywriting

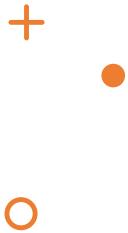
# What is copywriting?

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- Copywriting is the text, or copy, used in marketing and promotional materials.
- It highlights facts about a product or service for a particular audience to help them choose one over another.



# Why ‘copywrite’?



## Communicate

- Communicates the brand value clearly to the audience
- Defines the brand's unique selling point



# Communicate the brand value



THE BIRTH OF A HERITAGE BRAND

THE DIN TAI FUNG EXPERIENCE

## QUALITY ASSURANCE

Din Tai Fung takes pride in consistently providing food and service of the highest quality to its diners.

Every aspect of the dining experience is well-considered – from careful selection of the finest ingredients to advanced food preparation and cooking techniques. With rigorous quality checks at every stage, Din Tai Fung serves only exceptional, gourmet food to its diners.



## SERVICE IS OUR UTMOST PRIORITY

Here at Din Tai Fung, even the tiniest details embody our brand philosophy and values. The outstanding service that Din Tai Fung is globally acclaimed for stems from each employee's commitment and passion to alleviate our diners' experience with us.

This culture of service excellence is only possible with service that comes from the heart and by putting our diners' needs first.

# Why ‘copywrite’?



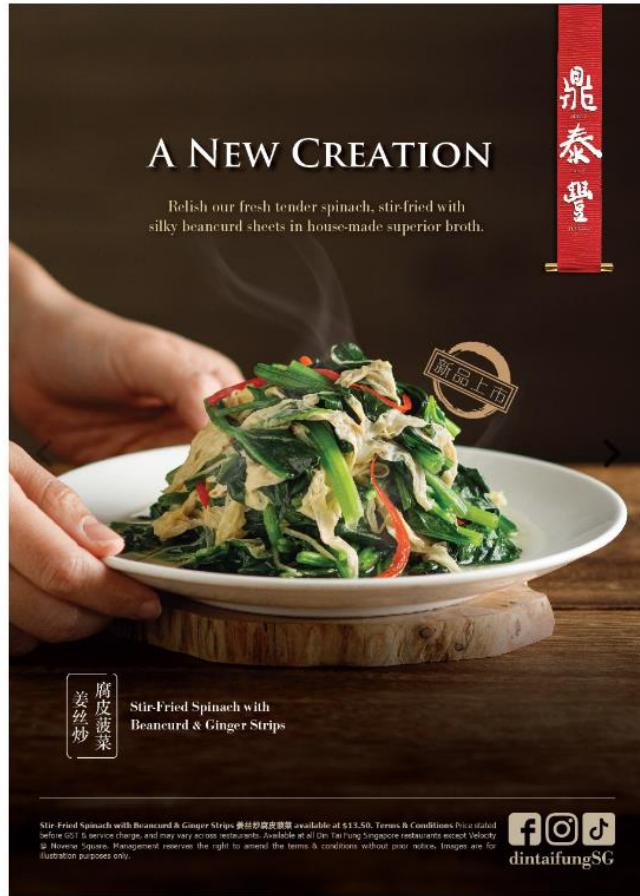
## Communicate

- Communicates the brand value clearly to the audience
- Defines the brand's unique selling point

## Engage

- Engages the target audience
- Clear writing which speaks the language of the target audience
- Consumers learn more about the brand

*Engage with  
more  
information*



## A New Culinary Repertoire Unveiled

Discover Din Tai Fung's latest creation – Stir-Fried Spinach with Beancurd & Ginger Strips 姜丝炒腐皮菠菜!

This vibrant dish features fresh, tender spinach sautéed with our house-made superior broth, while silky beancurd sheets absorb the flavours, adding texture and enriching the taste of the entire dish.

Taste the refreshing lightness and savory depth in this new addition!

Available at all restaurants except Velocity @ Novena Square.

T&Cs apply. Prices may vary across restaurants.



# Why ‘copywrite’?

Communicate

- Communicates the brand value clearly to the audience
- Defines the brand's unique selling point

Engage

- Engages the target audience
- Clear writing which speaks the language of the target audience
- Consumers learn more about the brand

Build trust

- Builds trust between the brand and audience
- Enhances public perception along with first-person experiences



*Build trust with brand-building copywriting*

火勢來  
襲

新台两地的完美结合

T&Cs apply.

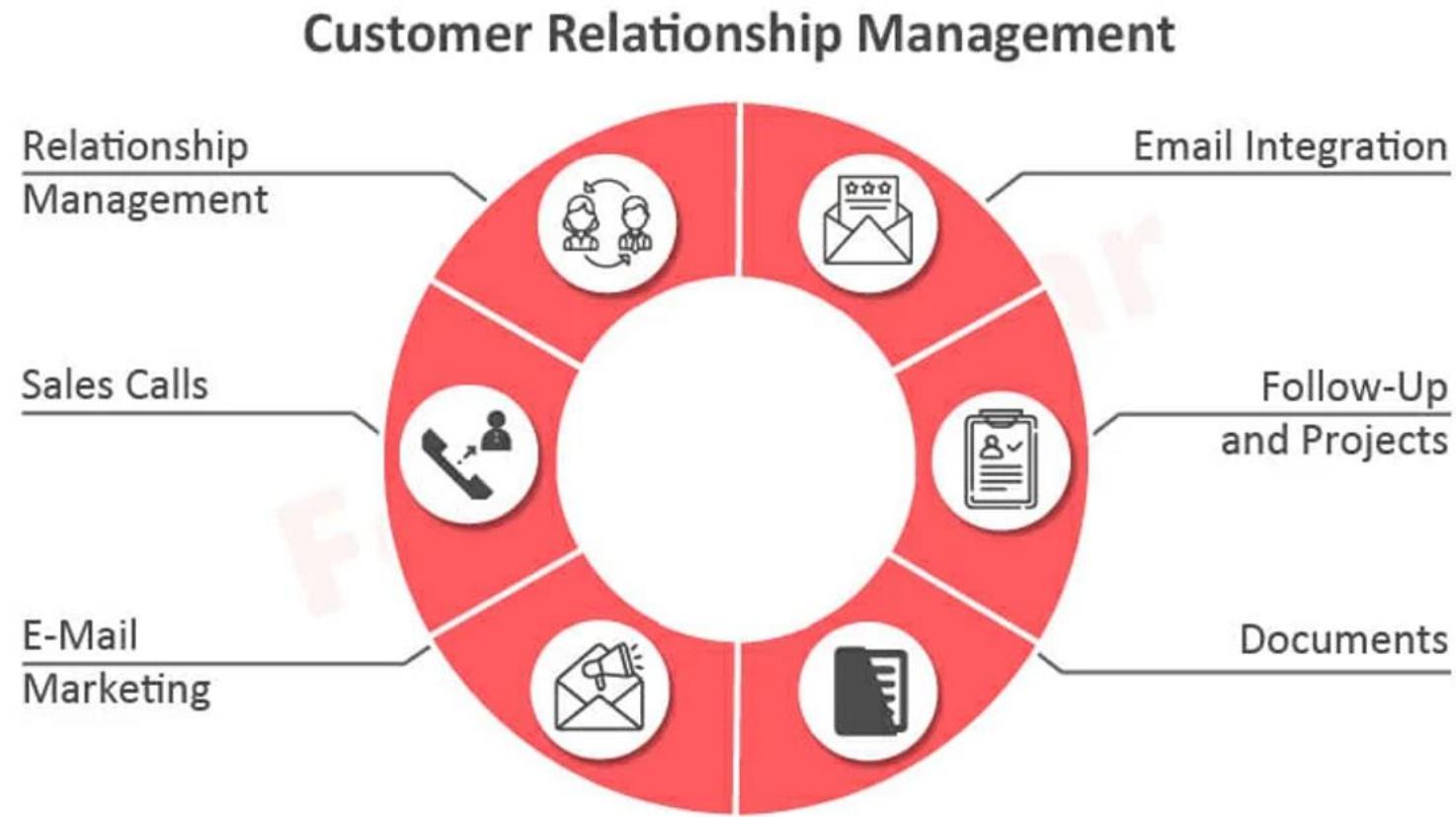
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EXPERIENCE  
A FIERY COMEBACK

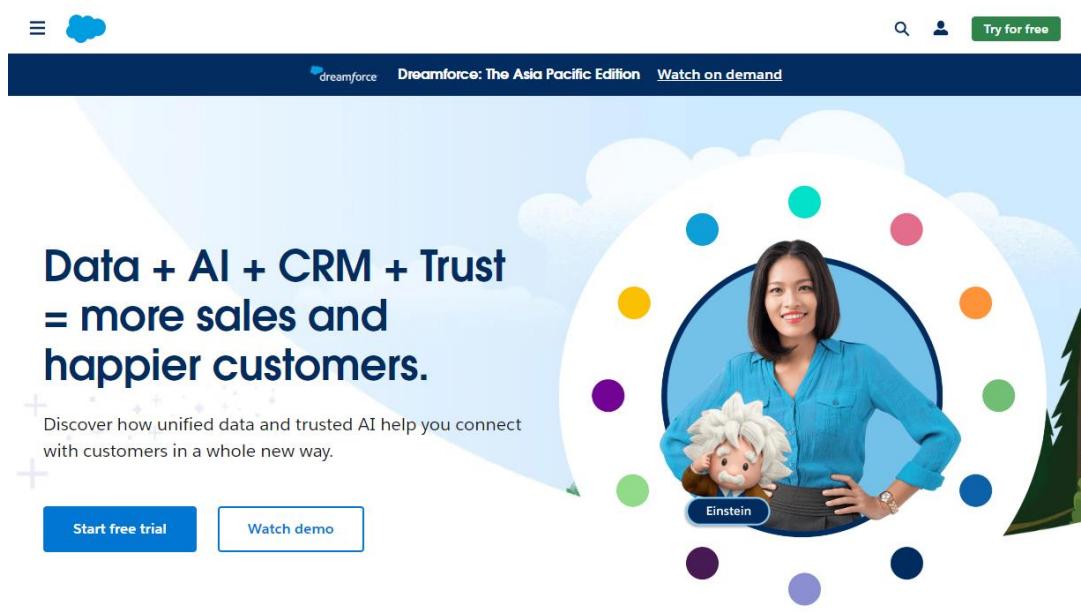
FIND OUT MORE

CITI

# My example: CRM software

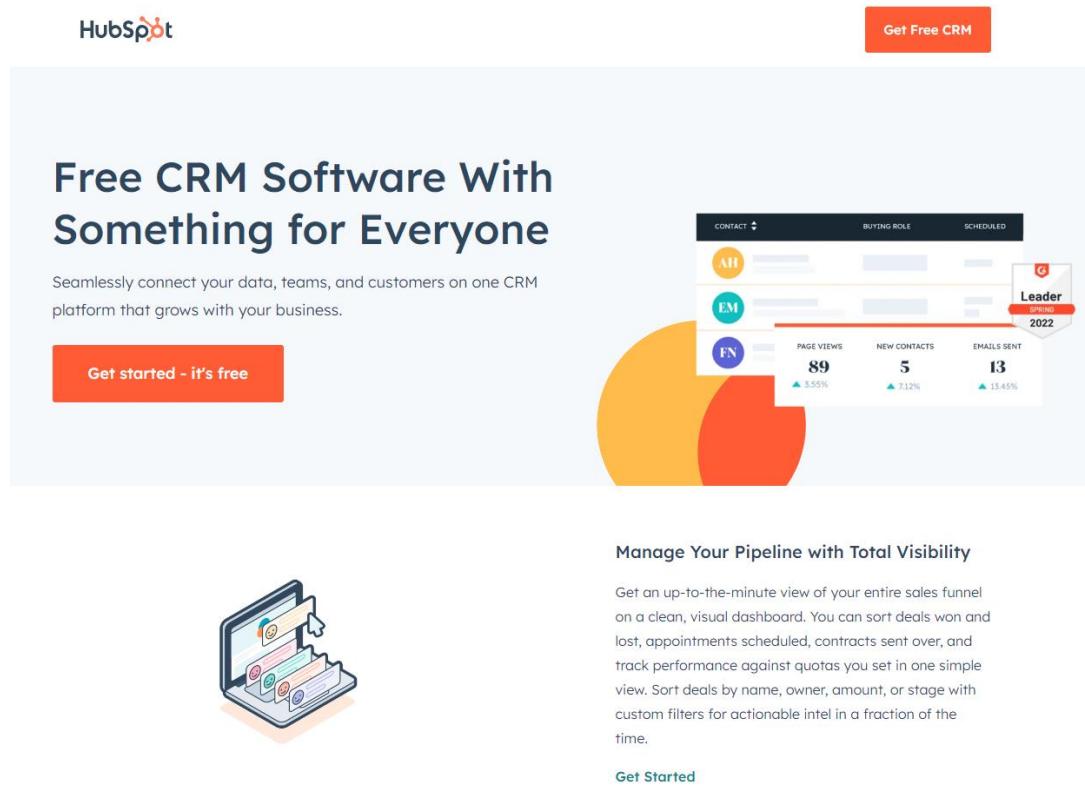


# CRM copy: Salesforce



- Focuses on ‘Data’ and ‘AI’
- Clearly targeted at someone who works at a larger company – and needs AI to help them manage their customer data.

# CRM copy: Hubspot



The screenshot shows the HubSpot CRM landing page. At the top left is the HubSpot logo. To the right is a red "Get Free CRM" button. Below the logo, the headline reads "Free CRM Software With Something for Everyone". A subtext below it says "Seamlessly connect your data, teams, and customers on one CRM platform that grows with your business." A red "Get started - it's free" button is located at the bottom left. In the center is a large graphic featuring a pie chart divided into orange and red segments. Above the pie chart is a screenshot of a CRM dashboard showing contact lists, buying roles, and scheduled tasks. A badge on the dashboard indicates "Leader SPRING 2022". Below the main graphic, the heading "Manage Your Pipeline with Total Visibility" is followed by a paragraph of text explaining the feature, and a "Get Started" button.

HubSpot

Get Free CRM

Free CRM Software With Something for Everyone

Seamlessly connect your data, teams, and customers on one CRM platform that grows with your business.

Get started - it's free

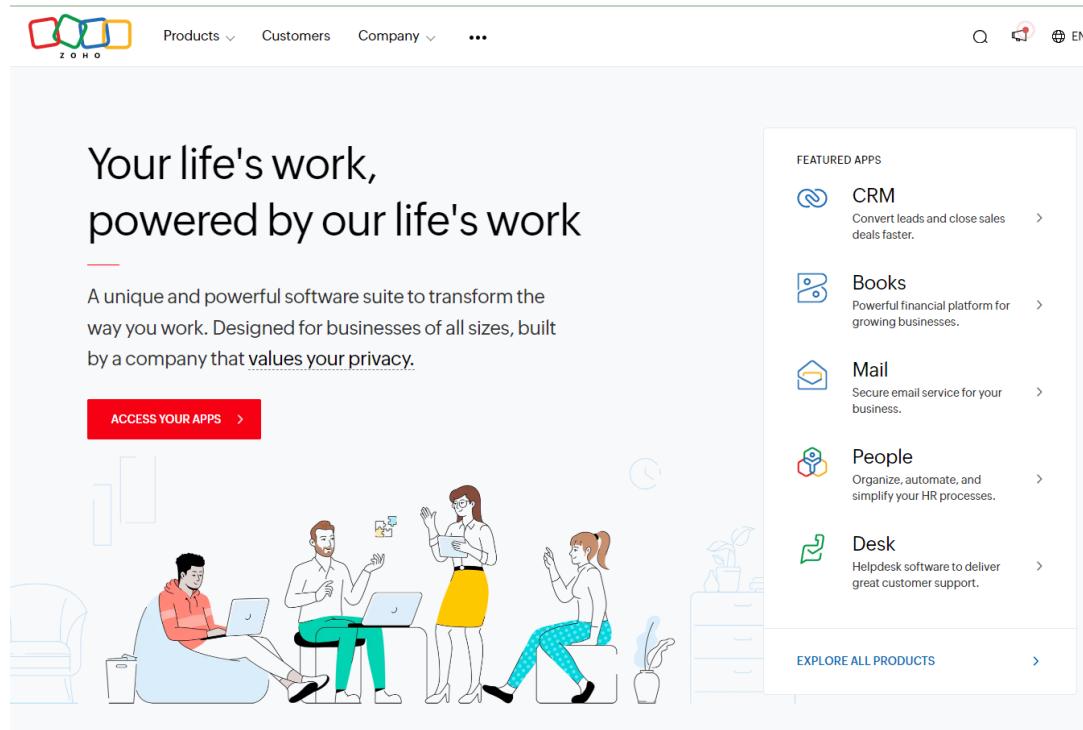
Manage Your Pipeline with Total Visibility

Get an up-to-the-minute view of your entire sales funnel on a clean, visual dashboard. You can sort deals won and lost, appointments scheduled, contracts sent over, and track performance against quotas you set in one simple view. Sort deals by name, owner, amount, or stage with custom filters for actionable intel in a fraction of the time.

Get Started

- ‘Something for everyone’ sounds appealing...
- But it also mentions ‘pipeline’ and ‘sales funnel’ which implies that it is designed for companies with a long sales cycle.

# CRM copy: Zoho



- ‘Designed for businesses of all sizes’ – appeals to me.
- ‘Your life’s work, powered by our life’s work’ – implies commitment to helping even the most entry-level client.
- Perfect 😊

# Exercise: Why 'copywrite'?

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Find some copy from the websites of three companies in a category, like the ones below.

See if you can find examples of

- **Communicate**
- **Engage and**
- **Build trust.**
- Handphones: Apple, Samsung, Xiaomi
- Clothes: Uniqlo, H&M, Zalora, Shein
- Drinks: Starbucks, LiHO (Royal T), Common Man Coffee Roasters
- Sports: Nike, Adidas, Under Armour

# iPhone 15 Pro

Titanium. So strong. So light. So Pro.

[Learn more >](#)

[Buy >](#)



# How should marketers ‘do’ copywriting?

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- Copywriting used to involve a lot research, practice – and copying!
- In late 2022, though, the copywriting world was changed forever.
- Now, most copywriting involves using a Large Language Model (LLM).



# What is an LLM (ChatGPT)?

- LLMs ingest a lot of text (300 billion words for ChatGPT) – and then create an algorithm to determine what is the next best word in a sentence for a topic.
- The algorithm can then produce text which, to the human reader, is indistinguishable from text written by a human.



# Can ChatGPT just do all the copywriting?

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- While ChatGPT is very good at structuring copy, it still requires a human to provide a prompt so that the output is meaningful.
- Companies will also still need copywriters to plan, edit and identify which headline, blog post, email, etc. is the best way to communicate, engage and build trust.



10 headlines for a new product



Certainly! Here are ten headlines for a new product:

1. "Revolutionize Your Morning Routine with Our Innovative Breakfast Appliance!"
2. "Introducing the Ultimate Travel Companion: Your Adventure Begins Here!"
3. "Discover a New Level of Comfort with Our Cutting-Edge Ergonomic Chair."
4. "Unleash Your Creativity: The Must-Have Tool for Aspiring Artists."
5. "Simplify Your Life with the Smart Home Gadget of the Future."
6. "Get Ready to Taste Perfection: The Future of Culinary Excellence Has Arrived."
7. "Elevate Your Fitness Game with the Latest in Workout Technology."
8. "Stay Ahead of the Game: The New Standard in High-Performance Tech."
9. "Experience the Future of Entertainment with Our State-of-the-Art Device."
10. "Unlock Your Full Potential: The Breakthrough Product You've Been Waiting For."

These headlines aim to grab the reader's attention, highlight the key benefits of the product, and create a sense of excitement and curiosity. Adjust them to suit your specific product and target audience.



2) The writing process



# So how should we plan our copy?

The first thing copywriters must do to when planning their copywriting, is have a clear understanding of 5 core features of their copy:

1. Product
2. Audience
3. The Customer Journey
4. Outcome
5. Media

# 1. Product

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What product or service  
are you writing your copy  
about?



# 2. Audience

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Who are you writing for?



# 3. The Customer Journey

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Where is the audience on their 'journey' to purchase your product?



# 4. Outcome

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What do you want them to know and/or do?



# 5. Media

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Where is the best place for your audience to read your copy?



# FTCM Workbook

- To help us organize our product and audience information, we will use a workbook which is connected to ChatGPT to help us
  - <https://exam.finadvice.com>
  - Login – 3 digits and letter from NRIC
  - Module: <date> FTCM Workbook

# 1. Product

What product or service  
are you writing your copy  
about?



# Start with the product

- Choose a specific product you want to work with over next 2 days and fill in the worksheet.
- If you have something you'd like to work on, please choose that – otherwise you can use running shoes so that we can compare results



3) Define your audience

# Learning outcome, Knowledge and Abilities

- LO2 Define a target audience for a product or service, determine its values and features for the audience and write the appropriate pitch
  - K1 Profiles of target audience
  - K3 Criteria for identifying the unique selling proposition to generate advertising ideas
  - K4 Criteria for highlighting the features and benefits of the products and services in the advertisement copy

## 2. Audience

Who are you writing for?



# Different audiences have different needs

Same shoe, different angle

- Teenager
- 30-year-old
- Middle aged
- Retired



# Personas can help us document an audience



## Katie

30, HR Manager, 2 Kids

### Bio

Katie is a busy mother of two. Her kids are 4 and 5 years old and requires her attention all the time. She shops for herself and her family needs. Mostly, she uses her smartphone or laptop to make purchases on-the-go or at work.

### Goals

- great discounts, offers, and coupons
- best value products
- tracking delivery status
- quick access to discounts

*"Because I bought it on sale,  
I actually made money."*

### Behaviours

- buys for herself and her family needs
- shops online or on-the-go
- shops from online channels as they offer quick search for the products in different sizes
- mostly searches products based on discounts

### Pain Points

- information overload on the app
- difficulty in browsing without product filters
- finding the right coupons
- not knowing what is on sale
- paying delivery fees

# What is a persona?

- A persona is a named, single person representative of a group of people which helps writers generate ideas about producing effective copy for that person.
- Think of it as a worksheet to help you develop the profile of a target audience.

# Shoe personas



- Tara the teenager
- Randall the runner
- Rhonda the retiree

# The 4 main information categories of a persona's background

## 1. Geographic

- In what region, country or area does your audience live?

## 2. Demographic

- What age, gender and income category are you targeting with your copy?

## 3. Psychographic

- What lifestyle does your audience have?

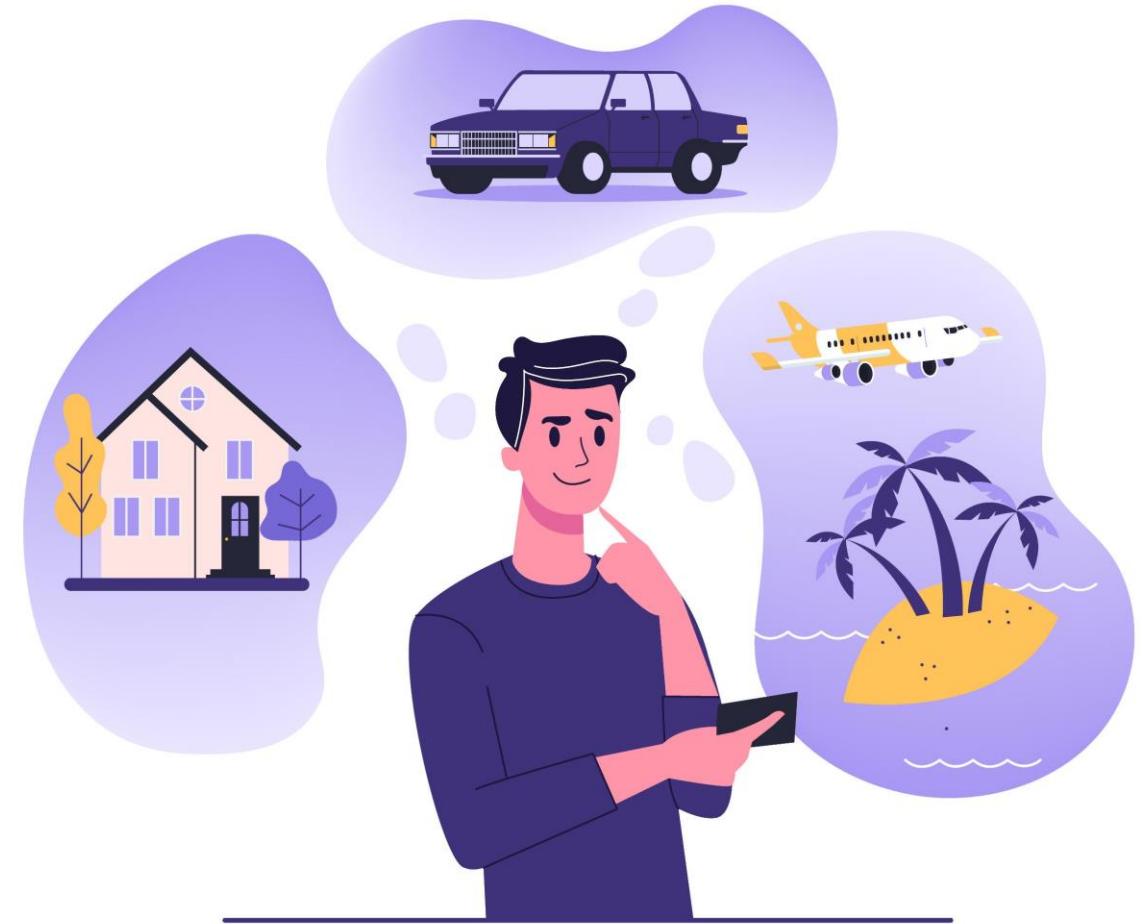
## 4. Behavioural

- Is there any particular use case your audience would have for your product?



## 4) Values

# What does your persona care about?



# The most basic needs are functional.



Wellness



Therapeutic  
value



Fun /  
entertainment



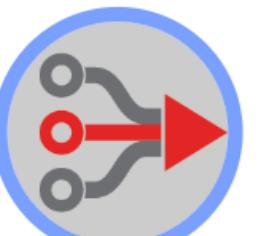
Attractiveness



Provides  
access



Saves times



Simplifies



Makes  
money



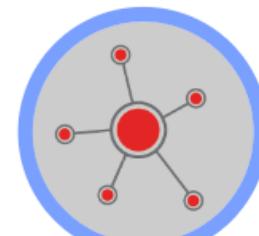
Reduces  
risk



Organizes



Integrates



Connects



Reduces  
effort



Avoids  
hassles



Reduces cost



Quality



Variety



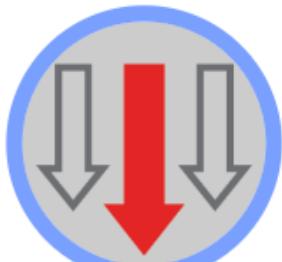
Sensory  
appeal



Informs

# Consumers also value products that meet their emotional needs.

Marketing



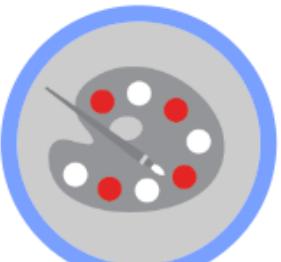
Reduces  
anxiety



Rewards me



Nostalgia



Design /  
aesthetics



Badge value



Wellness



Therapeutic  
value



Fun /  
entertainment



Attractiveness



Provides  
access

# Some products have value because they are life changing...



Provides  
hope



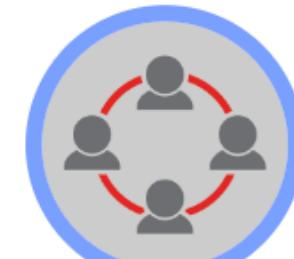
Self-  
actualization



Motivation



Heirloom



Affiliation and  
belonging

**and some even change the world.**



Self-  
transcendence

# Elements of Value (spreadsheet version)

Functional	Emotional	Life changing	Social impact
<ul style="list-style-type: none"><li>• Saves time</li><li>• Simplifies</li><li>• Makes money</li><li>• Reduces risk</li><li>• Organizes</li><li>• Integrates</li><li>• Connects</li><li>• Reduces effort</li><li>• Avoids hassles</li><li>• Reduces costs</li><li>• Quality</li><li>• Variety</li><li>• Sensory appeal</li><li>• Informs</li></ul>	<ul style="list-style-type: none"><li>• Reduces anxiety</li><li>• Rewards me</li><li>• Nostalgia</li><li>• Design / aesthetics</li><li>• Badge value</li><li>• Wellness</li><li>• Therapeutic value</li><li>• Fun / entertainment</li><li>• Attractiveness</li><li>• Provides access</li></ul>	<ul style="list-style-type: none"><li>• Provides hope</li><li>• Self-actualization</li><li>• Motivation</li><li>• Heirloom</li><li>• Affiliation / belonging</li></ul>	<ul style="list-style-type: none"><li>• Self-transcendence</li></ul>



# Including values in the persona

# Example persona with values



## Persona worksheet

(Fill in this worksheet)

<b>Product</b>	Running shoes			
<b>Persona name</b>	Randall the occasional runner			
<b>Background</b> <ul style="list-style-type: none"><li>• Geographic</li><li>• Demographic</li><li>• Psychographic</li><li>• Behavioural</li></ul>	Singapore 40-50 running as a recreational activity Incorporates jogging into their weekly routine for health benefits and relaxation			
<b>Values</b>	Quality, reduces risk, motivates			
<b>Features</b>				
<b>Advantages</b>				
<b>Benefits</b>				



## 5) Features-Advantages- Benefits

# Your product then needs to be aligned with your persona



# Features-Advantages-Benefits (FAB)



# FAB example – iPhone 14 Pro Max

## Features

Apple iPhone 14 Pro Max				
	Released 2022, September 16	~ 57%	682 BECOME A FAN	
240g, 7.9mm thickness	8,154,952 HITS			
iOS 16, up to iOS 16.5				
128GB/256GB/1TB storage, no card slot				
6.7"	48MP	6GB RAM	4323mAh	
1290x2796 pixels	2160p	Apple A16 Bionic	Li-Ion	
<b>MAIN CAMERA</b>	Triple	48 MP, f/1.8, 24mm (wide), 1/1.28", 1.22µm, dual pixel PDAF, sensor-shift OIS 12 MP, f/2.8, 77mm (telephoto), 1/3.5", PDAF, OIS, 3x optical zoom 12 MP, f/2.2, 13mm, 120° (ultrawide), 1/2.55", 1.4µm, dual pixel PDAF TOF 3D LiDAR scanner (depth)		
Features	Dual-LED dual-tone flash, HDR (photo/panorama)			
Video	4K@24/25/30/60fps, 1080p@25/30/60/120/240fps, 10-bit HDR, Dolby Vision HDR (up to 60fps), ProRes, Cinematic mode (4K@24/30fps), stereo sound rec.			

## Advantages

Up to  
**3x better**  
**low-light photos**  
on the Ultra Wide camera

Up to  
**2x better**  
**low-light photos**  
on the Main camera

Up to  
**2x better**  
**low-light photos**  
on the Telephoto camera

## Benefits



# FAB: Running shoes for Randall

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## Product / Persona worksheet

(Fill in this worksheet)

<b>Product</b>	Running shoes
<b>Persona / Audience name</b>	Randall the runner
<b>Background</b> <ul style="list-style-type: none"><li>• Geographic</li><li>• Demographic</li><li>• Psychographic</li><li>• Behavioural</li></ul>	<ul style="list-style-type: none"><li>• Singapore</li><li>• Male, aged 50-55</li><li>• Employed, father</li><li>• Occasional runner on weekends</li></ul>
<b>Values</b>	<ul style="list-style-type: none"><li>• Quality</li><li>• Wellness</li><li>• Motivation</li></ul>
<b>Features</b>	Cushioned insole
<b>Advantages</b>	Reduces shock
<b>Benefits</b>	Can run longer without experiencing sore joints



# Elements of Value (spreadsheet version)

Functional	Emotional	Life changing	Social impact
<ul style="list-style-type: none"><li>• Saves time</li><li>• Simplifies</li><li>• Makes money</li><li>• Reduces risk</li><li>• Organizes</li><li>• Integrates</li><li>• Connects</li><li>• Reduces effort</li><li>• Avoids hassles</li><li>• Reduces costs</li><li>• Quality</li><li>• Variety</li><li>• Sensory appeal</li><li>• Informs</li></ul>	<ul style="list-style-type: none"><li>• Reduces anxiety</li><li>• Rewards me</li><li>• Nostalgia</li><li>• Design / aesthetics</li><li>• Badge value</li><li>• Wellness</li><li>• Therapeutic value</li><li>• Fun / entertainment</li><li>• Attractiveness</li><li>• Provides access</li></ul>	<ul style="list-style-type: none"><li>• Provides hope</li><li>• Self-actualization</li><li>• Motivation</li><li>• Heirloom</li><li>• Affiliation / belonging</li></ul>	<ul style="list-style-type: none"><li>• Self-transcendence</li></ul>

# Features-Advantages-Benefits (FAB)





## 6) The pitch

# What is a ‘pitch’

- A product pitch – also known as a unique selling proposition (USP) - combines information from the persona and the FABs of the product.



# Pitch components

- Product
- Audience (Persona)
- Values
- Features
- Advantages
- Benefits
- Call-To-Action



Example pitch;

**Cushioned insoles reduce knee shock so you can (finally) do that 10k!**

*Feature*

*Advantages*

*Benefit*

# Pitch 1 – what's the Audience / FAB?

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# Pitch 1 – what's the Audience / FAB?

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- Audience: Vegetarians / People who want to eat less animal products
- Feature: Plant butter
- Advantages: From plan to toast
- Benefit: Skip the cow



# Pitch 2 – what's the Audience / FAB?

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TO  
TELL YOUR  
BOSS  
TO GET LOST  
& CC YOUR  
CHAIRMAN,  
**YOU NEED  
BALLS.**



LOTOLIBANAIIS

# Pitch 2 – what's the Audience / FAB?

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- Audience: Office worker
- Feature: Win money
- Advantages: Won't have to work
- Benefit: Tell your boss to get lost

TO  
TELL YOUR  
BOSS  
TO GET LOST  
& CC YOUR  
CHAIRMAN,  
**YOU NEED  
BALLS.**



# Pitch 3 – what's the Audience / FAB?

Slack shared a link.  
Sponsored

Like Page



What it feels like to sit in 25% fewer meetings.

Slack: Make Work Better

Slack brings all your communication together in one place.

SLACK.COM/RESULTS

Learn More

# Pitch 3 – what's the Audience / FAB?

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- Audience: Office worker
- Feature: Communication in one place
- Advantages: 25% fewer meetings
- Benefit: You will feel like you're riding on a unicorn in the clouds

Suggested Post



Slack shared a link.

Sponsored

Like P

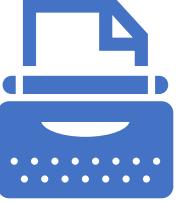


Slack: Make Work Better

Slack brings all your communication together in one place.

SLACK.COM/RESULTS

Learn



## II. Online copywriting for the customer journey

# Learning Outcome, Knowledge and Abilities

- LO5 Choose digital platforms and copy style to achieve marketing objectives across the customer journey
  - K5 Criteria for defining digital platforms for publishing content

# Companies sell products



# Consumers want to buy products





But often there are many similar products





Companies hire copywriters to help consumers pick their product

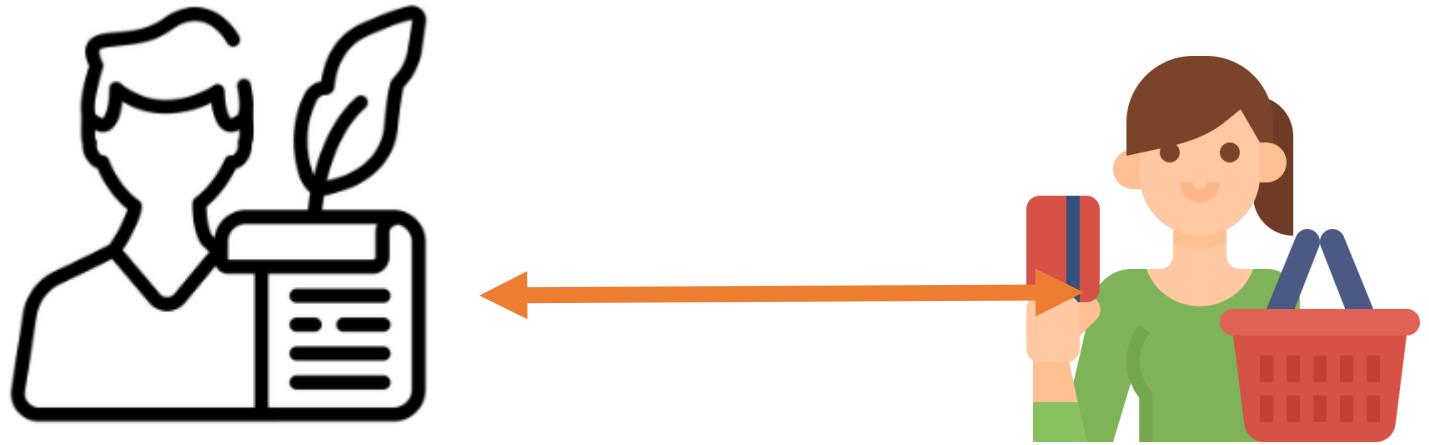


Copywriter





# They research the customer



Copywriter

### Persona

- Gender
- Age
- Location
- Lifestyle
- Values



They research the product and find what the customer will like most



## Copywriter

### Product

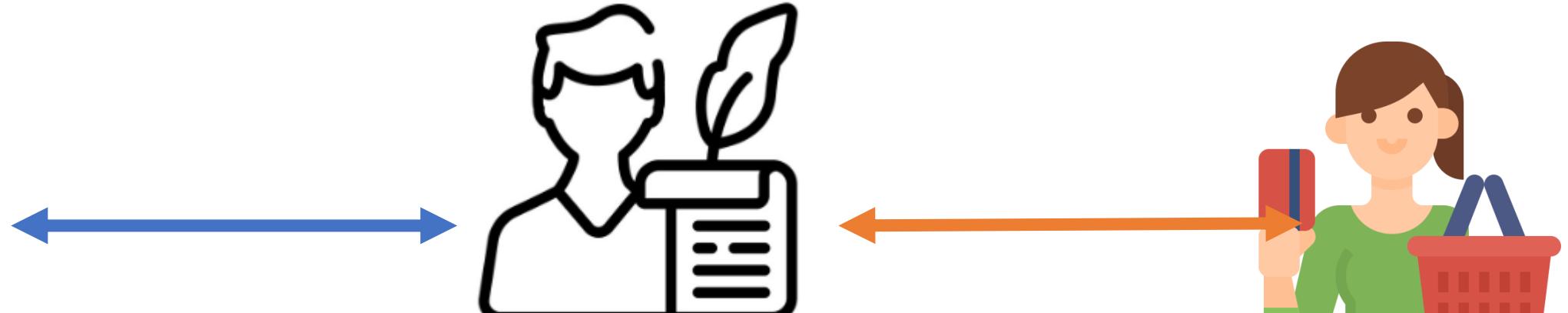
- Features
- Advantages
- Benefits

### Persona

- Gender
- Age
- Location
- Lifestyle
- Values



Then they connect the customer with product features that matter to them



Copywriter

**Product**

- Features
- Advantages
- Benefits



**Persona**

- Gender
- Age
- Location
- Lifestyle
- Values



And the pitch summarizes the most important thing about the product for the customer



### Product

- Features
- Advantages
- Benefits



### Copywriter

“The Pitch”



### Persona

- Gender
- Age
- Location
- Lifestyle
- Values



7) Mapping copywriting to  
the customer journey

### 3. The Customer Journey

Where is the audience on their 'journey' to purchase your product?



# How copy leads to a consumer purchase

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Before a consumer will purchase your product, your copy needs to produce several outcomes.

The consumer must:

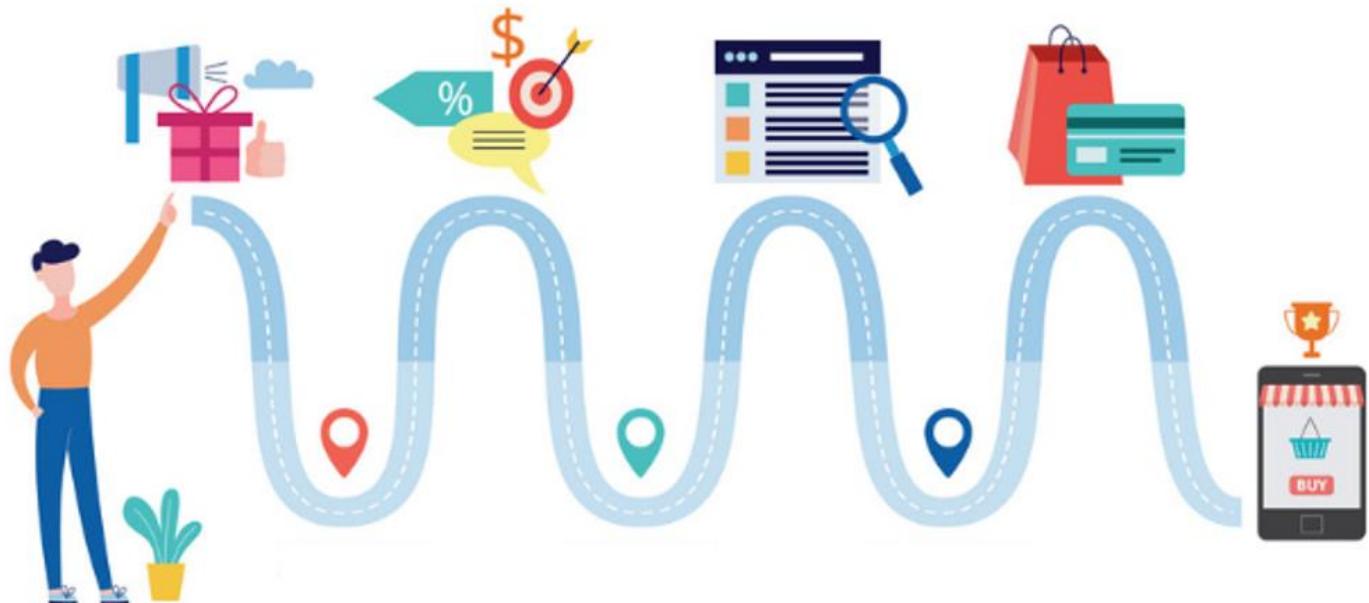
- Know your brand
- Remember your brand
- Understand your brand
- Buy from your brand



# The customer journey

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- The customer journey is a set of steps that moves customers along from ‘know your brand’ to ‘Buy from your brand’.
- Each step has its own type of copy.



# 1) Know your brand: Headline

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- The customer journey does not start with a brand, but with a need.
- When the need arises, consumers will consider the brands they know offer products in the category.



# 1) Know your brand: Headline

---

- So, for a brand to be considered when a consumer has a need in their category, a copywriter must associate the brand with a product or service – and 1 or 2 things about that brand.
- We will base this on the pitch so that the headline reflects:
  - Product
  - Audience
  - Features, Advantages, Benefits



# 1) Example: Headline

- FRANK by OCBC
- Bank sub-brand for students and executives just starting their careers
- Headline
  - Product: Bank Account
  - Audience: Young earners
  - Feature: Manage money
  - Advantage: Money will grow
  - Benefit: You can live a good life



## 2) Remember your brand: Ad copy

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- Knowing that your brand sells a particular product or service is a good start of a customer journey.
- In order to buy, however, consumers need to remember important FABs about the product.
- The best brands increase consumers' product knowledge over many years.



## 2) Remember your brand: Ad copy

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- Copywriters ‘build interest’ through providing additional details once a consumer is aware of what the brand offers.
- This is typically achieved through short-form copy.





## 2) Example: Ad copy

- Here, FRANK has different FABs to widen their reach
  - Feature: Bank Account
  - Advantage: They understand you're just a student
  - Benefit: You can 'build your future' and not worry about banking

### 3) Understand your brand: Web copy

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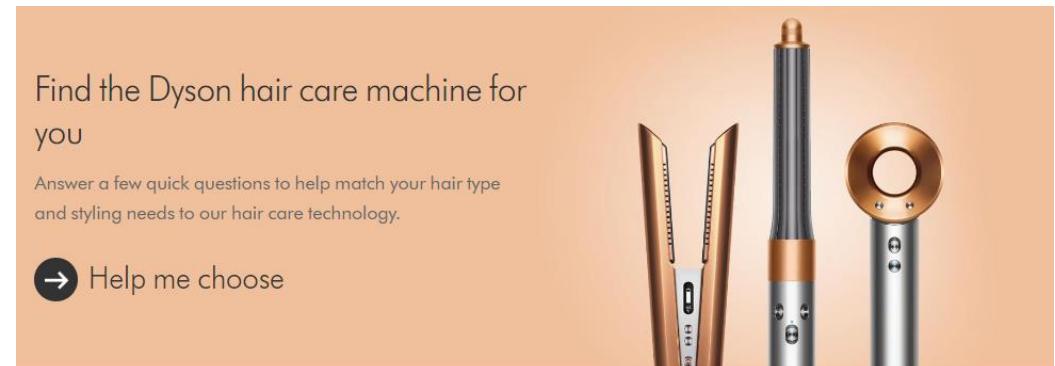
- When a consumer is shopping in your category, they typically only consider 2-3 options.
- To create a shortlist, shoppers search online to learn about differences between the brands in their consideration set.
- To win consumers at this stage, copywriters need long-form copy to communicate brand values.



# 3) Understand your brand: Web copy

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- To keep consumers on their customer journey, copywriters need web copy to communicate FABs in greater detail.
- On websites, copywriters provide good reasons for consumers to choose their brand over a competitor's brand.
- The reasons can be in the ad copy but must be reinforced with web copy.



## Frequently asked questions

### Can the Flyaway smoother attachment be used on any hair type? ▼

Smoothing mode works best on straight or slightly wavy hair. Flyaway mode must be used on dry hair and works best on naturally straight or wavy hair, or straightened hair of any type.

### How do I change styling modes? ▼

The Flyaway smoother has a rotating mechanism that allows for a multi-functional styling tool. To switch modes, rotate the end cap of the attachment until you hear an audible 'click' sound.

### Is the Flyaway smoother attachment compatible with all versions of the Dyson Supersonic™ hair dryer, including older machines? ▼

### 3) Example: Web copy

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- On their company blog, FRANK provides articles which address topics which concern their target audience (students, new earners)
  - Feature: Flexible bank account
  - Advantage: Helps you manage money
  - Benefit: You will be able to navigate ups and downs of your first job



Don't expect your first job to solve all your financial woes, because it's not going to.



Source: [Giphy](#)

Graduation is an exciting time, filled with milestones like throwing your cap, going on a graduation trip, and landing your first "adult" job with a cushy salary of S\$4,200 instead of barely surviving on your allowance as a student. But the financial realities can be daunting.

Going into your first year of working, you may begin to realise that the real challenge was not in crossing these milestones at all. It's the emotional splurges that leads to overspending, the student loans eating away at your disposable income, and even the taxes that seems to keep catching up to your pay.



FRANK BY OCBC

FRANK is here to show you the easier way to live, play, and earn, frfr.

We say it as it is. We'll show you how to get the most bang for your buck, budget realistically, and begin your investment journey.

MONEY HACKS

## 4. Outcome

What do you want them to know and/or do?



# 4) Buy from your brand: Call-to-action

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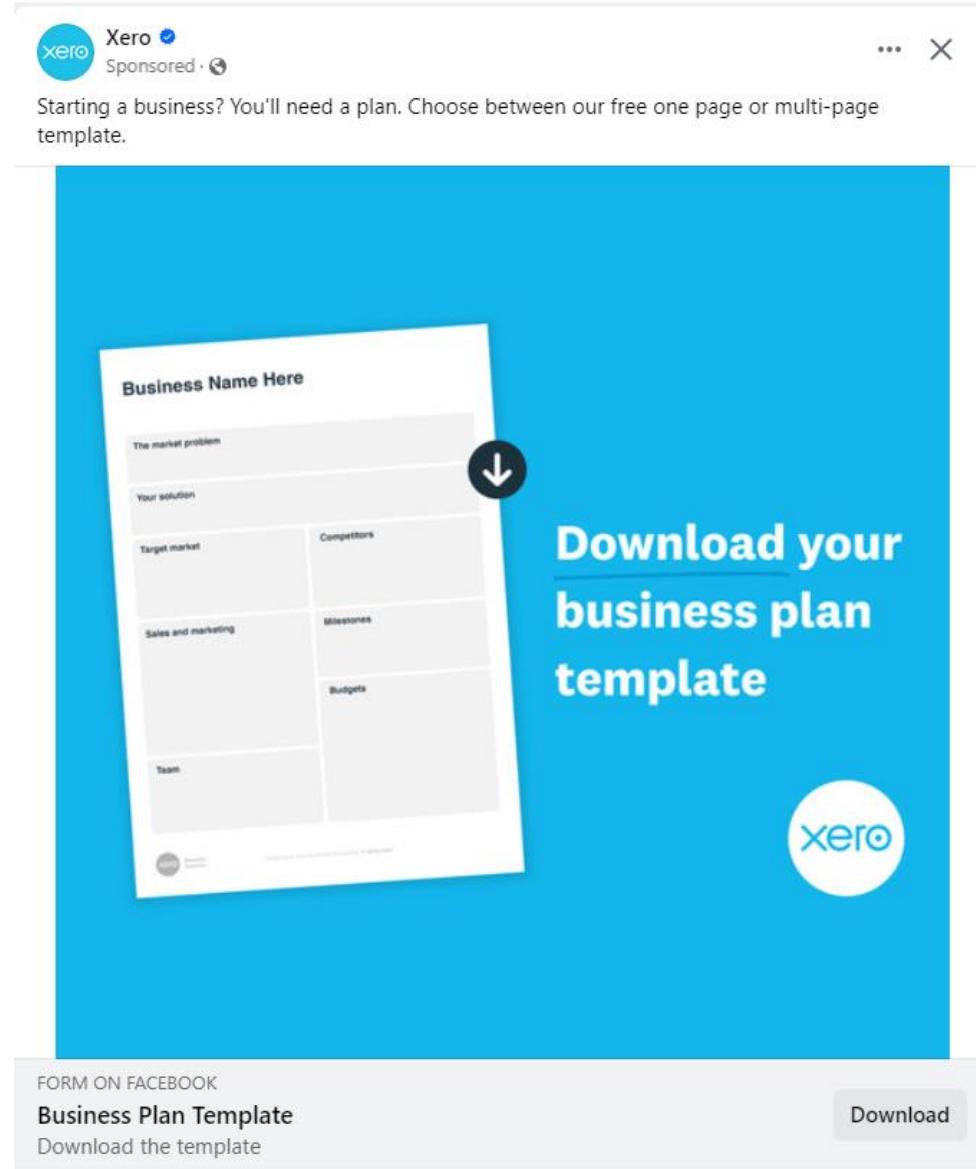
- The next step to buying is obvious to copywriters
- But attention-starved consumer need to be told what to do next with a ‘call-to-action’.



# 4) Buy from your brand: Call-to-action

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- A ‘call to action’ can be placed anywhere in the customer journey
- But it should absolutely be part of any copy which encourages people to take action.



# 4) Example: Call-to-action

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- The FRANK website is full of calls-to-action
- The FABs are mentioned, but readers are told that they can ‘GET STARTED’ by clicking a button on most of the pages.

The screenshot shows the FRANK website's homepage. At the top, there is a navigation bar with links for 'FOR EXECUTIVES', 'FOR STUDENTS', 'PRODUCTS', 'DIGITAL', 'ABOUT FRANK' (which is underlined in red), and 'LOGIN'. Below the navigation, there is a large image of a young man standing in front of a pink and blue geometric wall. To the right of the image, there is text that reads 'OR CHECK OUT RECOMMENDED PRODUCTS' followed by two links: 'FRANK Account >' and 'FRANK Debit Card >'. At the bottom left, there is a red button with the text 'GET STARTED' in white capital letters.

## 5. Media

Where is the best place for your audience to read your copy?



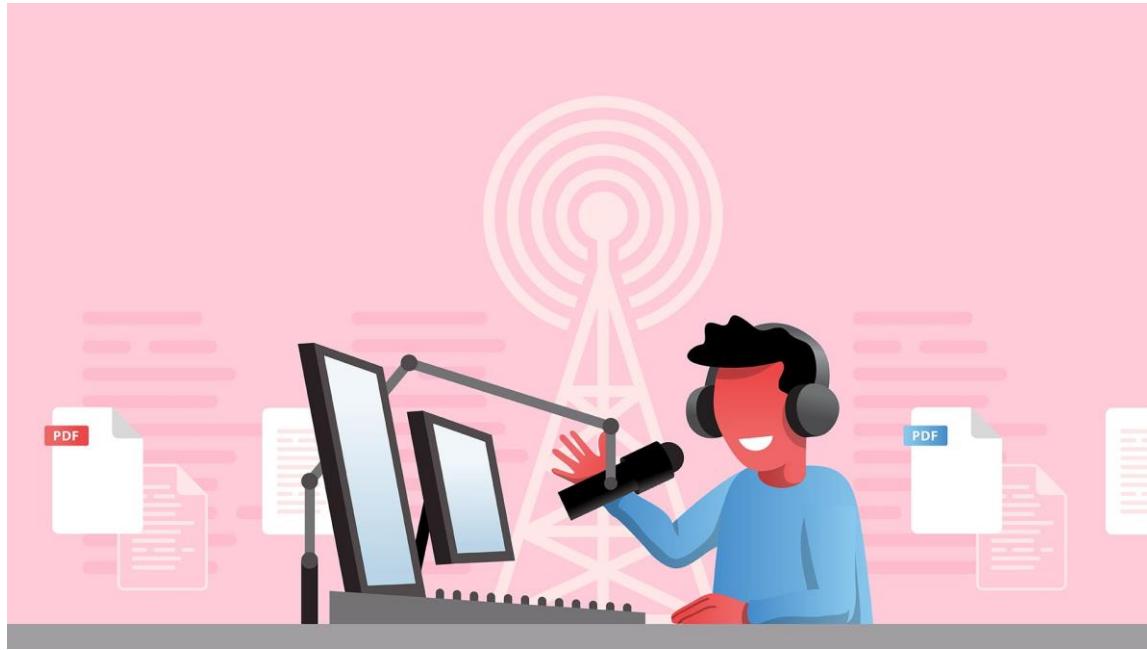
## Media for the customer journey

Once the AIDA stage and outcome is picked, marketers must also decide which media will be used to communicate to their audience.



# Broadcast media types

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- Broadcast media refers to traditional media which sends content to a large and usually anonymous audience
- It is typically a one-way communication model – from media producer to audience – with little or no feedback
- Broadcast media types: Television, radio, print
- Broadcast media is typically used for generating awareness.

# Interactive media types

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- Interactive media refers to platforms which allow two-way communication for content between the producer and the audience.
- Interactive media audiences can like, share and comment on media – often in real-time.
- Interactive media types: Company websites, blogs, social media, email, and digital video.
- Interactive media can be used for
  - Generating awareness
  - Developing interest
  - Building desire
  - Driving action



# To pick the right media for your copy, copywriters need to consider

- Audience
  - Is the media the right place to reach the audience – and is its reach sufficient?
- Customer journey
  - Does the media choice make sense for the stage of the customer journey?
- Outcome
  - Is the consumer likely to move to the next stage of the journey after reading your copy on the media?



# Choosing a platform: Subscription dog food

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- Audience: Pet owner
- Customer journey stage: Know your brand

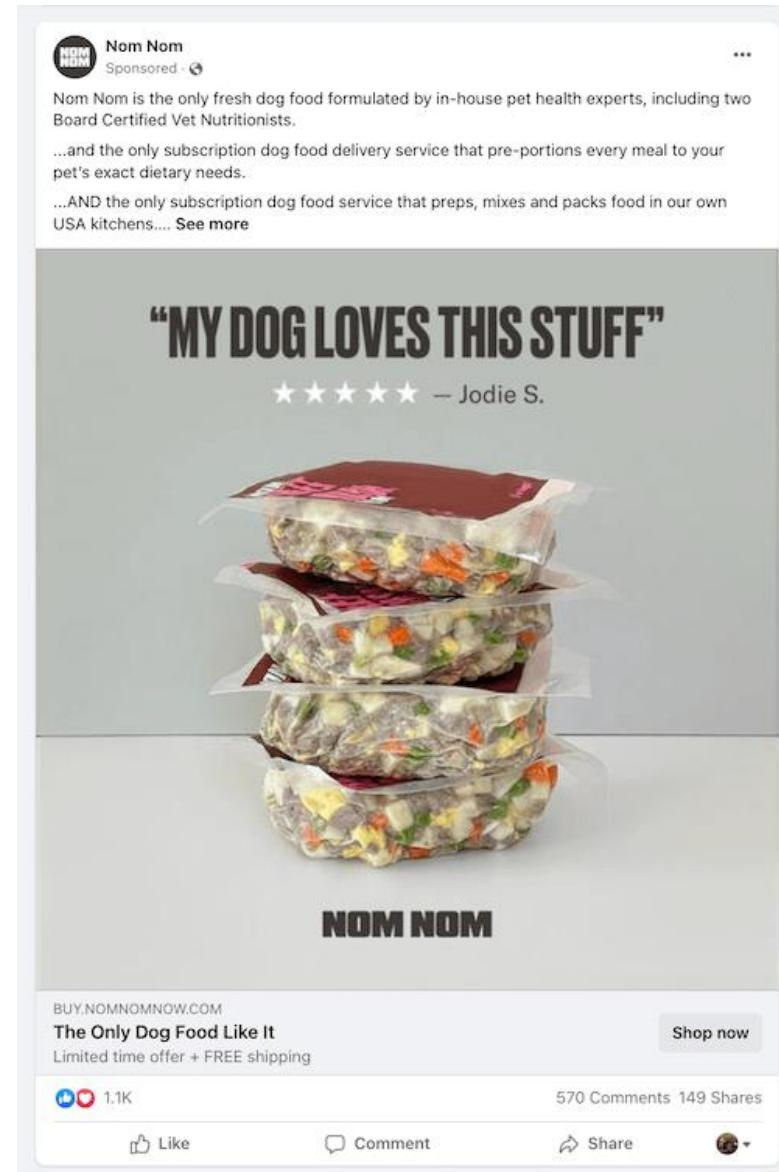


# Choosing a platform: Subscription dog food

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## Platform: Social media

- Audience: Pet owners can be targeted on social media.
- Customer journey: Social media ads are seen without searching, so new people will see the copy.
- Outcome: For those interested, it's likely that a reader will know the brand afterwards.



# Choosing a platform: Air purifier

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- Audience: Household buyers
- Customer journey stage: Remember your brand

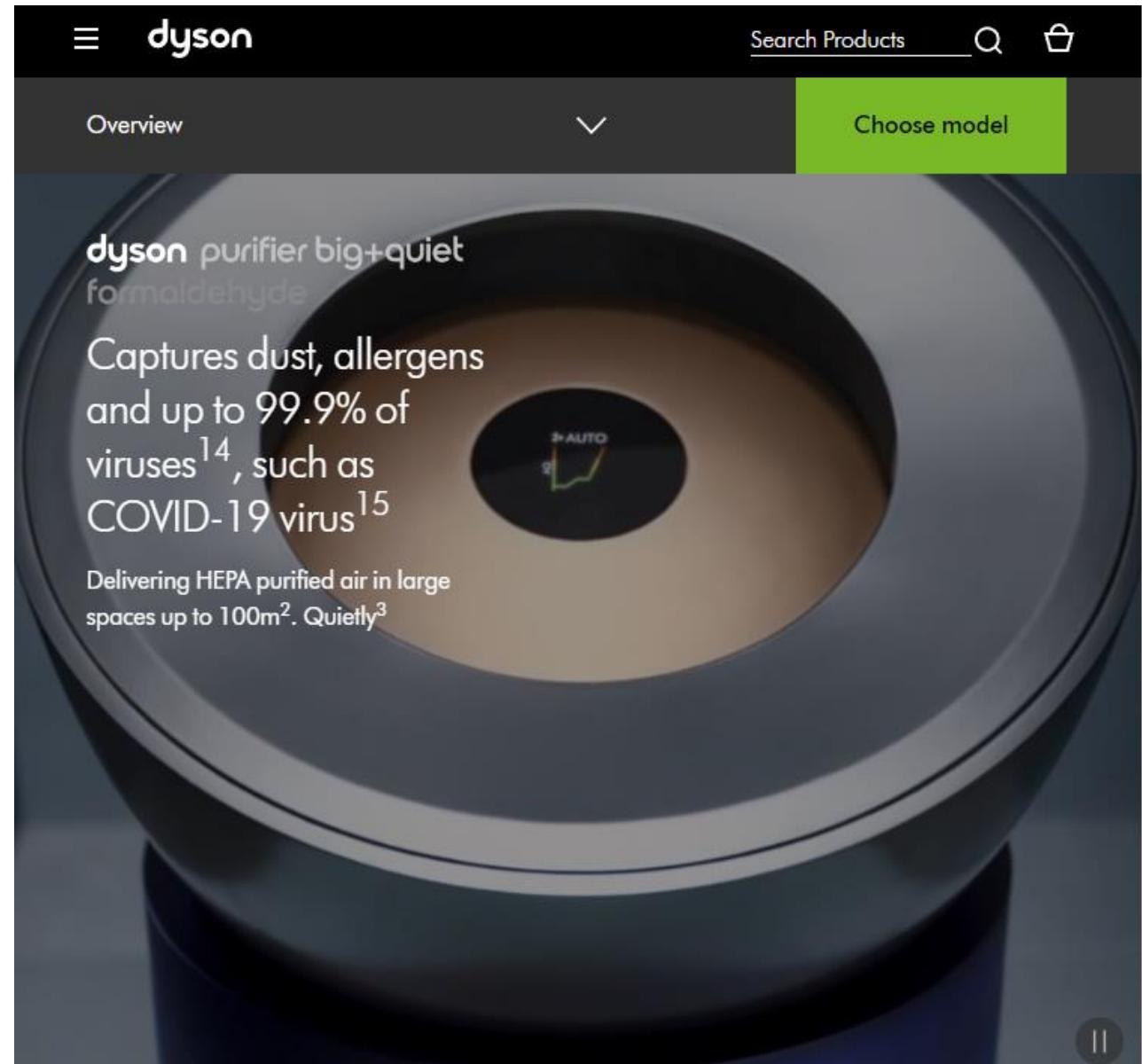


# Choosing a platform: Air purifier

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## Platform: Website / Landing page

- Audience: People interested in the product are likely to visit the website.
- Customer journey: The website provides ample space and multimedia for the copy.
- Outcome: With well-written short-form copy, readers will learn at least 1 or 2 things about what the brand offers.



# Choosing a platform: High-end office chairs

- Audience: Corporate buyers
- Customer journey stage: Understand the brand

## New Priorities

New Steelcase global research suggests leaders are more committed than ever to thinking differently — employee wellbeing, diversity and inclusion and sustainability are emerging as top workplace decision-making factors. These issues are all interconnected and influence the choices of employees, investors and customers. Decision makers want to work with companies that invest in strategies and technologies to not only be financially successful but also to preserve natural resources and aim to be more regenerative in their approach, including product design.

# Choosing a platform: High-end office chairs

## Platform: Website / Blog

- Audience: Blog readers will typically already know and remember the brand – and they are looking for more.
- Customer journey: Consumers looking for more information than available on the ecommerce site are probably satisfied with the product and its features. Now they need to know ‘why your brand?’
- Outcome: Through long-form copy the brand can say a lot about the brand so the consumer properly understands the brand’s unique selling points.

### New Priorities

New Steelcase global research suggests leaders are more committed than ever to thinking differently — employee wellbeing, diversity and inclusion and sustainability are emerging as top workplace decision-making factors. These issues are all interconnected and influence the choices of employees, investors and customers. Decision makers want to work with companies that invest in strategies and technologies to not only be financially successful but also to preserve natural resources and aim to be more regenerative in their approach, including product design.

“Our overall sustainability strategy is three-pronged,” says Mary Ellen Mika, Steelcase director of sustainability. “Reduce our carbon footprint, design for circularity and choose and use materials responsibly. All of the day-to-day choices we make need to be consistent with, and make progress toward these three goals.”

Mika leads a team responsible for setting, measuring and achieving sustainability goals. They work cross-functionally on a long-term journey that requires weighing each design and engineering decision with robust guidelines.

Since 1912, sustainability has been part of the foundational values at Steelcase and woven through the product development process. “Our experience is that doing good for the planet is also good for business, which is why we’re sharing what we’re learning with our suppliers, partners and other stakeholders,” notes Allan Smith, Steelcase chief revenue officer.

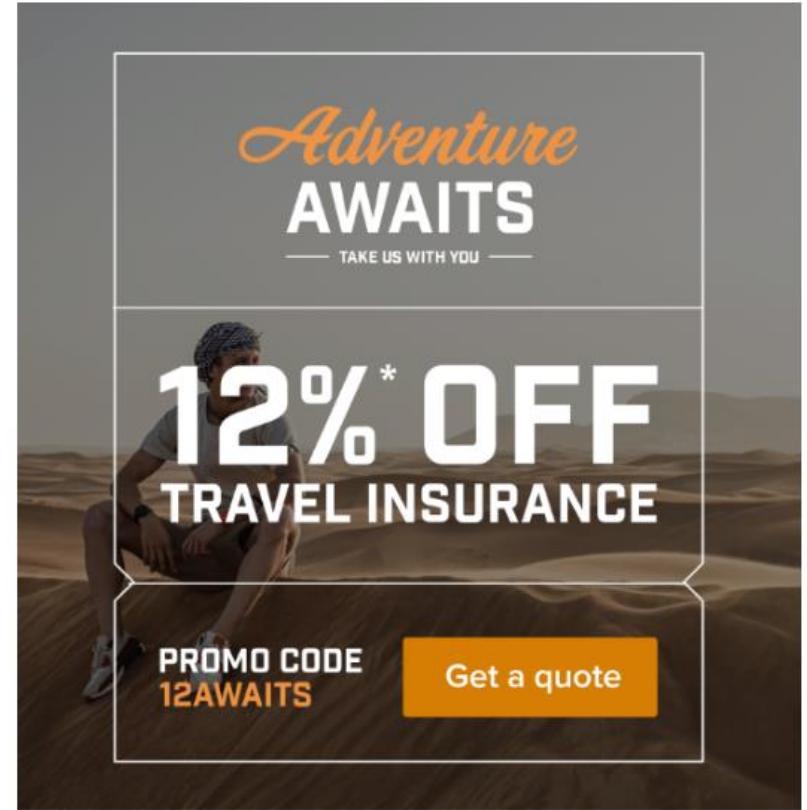
“It creates value through new opportunities for innovation and streams of revenue, which allows us to better serve customers making business decisions around this issue, and, at the same time, benefit the greater global community,” says Smith.

So, what does this look like? How are long-established processes, like those used to design products, being reimaged in the climate era?

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## Choosing a platform: Travel insurance

- Audience: Travelers
- Customer journey stage: Buy from your brand





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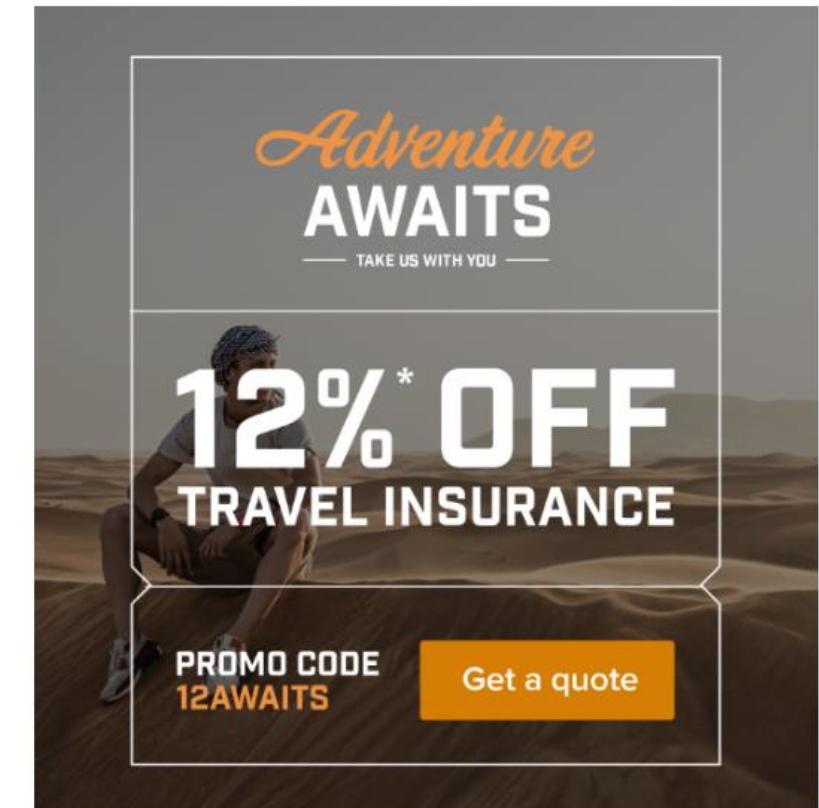
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# Choosing a platform: Travel insurance

## Platform: Email

- Audience: Existing or affiliate customers will almost certainly be consumers who are at least willing to consider buying.
- Customer journey: Provides information about what consumers should do next – as well as an incentive to act now.
- Outcome: A reasonable shot at getting people to buy from the brand – if they are thinking about traveling in the next year.



Hi Jeffrey,

The holiday season awaits! Whether you're embarking on a solo adventure, traveling with new friends, or reuniting with loved ones, we want to help you prepare with 12%\* off World Nomads travel insurance.

Use promo code **12AWAIT**

[Get a quote](#)

# Copywriting for the customer journey

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Headlines



Ad copy

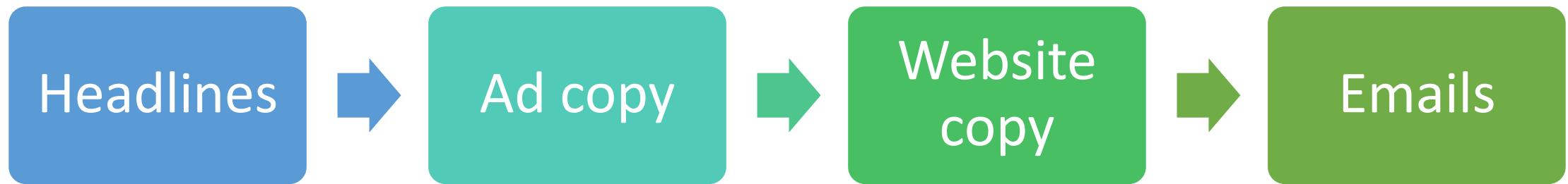


Web copy

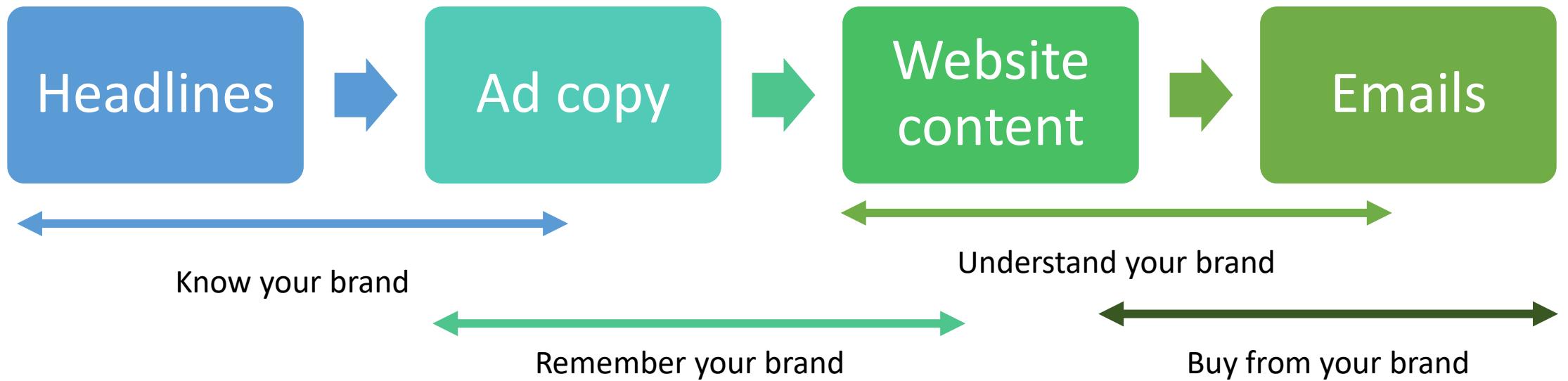


Emails

# Copywriting for the customer journey (connecting the dots)



# Copywriting for the customer journey



# Day 1 Review

- Copywriting exists to communicate, engage and build trust.
- You can use LLMs to help with your copywriting, but you must still plan based on 5 criteria:
  1. Product
  2. Audience
  3. The Customer Journey
  4. Outcome
  5. Media
- Then with headlines, short and long form copy and calls-to-action, you can move consumers along the customer journey.





# Fast Track Copywriting Mastery End of Day 1

Jeff Rajeck

Principal Trainer, ClickAcademy Asia

