**1. Marketing Copywriting**- This is the type of copywriting that people are most familiar with. Marketing copywriting can be anything you see and hear that is promotional in nature. Marketing copywriting includes: Online display ads, YouTube videos, Radio commercials, TV commercials, Flyers, Billboards, Branded stickers, Direct mail

Marketing copywriting can come in the form of paid advertisements or traditional marketing assets. They are clear sales-driven pieces of content that have an obvious goal of trying to sell.

Marketing copywriting is a tried-and-true way to communicate new products to potential customers. You can use a targeted paid ad like this Chanel banner or reach a broader audience with a billboard or a radio commercial. As long as it is part of a marketing campaign, it is considered marketing copywriting.

**2. Social Media Copywriting** - There are many different social media platforms you can use to communicate with your audience. Doing research to find out where your customers are spending their time will help you write the right message for them.

Based on that research, you can tailor the voice and tone of your social media copywriting to speak to your audience effectively.

Writing social media copy involves a few distinct elements because of its audience. Here are a few ways this type of copywriting is different: Emojis are widely used and accepted, an informal tone is more accepted, your copy is usually paired with a visual component, you may be writing for paid ads across several platforms, KPIs are measured differently on each platform, your ad will redirect to your website’s landing page directly, your copy should be brief.

Because of these key factors, focus on shareability and clearly show that you understand who your audience is when you’re writing copy for social media.

The structure of a social media post is also distinct. Whether or not they’re sponsored, most posts you’ve seen on social media have something visual like a picture, informational copy and promotional copy.

Social media copy can be used for both B2B and B2C marketing strategies.

**3. Brand Copywriting** - Communicating what your brand represents is a big part of gaining recognition in your industry and connecting with customers. You can do that through writing with a specific image of your brand in mind. It can come in the form of a logo, theme song, phrase or a brand personality trait.

However, this image must resonate with your audience or else it will fall short. For brand copy to work, the customer needs to stay at the top of your mind. Are your customers the jingle-loving type like McDonald’s customers or the motivational commercial type like Nike’s? These questions can be mostly informed by your buyer personas.

While knowing your audience is helpful, however, you can gather feedback on your brand copy through a series of trials, such as: Audience surveys, Focus groups, Blind testing, A/B testing.

**4. Direct Response Copywriting** - is a type of communication that is compelling enough for the customer to take action. It is any form of copy that encourages the recipient to take an action right away.

Direct response copywriting can be used in: Landing pages after clicking on an ad, Open-ended emails, Pop-ups, Limited time offer explanations.

Oftentimes, as a customer scrolls through a website, a pop-up will appear before changing pages or exiting out. This is another form of direct response prompting them to stay on the page by signing up for something the company offers.

These are great ways to see more responses from your customers. Sometimes all a customer needs to purchase or download your eBook is the CTA button or form inviting them to do so.

**5. Technical Copywriting** - is a piece of copy that aims to explain technology (like cloud-based technology) while selling a product (like IBM’s new Mono2Micro).

To sell a technical product, copywriters must first explain what it is, how it works and why customers should buy it instead of a competing product. Then, once the customer understands the product, they’re able to decide whether to buy or not.

Industries in the tech world are constantly changing and upgrading their products. Technical copywriting helps the business of tech progress.

**6. Public Relations Copywriting** - Through a uniform structure and journalistic voice, public relations copywriting aims to inform media publications and the public with a pointed directive of promoting a business, product or service. It’s often written by a public relations specialist. They write about an event from their organization and share the copy with several different media outlets.

Public relations copywriting can be found on sites like PR Newswire, but the same story could be shared through news outlets and radio shows if it gets picked up. It works to form a relationship with the public and organizations in a direct communication medium via news media organizations.

The audience for a press release is specific to B2B reach like: A journalist looking for leads, An entrepreneur looking to invest, A business owner doing research.

Although customers will eventually get the information in the press release, press releases are typically written for B2B marketing.

**7. Thought Leadership Copywriting**-comes in many forms but is usually from a prominent figure in an industry. If a top health care executive came out with an article recommending the public to adopt a new type of personal care practice, that article would be known as thought leadership copywriting.

This type of copywriting can be written for B2C markets as well. For example, New York Times opinion articles are written by writers who use the well-known news medium to communicate their thoughts on a particular issue. It amplifies their opinions on said issue and gains authority as an expert on that topic.

While thought leadership copywriting isn’t selling a product, it is urging readers to believe in a particular subject.

**8. SEO Copywriting -** SEO copywriting involves optimizing copy using keywords and phrases for search engines to more easily discover the copy and list it as a top result. A sales page can be optimized for a search engine results page (SERP) if done correctly.

**9. Email Copywriting** - Among the many reasons to use email marketing, writing great email copy is the one of best ways to directly connect with your most targeted audience. There are many methods for writing great email copy that works with your marketing campaigns and your customers.

Email copywriting includes: A great subject line, A thoughtful preview sentence, An intro sentence for the body of your email, A compelling CTA.

The image included in the email has the title of the webinar, the duration of the challenge and the host’s name. Following the key information is another eye-catching headline that urges subscribers to keep reading.

Email copy can be both educational, as with newsletters and roundups, or more sales-oriented in nature, like a direct response or free trial promotion.

B2B email copy is a little different from B2C in a few ways: Write for a logical buying process vs. emotional, build a personal relationship with the subscriber Open up the email to engage in conversations, Utilize more industry terminology.

B2B email copy aims to get to the point quickly.

Businesses go through a longer buying process because they need to consider budgets and how the purchase will affect their business. To which, a B2B copywriter should engage subscribers on a more logical basis to support an argument for making the purchase. This includes why the price of the product is justified, how it will help their business and the ways this collaboration could be leveraged in the future.

Wanderlust’s email uses an emotional angle to connect with their subscribers where Square 2 dives right into why, logically, you should sign up for the 1:1 session.

People who subscribe to your email list are some of your most valued prospects. They subscribe because they want to stay informed on your business’ new products and services. Writing email copy can be muddled with trials and errors, but direct communication with your subscribers is invaluable.

Some skills a great copywriter has are: Empathy for the reader, Research-based writing skills, Ability to take criticism, Capacity to write the same thing in different ways, Knowledge of grammar rules, Drive to practice writing almost every day.