



Discover Proven Ways Conversion Copywriting Can Grow Your Business

In today's world of information overload, it is easy to get lost among all the content competing for our attention. What is it that makes someone click on one story over another? This is where conversion copywriting can make the difference.

Every email you send, landing page you create and social media message you post is composed of copy written by someone for a particular purpose, right? Whether a blog post is meant to inform, educate or entertain there is an underlying reason why you publish it – to increase your business. In other words, you want to convert readers into customers.

What is Conversion Copywriting?

Copywriting is a particular skill set that involves writing persuasive content that conveys (sometimes complicated) information to potential customers. A good copywriter will be able to create a catchy headline and compelling copy. Conversion copywriting goes several steps further by using research, keywords and SEO methodologies to carefully craft messaging that maximizes conversion.

How do they do it?

As writer Kevan Lee said, “Neurologically, we have an instinctual reaction to words and language.” Our brains automatically translate words into images and images invoke an emotional response.

Through years of research in the fields of marketing and psychology, we now know that certain words are more likely to convert readers into buyers. In addition, now that we're able to mine data on existing customers and live-test new copy we can find out exactly the types of words and phrases that are most likely to result in an increased conversion rate.

I want to try!

Here are a few words that have a proven track record for grabbing attention:

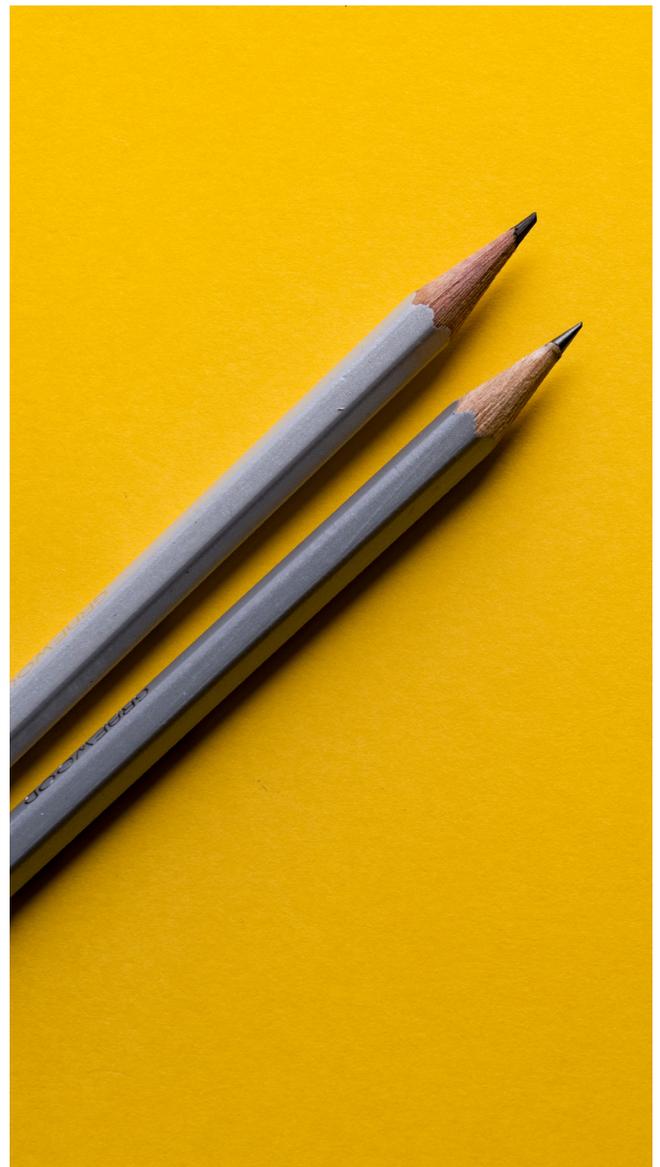
- Offer
- Compare
- Easy
- Improvement
- Health
- Revolutionary
- Bargain
- Guarantee
- Announcing
- Discover

Crafting Copy That Works

Knowing words like those listed above is not (necessarily) enough to make them work for you. A conversion copywriter will be able to create the context that will appeal to your audience and retain your brand voice. You must first understand your audience, their problem or pain point and how your product or service will solve it.

Employing specific concepts and techniques are what give those trigger words purpose and meaning. A bank, for example, may want to give readers a sense of confidence. They want people to know that their money and investments are safe. A copywriter will want to frame those high conversion words and phrases with copy that demonstrates stability and confidence.

A new health club, on the other hand, will want to encourage readers to try something new and emphasize concepts like strength, beauty, health and longevity. Even if both cases use words like “guarantee” or “happiness” they are going to use them differently to better speak to a targeted audience.



Want to learn more?

Here are some online resources to learn more about conversion copy and how it can help grow your business:

www.copyhackers.com

<https://www.crazyegg.com/blog/guides/conversion-copywriting/>

<https://blog.kissmetrics.com/75-copywriting-resources/>

images:

<https://unsplash.com/@alejandroescamilla>

<https://unsplash.com/@joannakosinska>