

copywriting

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Do your press releases, articles and posts work hard for your business?

Make sure you focus your press releases, articles and posts properly for maximum effect.

Many people get the emphasis all wrong. There's a distinct difference between press releases, articles and blog posts:

- Press releases should be used to announce newsworthy stuff. They shouldn't be sales-led, just factual. Distribution sites tend to reject sales focused releases, as do the newspapers.
- Articles should be used to put across detailed, important information, discoveries, proof of concepts, research etcetera. They shouldn't be sales led either.
- Blog posts can be as sales led as you like. Just bear in mind that most people visit blogs to find things out, establish other peoples' opinions and have fun. Not necessarily to be sold to. It's much wiser to focus on becoming a useful, entertaining and trustworthy source of information.

The best places for sales-led content are:

- your website
- direct marketing materials
- email marketing campaigns
- banner ads
- text ads
- print ads
- special offers

Last Month's freelance copywriting services

During June 2010 I helped businesses with...

- regular daily, weekly and fortnightly blog posts
- press releases
- video scriptwriting and narrations
- editing and creating website content
- email marketing
- keyword rich pages for SEO
- articles
- and more!

Kate

click to visit www.helpinthecity.com or www.helpinthecity.co.uk



Ans

Ask Alice

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click to visit the www.helpinthecity.com/blog/

Short of time? This marvellously silly site turns a handful of key facts into a blog post at the click of a mouse. The more ridiculous the information you plumb in, the sillier the resulting posts are. Having said that, they're often better written and much more relevant than many uber-spammy posts written by quick buck making, cheap thrill-seeking SEOs!

www.aussiebloggers.com.au/blogpost.html

- specialist direct response-led copywriting and editing, online and off
- website content creation, management and editing to maximise SEO
- marcomms
- writing with a direct marketing focus

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