

# Content Writing

## That Results in Engagement



*Strategic, purposeful, and consistent content writing throughout your marketing efforts, both B2B and B2C, is vital to getting your company story and differentiation out into the world.*

Writing in a way that will resonate with your market demographic to create curiosity and generate engagement with your company is the primary goal.

For companies of all sizes, no matter the widget or service suite they offer, website copy, email campaigns, blog posts, and marketing collateral can all be lead generators if created with due diligence and with an eye toward thoughtful positioning.

### It Needs To Resonate With Your Target Audience

The words you choose to explain who you are, what you do, and why it should matter for a prospect, vendor, or customer to engage with you should be thoughtfully architected to meet your audience where they are.

Oftentimes, a brand's narrative makes complete sense to an internal team but when pushed out to an external demographic, can fall flat. Willy-nilly messaging doesn't connect the dots for people and any messaging **MUST** create a connection.

Your brand messaging should have a heavy focus geared towards your **consumers' wants and needs** and the value they associate with them. In order to generate brand awareness, you need to be appealing to your demographic(s). This means that you must be strategic in crafting buyer value-oriented content.

# First Impressions Are Everything

Before a potential customer makes a purchase or buys a service most look a company up online. So **first impressions** do count, and it isn't just about how you look. Copy weighs in equally during these make-or-break moments.

## So how does your company sound?

- ✓ Is its voice and story clear and understandable?
- ✓ Is it conversational and succinct enough to appeal to a skim and scan reader?
- ✓ Does it drive action without coming across as salesy?

Effective and memorable content writing is part art and part science. It's an art because crafting and blending words together well does require a particular aptitude. To be creative with words, knowing how to shift and morph their order to create a cadence that is persuasive or compelling (or both) takes dedication and a significant amount of effort and patience.

## The Objective With Content Writing Is To Influence and Convert

One of the main objectives of strong brand storytelling is to convert consumers and retain the ones that you already have. You want to take your target market on a journey that influences their consumer behavior and makes them yearn to experience it themselves firsthand.

Your potential buyers are more than likely looking to solve a challenge, pain point, or objective so any content should speak to the solutions your company has for them.

Once a company decides on the need to generate content, the question remains on who will write it. Many businesses don't have internal writers or staff that have the bandwidth to add writing to their task lists. This is where a third party such as a marketing agency can be advantageous. They can step in and assist when there is a gap at a company in writing capabilities or resources.

*Any marketing strategy should keep top of mind what the consumer cares about.*



## The “How” of Adopting Your Brand’s Voice

Typically, one of the most asked questions Aviate hears around writing projects or scope is “*You don’t know the language or the intricacies of my industry, you aren’t a subject matter expert (SME), how can you possibly help me write about it?*”

Many individuals have valid concerns about “how” their complex and nuanced business could be understood by someone who isn’t immersed in the industry.

Our answer is that our writers have spent decades shifting and shaping and wordsmithing for a wide variety of brands. Aviate’s seasoned writers know how to appropriately query to pull insights from an industry expert and manage due diligence with supplemental research so that they can produce engaging content regardless of unfamiliar and/or complex topics or vernacular and be able to emulate a brand’s voice.

And you don’t want to confuse a brand’s voice with industry-specific language. They are two distinct characteristics. When you are considering content, it needs to hit the mark with its readability factor.

If your content is too technical, or data or jargon-heavy, you could potentially lose a reader’s attention. Awareness and engagement with your target market should be the primary priorities as you map out your content needs.

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## Your Brand Voice Will Inform Content Writing

Every business should have an established brand voice that helps its audience remember your company and what you are known for. Being consistent with your language, staying uniform with your brand's overarching story and positioning, and engaging with your consumers through content that matters to them, will help individuals become interested and stay interested in what your business has to offer.

Being knowledgeable about your brand's voice is one thing. Integrating it into everything you do, isn't always an easy feat. A brand's voice should permeate all content, short-form (social media, brochures et al), and long-form writing (website copy, case studies, etc), whether you do it yourself or hire an outside agency or freelance writer.

## All Companies Have a Story

When it comes to crafting messaging for your organization, it is paramount to tell a story and share what is unique and different about whatever it is you are selling.

There are so many things vying for our attention in our tech-heavy 24/7 world that you need to be able, in as succinct a way as possible, to capture the essence that is your brand identity and its point of view, that it then demands further conversation or investigation. If you don't master that, you have lost customers right out of the gate.

Too many brands don't place an important emphasis on the words that they choose to represent them, they view them as cosmetic and focus most of their efforts on visual appeal.

You need to make your audience desire to learn more by triggering just the right reaction. Sounds like a lot to ask but it is the reality of today's marketplace.

In a nutshell, when having text generated, by a copywriter or someone versed in your company vernacular, you have to form a complete puzzle for your reader, with the words being the pieces.

Be strategic with every sentence or chosen word/phrase that you utilize, because they really are precious real estate. There is no time to lose customers because of dull, inconsistent, or random messaging. You have to immerse them in discovery or engagement or hit a pain point or two from the get-go.

*Your copy has to sizzle without leaning on superlatives or being too gimmicky. The content writing you utilize for your marketing purposes needs to draw people in, change perception, resolve objections, and evoke or provoke action.*





## Brand Content Needs to Hit A Bulls-Eye

Words are your brand and company messengers. Your content needs to feel organic and authentic in order for it to make your brand shine and grow. Does your brand's writing convey value, encourage connections and result in people saying "I'm in"? Ask a few people you know for their feedback.

Then take a moment to read some of your company's website, brochure, or catalog copy out loud to see if it packs a punch and says all the things you want it to. If it doesn't, consider that the right words drive the right numbers.

*Customers find more value in what other people have experienced with you than what your company might have to say about itself.*

## Let us elevate your messaging to new heights.

Aviate Creative's copywriters can help you get your company's narrative crafted and crafted well, it is one of our many [capabilities](#). Our in-depth and stepwise process when we engage in content writing ensures that our clients get the maximum ROI.

Contact Aviate

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