

InboxInsight

- 4 Top Tips from our In-house Copywriters -

“Match your content format to your funnel”

Easy to digest, bitesize formats work really well for catching your target audience’s attention and building awareness, whilst longer form authority pieces such as whitepapers and reports are great for asserting your credibility and securing the trust of your readers.

① Rachel

“Stop your audiences in their tracks with thought provoking titles”

The key is making your title relevant, succinct and compelling. Put yourselves in the shoes of your audience - what do they want to hear about? What keywords pique their attention? Whilst click bait titles might provide short term wins, in the long run you risk sabotaging your readers’ trust and once that’s gone, it’s hard to win back.

Carly ②

“A Company’s tone of voice is its personality expressed in writing”

It’s not what you say, but how you say it. Decide on how you want to be viewed. Taking a look at your company values and any existing content, do you sound formal or friendly, professional or playful, serious or chilled? Understanding where you are coming from, and the purpose of your communication will help you to determine the voice for all your written content.

③ Rosa

“Topics within your content should be based on the needs of your audience”

Crafting truly useful content takes a lot of effort, but means that you will see a much better response when it reaches the right people.

James ④

Get in touch with us to discuss your campaign by phone or email:
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