

How Conversational Copywriting Can Boost Brand Awareness & Your Sales!



Peter Fogel Copywriter/Marketing
Strategist

Peter Fogel Presents LLC

info@compellingcopynow.com

561-245-5252

www.compellingcopynow.com

How Conversational Copywriting Can Boost Your Brand Awareness and Sales!

by Peter Fogel Copywriter/Marketing Strategist

For the last few years, many copywriters and marketers have promoted a new niche copywriting called "conversational copywriting."

So what exactly is conversational copywriting, and why is it so effective with offline and online marketers?

Well, the title itself pretty much sums up the definition.

Conversational copywriting...

" is an honest and direct conversation between your brand, product, service, and the lifeblood of your business: your customer."

Is it a Real Conversation, or Does it Sound Like a Conversation?

Of course, if you were to take a transcript of a real conversation between two people -- you'd soon discover that people waffle, stammer, hem, and haw – and speak in broken sentences.

Yes, it sounds natural and genuine, but this type of fragmented writing style will NOT entice your B2B or B2C prospect and transition them into buying your product or service.

Instead, your goal is to connect with your prospect in a breezy, easy-to-understand writing style that "sounds" conversational and proves you have the best interests of your prospect.



7 trends you need to know about Conversational Marketing in 2020

Over the last two years, conversational marketing has proved to be the fastest way to assist prospects through various stages of the sales and marketing funnel, while providing a personalized experience.

Conversational marketing is a feedback-oriented approach that uses chatbots, live chat and targeted messaging to foster genuine conversations and deliver value, across channels.



Copyright © 2020 Maruti Techlabs Inc.

maruti
techlabs

The easiest way to describe this type of writing is to watch video podcasts on YouTube.

~Notice how the host faces the camera and talks to you (the viewer). Notice how it seems he is having a conversation with you.

~Notice how you feel when he explains their point of view -- and breaks down their storytelling (or narrative) into digestible bites for easy consumption. And finally...

~Notice how you don't have to have a Ph.D. to understand what he or she is trying to communicate to you.

The opposite of conversational copywriting) is trying to read a long article in NEWSWEEK or one of your trade magazines.

You will notice very long block sentences and huge paragraphs which contain too much technical jargon in every other sentence.

As you look at the task in front of you, your eyes start to glaze over!

Conversational copywriting is when you talk with your prospect, NOT at them as you hear in most over-the-top heavy-handed car commercial promotions.

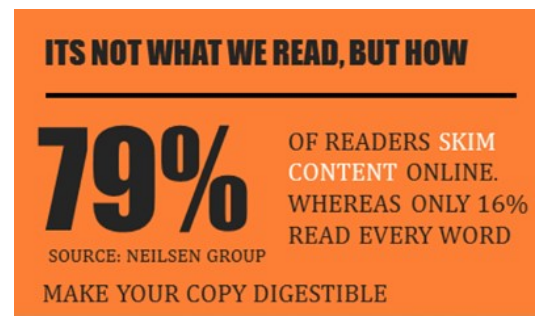
The goal with conversational copywriting is to break down your prospect's unconscious barriers (about your brand, product, or service) and make them more receptive to your offer!

Again, it doesn't matter if it's a web page, brochure, case study, etc., conversational B2B or B2C copywriting allows you to offer real value to your reader.

It comes off as more down-to-earth and more authentic. In other words, you are selling with OUT selling.

Why Conversational Copy is More Impactful With Your Marketing Message!

- 1) Your conversation fits easily with your business's brand
- 2) Your conversation is NOT long-winded -- with too much technical or jargon that no one wants to listen to (or read.)
- 3) Your conversation is compelling, relevant, and client-focused.



Compliments of Hubspot. Here is a company that has tested and knows what its audience/subscribers respond to. UrbanDaddy's unique tone is found in every single piece of copy they publish: emails to homepage copy, even to their editorial policy:

UrbanDaddy takes its content and its readers very seriously.

This means we spend a lot of time and effort finding things we think you'd like to know about. This also means that we'd be crazy to take money or anything like that in exchange for featuring something on our daily emails—you can't buy editorial love from the Daddy.

That being said, UrbanDaddy can't run on free love alone. We do promise never to publish any information for trade without clearly labeling it as such (and even when we do, we promise that whatever we're telling you about won't suck). So sometimes you will receive an email labeled "Sponsored Love," a paid email we send out on behalf of our sponsor.

Finally, we will not share or sell our subscriber list to anyone under any circumstance, even if the Patriot Act says we have to. Thank you for taking the time and interest to review our policies at UrbanDaddy. Please continue to enjoy the information we bring you.

UD

Remember; effective Conversational Copywriting is lean and tight with no fluff. It focuses on communicating all the client-based benefits that interest your prospect in moving him to take action with your offer!

8 Simple & Effective Conversational Copywriting Secrets That Work!

- 1) Sprinkle throughout your copy some industry jargon (but do NOT overdo it. Less is more). Instead, use simple, straightforward language *
- 2) Inject your personality -- as long as it works seamlessly with your brand voice.
- 3) Shorten the number of words you use with contractions like they're, hasn't, wasn't, and you're.
- 5) Use words like I, me, we, and you over third-person references.
- 6) Write at no more than an eighth-grade level (even if your audience are Rocket Scientists).
- 7) Use Microsoft Flesh Kincaid grade level tool *(located in word) to tell you what grade level you are using.

8) Use FREE Hemingway App -- to make your writing even bolder and easier to understand. (<https://hemingwayapp.com>)

Regrettably, some B2B companies (not yours, of course) struggle with presenting a conversational tone in their marketing. They feel it does NOT make them sound professional.

However, for best marketing practices, you should craft your words informally and with simplicity. (It doesn't mean unsophisticated or unprofessional.)

Remember, using long words will not make you sound clever and intriguing. To truly connect with your customer, you are writing to express... NOT to impress.



Here's a copywriting hack for you to use.

If you (or your copywriter) are struggling with your message - record yourself reading your copy aloud. Then play it back and focus on the language and the rhythm of your words you use--- then edit, rinse and repeat!

So now you might wonder about your targeted audience of sophisticated B2B buyers, lawyers, business owners, realtors, or HR managers. Will this type of conversational tone resonate with formal business writing?

I'm glad I asked it. Yes.

Imagine two orthopedists talking at a medical conference. Undoubtedly, they will use buzz words and shorthand jargon in their conversation. (Every industry/tribe has its own language, does it not?)

But honestly, if these two doctors are ranting about or exchanging ideas about office billing software, they will have a simple conversation about it.

Not matter who your audience is – you and your marketing team/copywriter should discuss the best conversational tone your customer will respond to.

And the best way to do that -- is to know and understand what keeps your audience up at night.

For instance, here's a headline that will resonate with most business owners:

"Accounting Software for Business Owners Who Dislike Bookkeeping."

Short, sweet -- and very conversational, don't you agree?

Make no mistake: Business professionals NEED this type of software to function correctly. The solution to their pain is to have a plug n' play software system that makes their business and life easier to manage.

How about this one?

Attention Every IT Professional Who Wants to Tell Their Client to Take a HIKE!

This headline worked like gangbusters for IT personnel (who have their quirks) and feel that way. (This was a personal growth training program for IT professionals)

So do you want to stand out in the hearts and minds of your future customer and beat your competition? Then don't write as your competitors do.

Again, MOST technical discussions can be translated into everyday, conversational language.

For instance, if I talk to another copywriter or marketing guru - and ask them, "What were your open rates...?" They know what I'm referring to without sounding too formal or stuffy.

The B2C Vs. B2B Sales Cycle

Let's examine B2C marketing:

A complete sales process will probably consist of a series of 3 emails and then a sales page for conversions.

And with a B2C end user, it's not too hard to maintain a consistent conversational voice in other campaigns and platforms.



However, as you know, in the B2B world (yes, your buyer is still human), the sales cycle is a different animal. It's way more extended, with more moving parts and more mammals involved in the decision process.

So what's the secret when you're writing to different segments of the buying decision?

Just like two people having a conversation will not have the same tone or style -- it's the same with your marketing: A landing page does NOT have to sound exactly like the email campaign.

And if you're a b2b marketer, you better than anyone know **eventually after the prospect has all your marketing materials --** there will be a one-on-one conversation between your salesperson and B2B buyer to close the deal!



A company's marketing should focus on having a recognizable voice in their marketing copy, but with some variations. But, of course, it should still sound like it's coming from the same team.

Craft leaner, transparent, and more conversational language in your B2B marketing efforts--- and you'll connect with more buyers, resulting in a spike in sales!

In closing, Conversational Copywriting ...

- ✓ helps engage NOT disengage with in-your-face advertising that your customers are bombarded with daily.
- ✓ creates a one-on-one interaction through email to help your recipient respond faster and deeper with your business.
- ✓ allows you to use appropriate language with potential customers to drive them to your brand, product, or services.
- ✓ can be used in different areas of your marketing

Always test. Use the above techniques and tweak them when necessary for optimal results. Please let me know what your results were at info@compellingcopynow.com. For more articles, please visit <https://www.compellingcopynow.com/b-2-b/>

###



Peter Fogel is a 20 year veteran Freelance B2C & B2B Copywriter and Voice-Over Artist. A storyteller who pens case studies, white papers, magalogs, direct sales letters, email funnels, and landing pages. And yes...he specializes in crafting conversational copy. **To view his samples, explainer videos, or set up a FREE No-Obligation 15 minute consultation, please visit: www.compellingcopynow.com.** Or for faster service, call 561-245-5252 (EST)