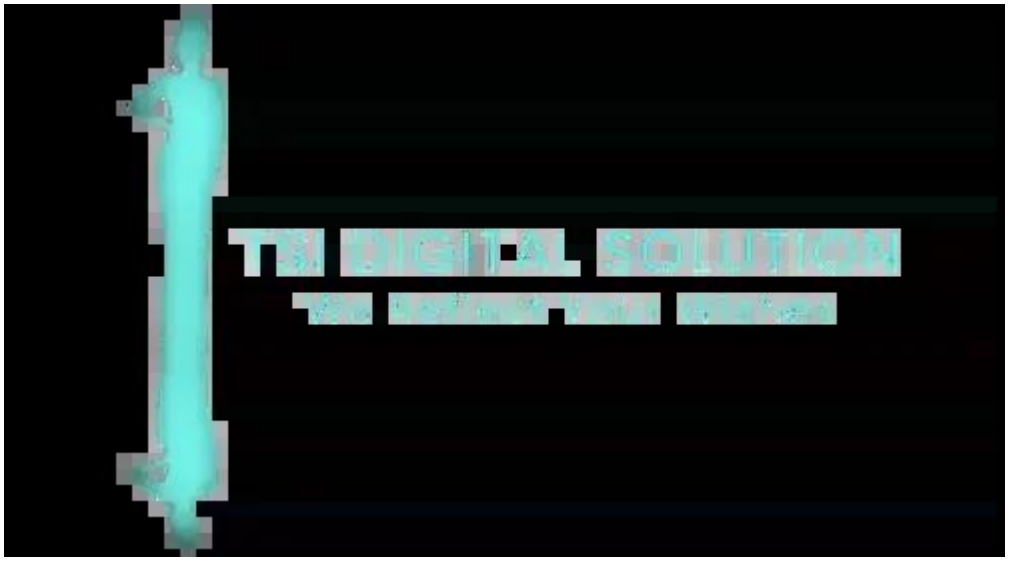
Copywriting in Digital Marketing

Category: Copywriting blog
August 26, 2024



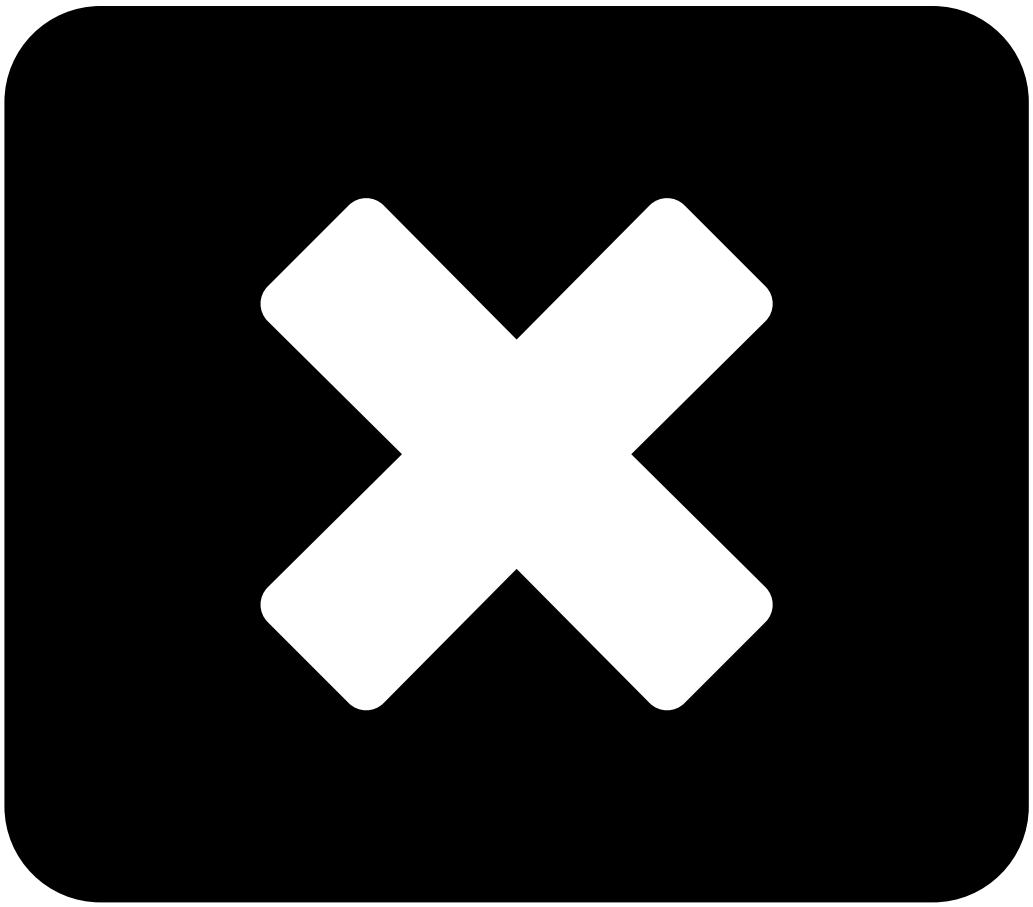


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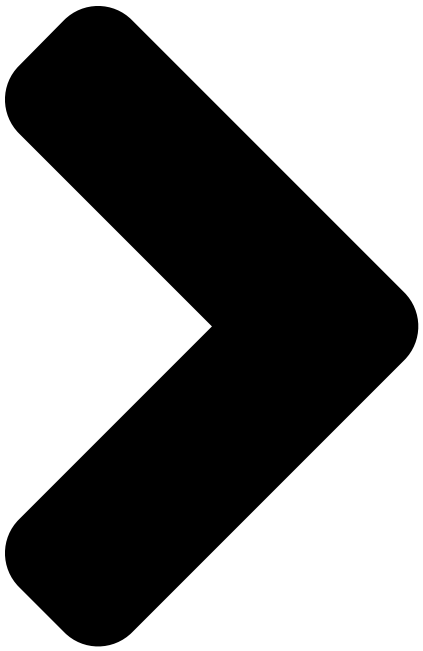






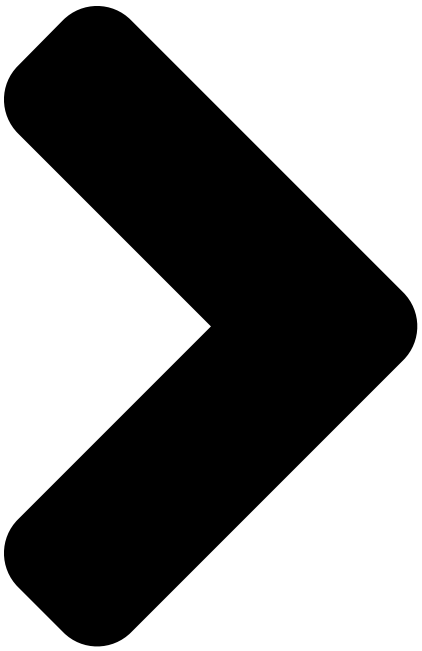


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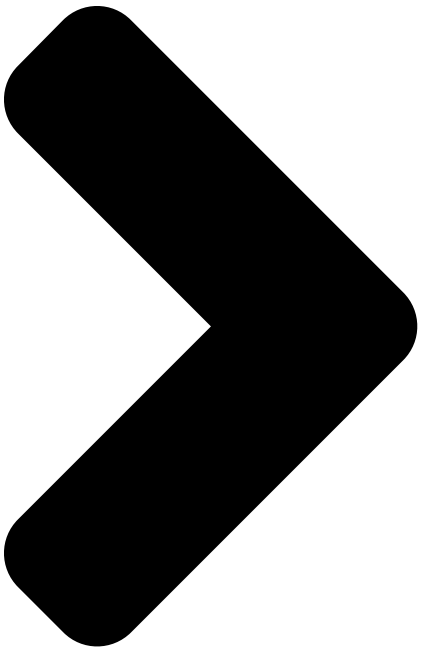


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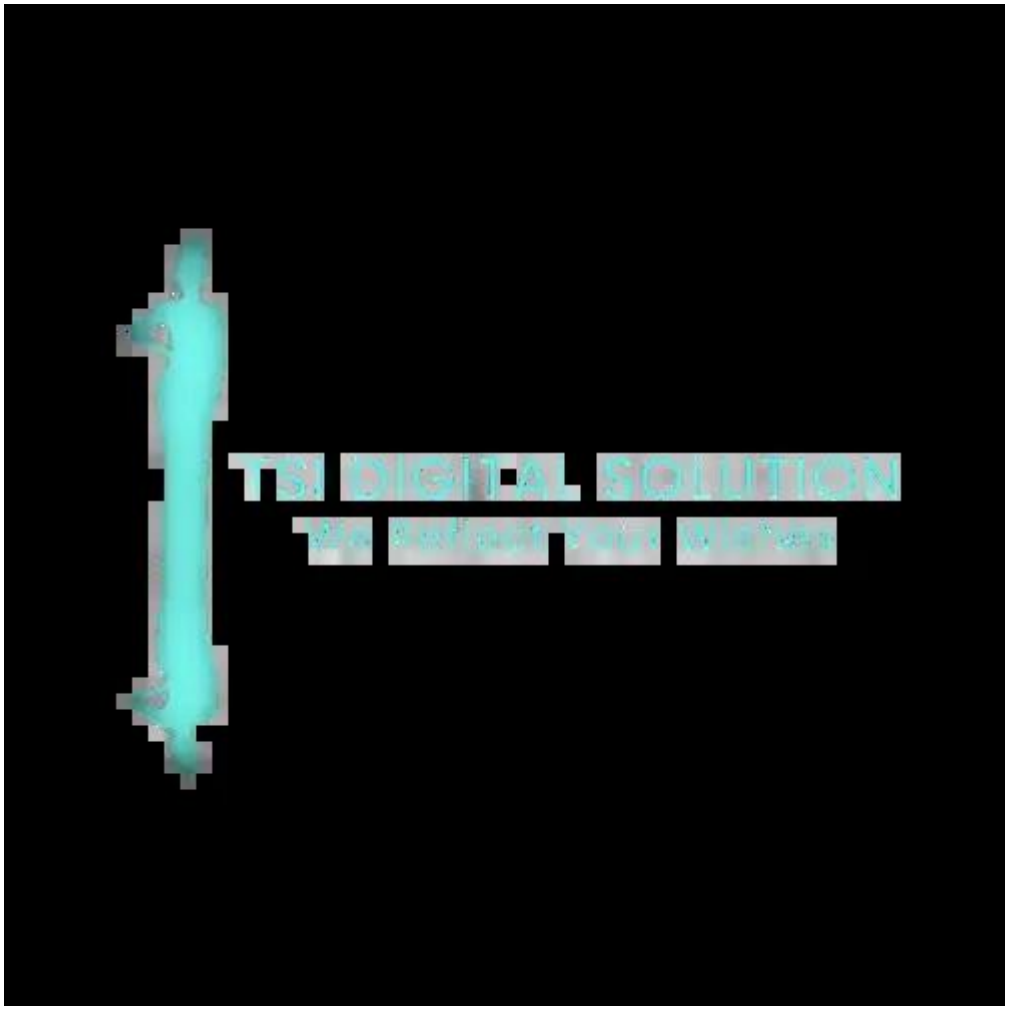
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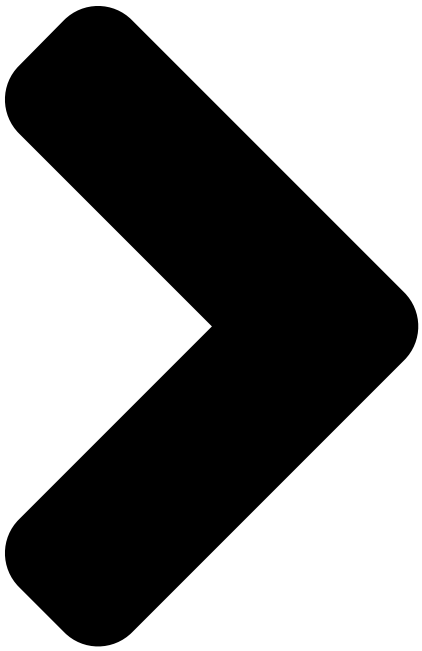


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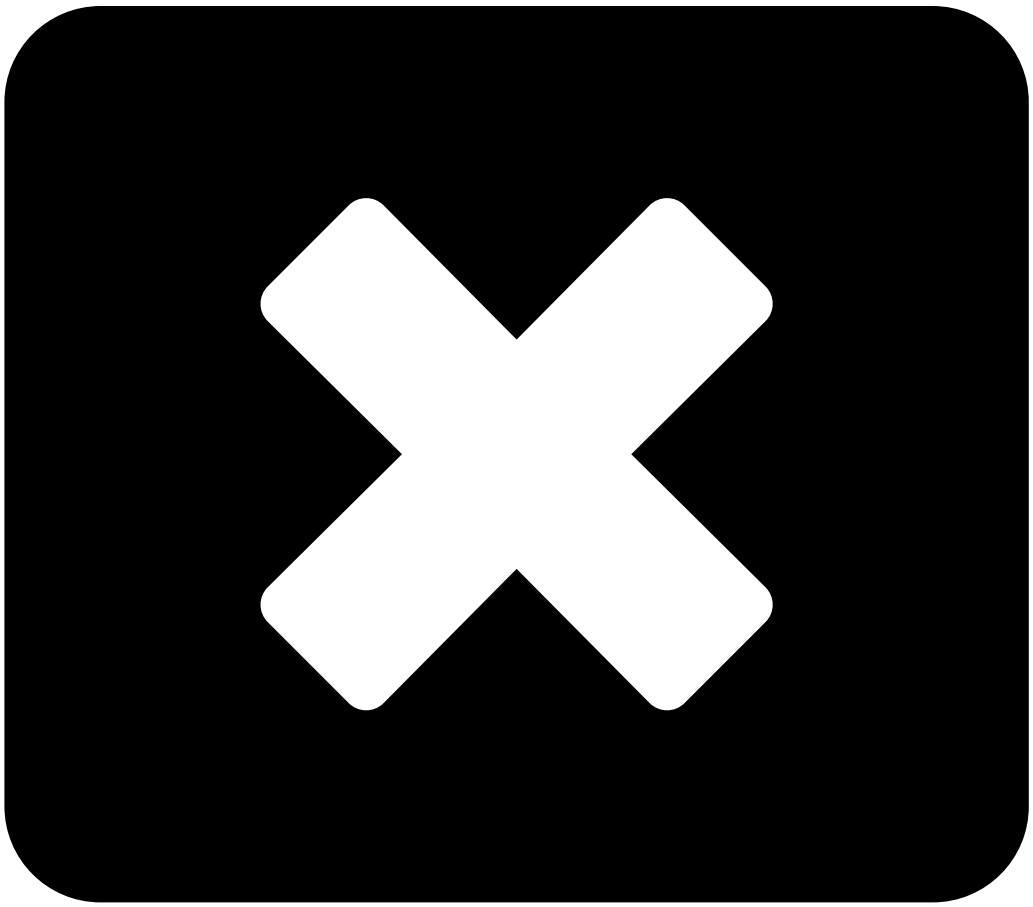
What we have realized


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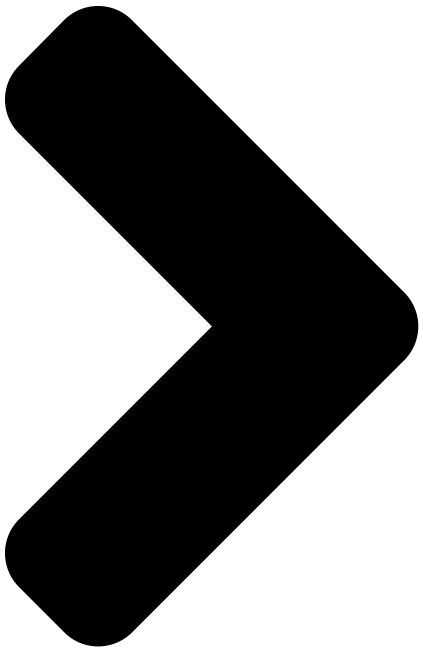


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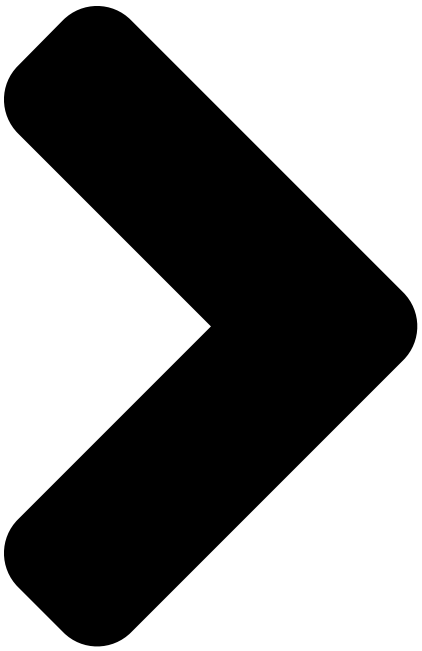


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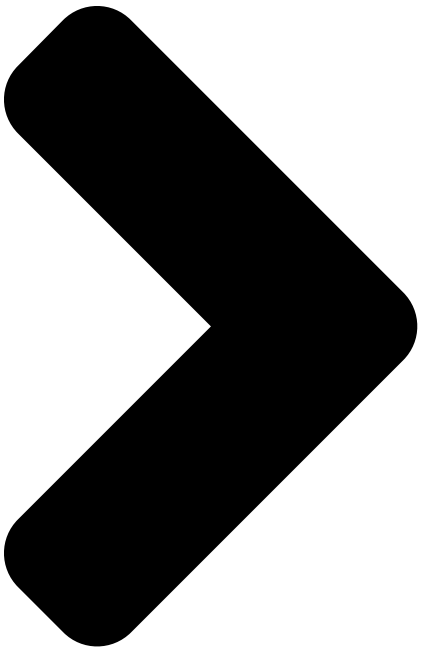


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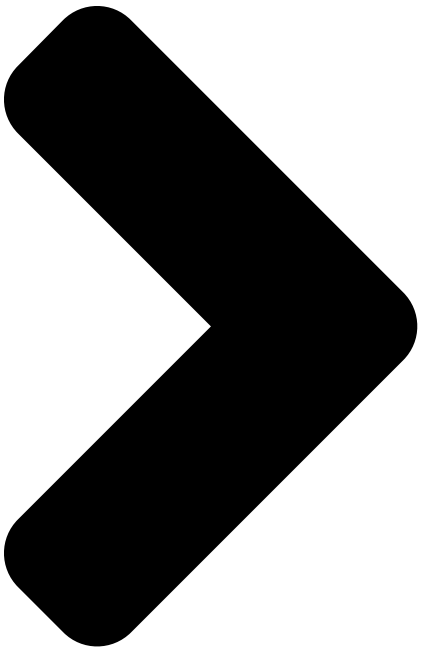
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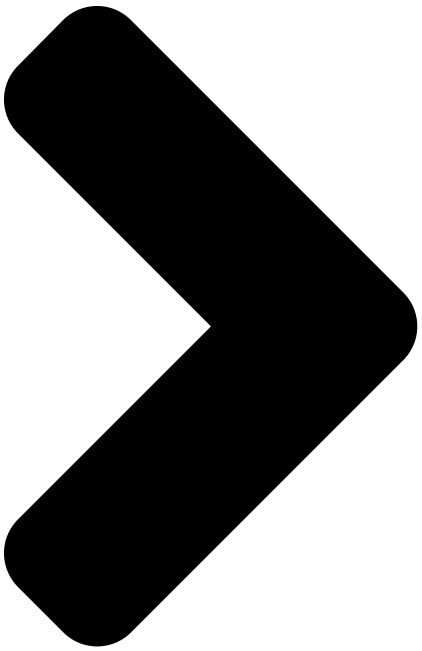
Web Design & Development



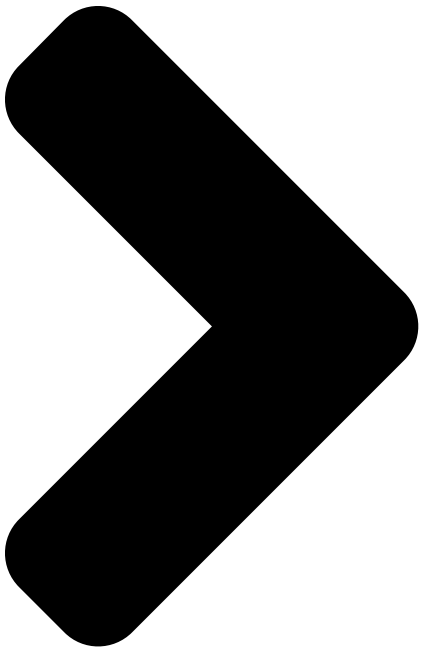
- Hosting



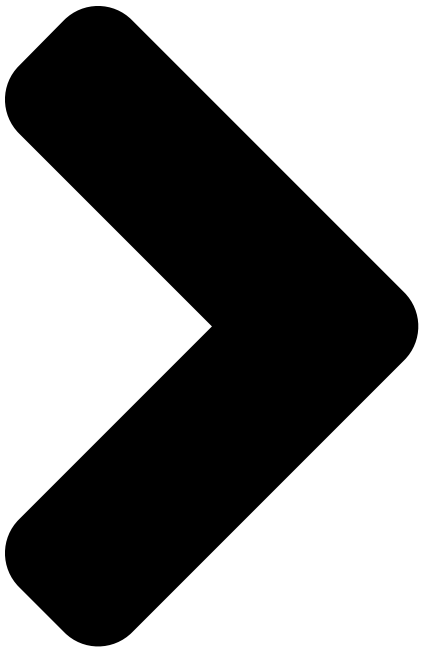
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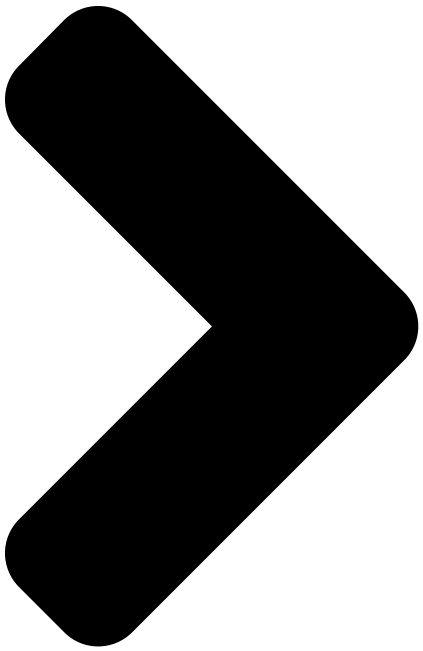
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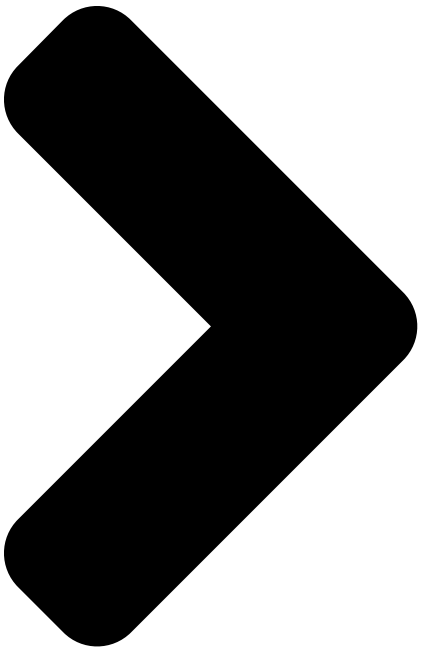
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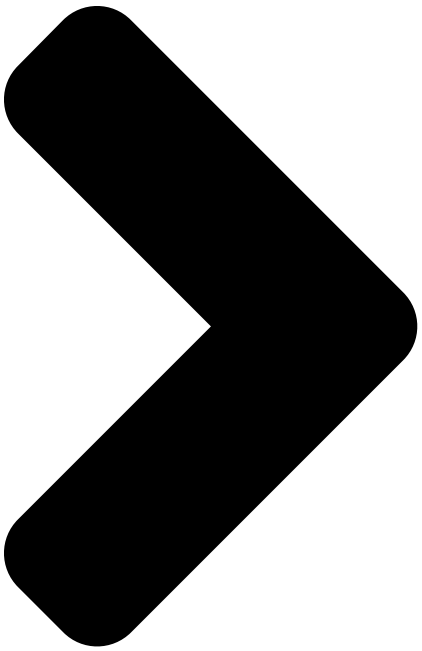
e-Commerce



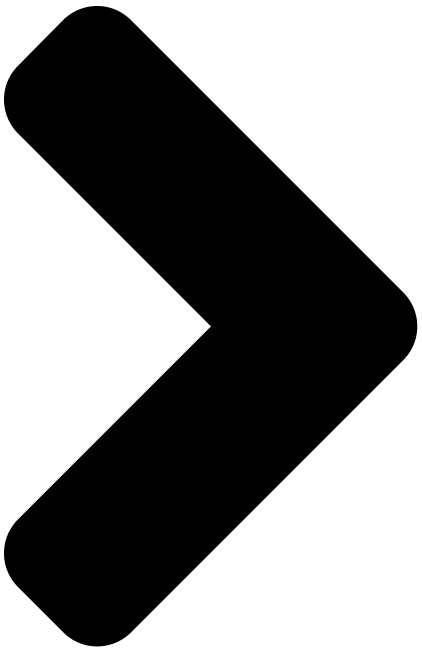
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

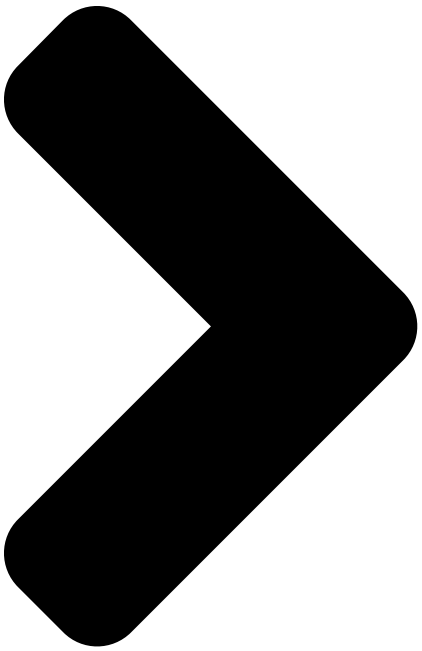
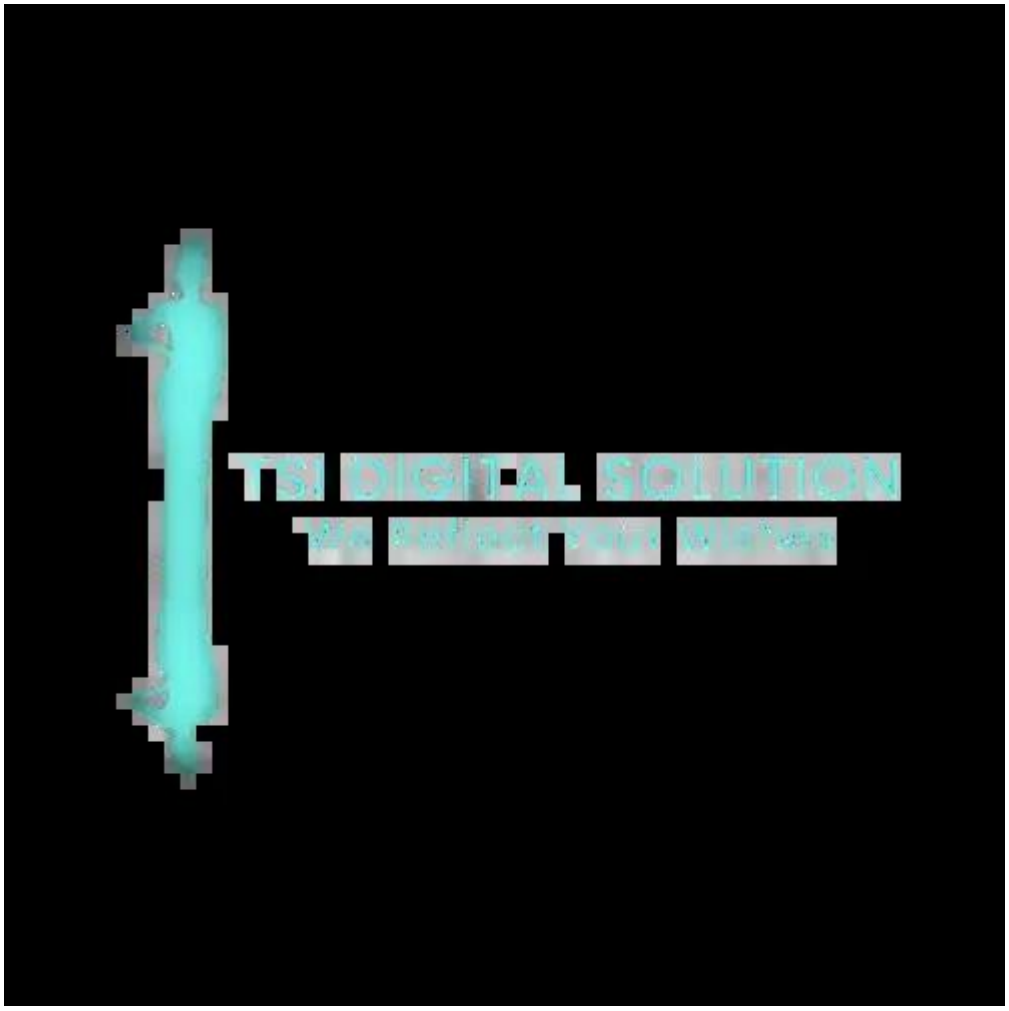
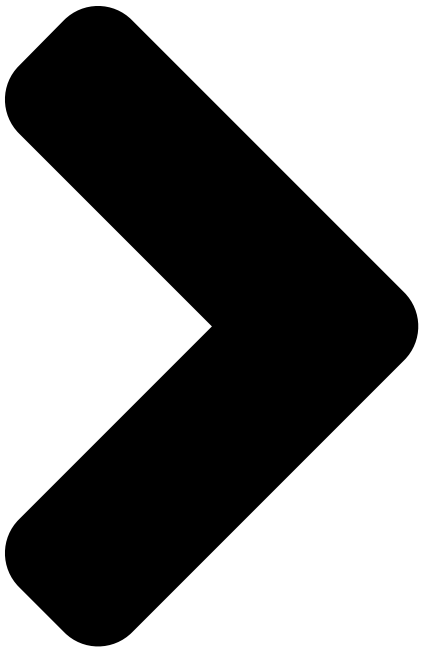


Photo- & Videography

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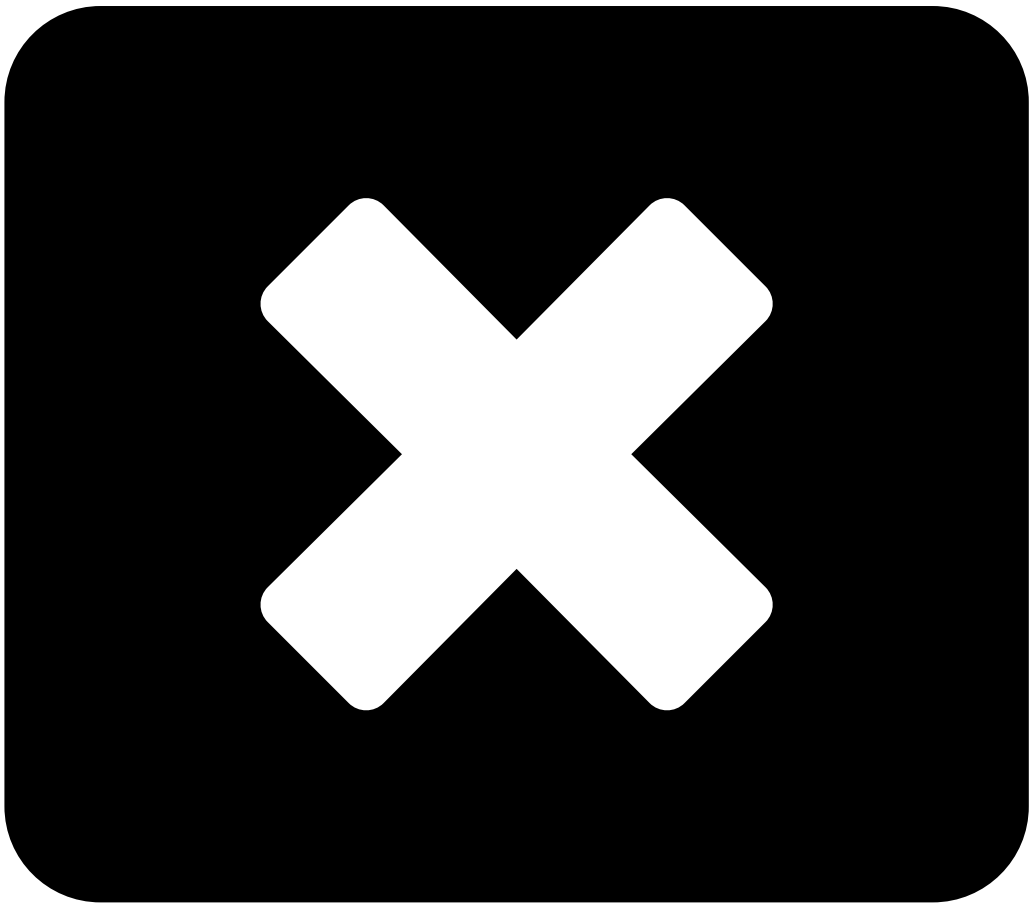
The way we work


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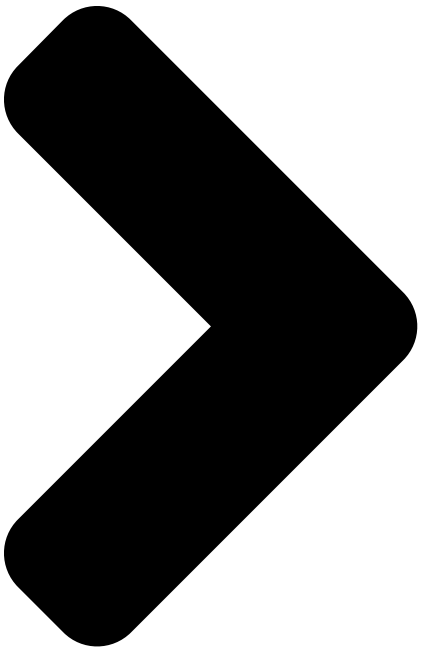


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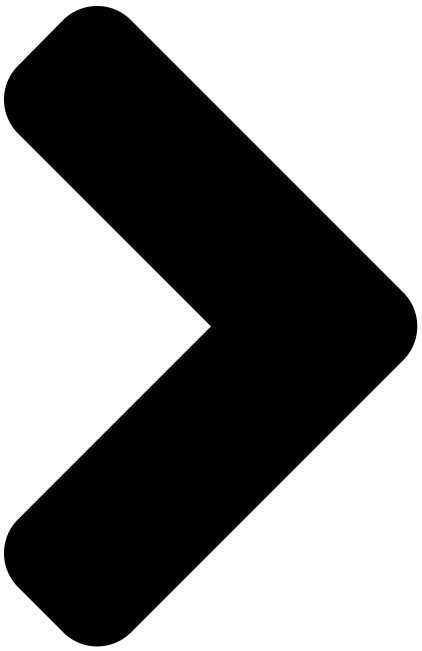
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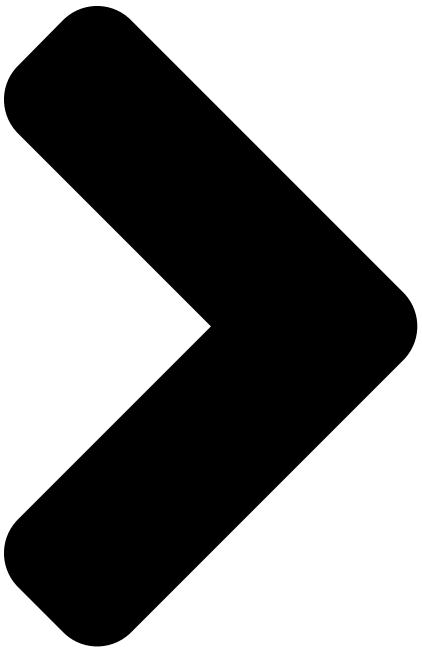
Realized projects

Calculate an estimate of your project costs directly online

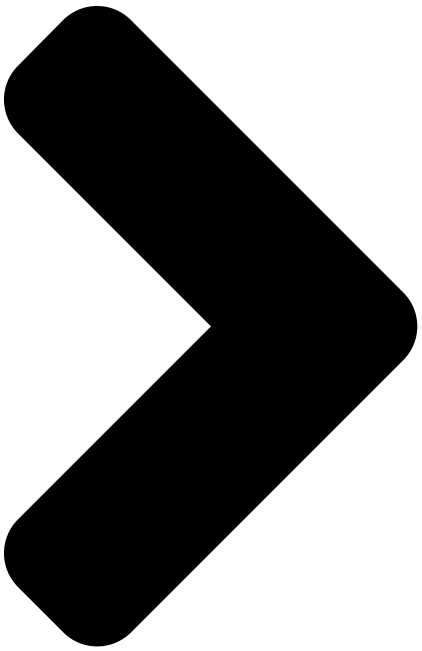
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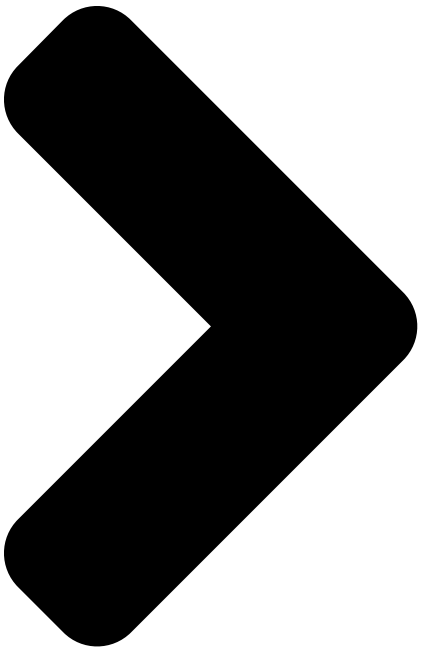
- Cost calculation for my website



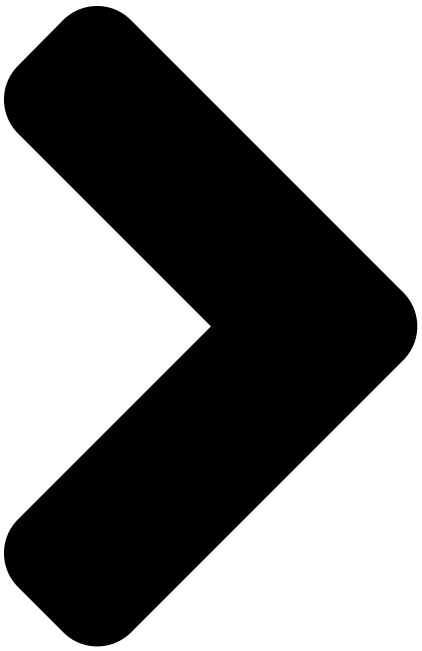
- Cost calculation: SEO/Ads/MGB/Speedup/Technical



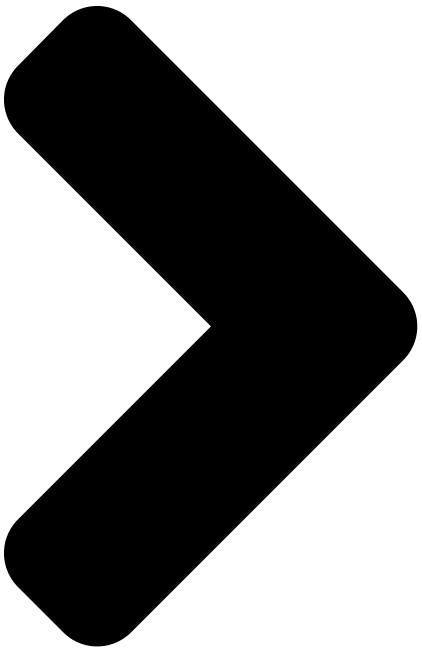
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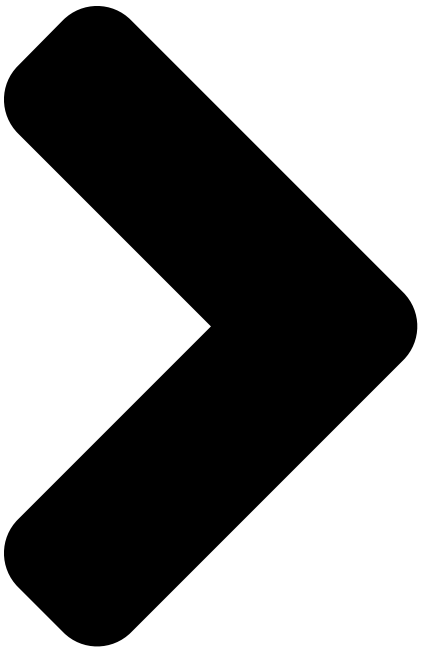
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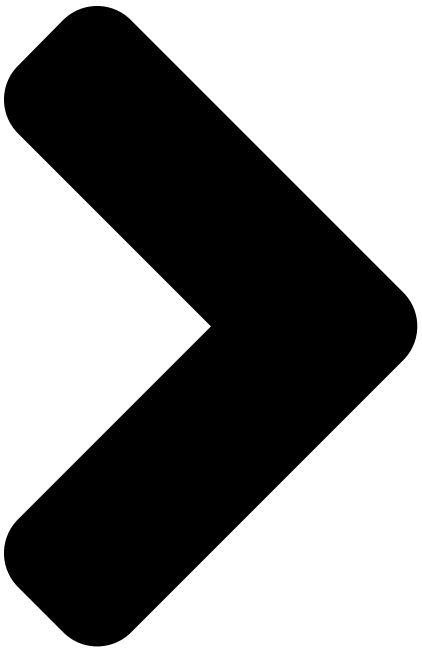
Cost calculation for an e-commerce shop



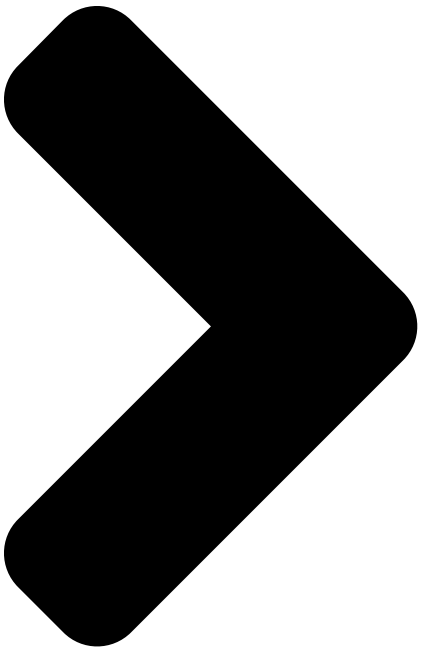
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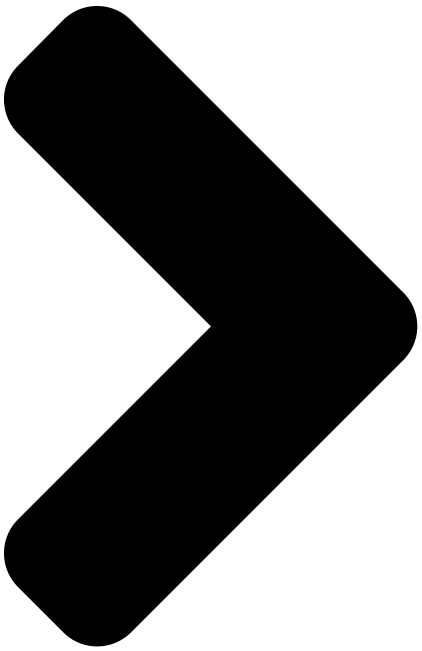
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



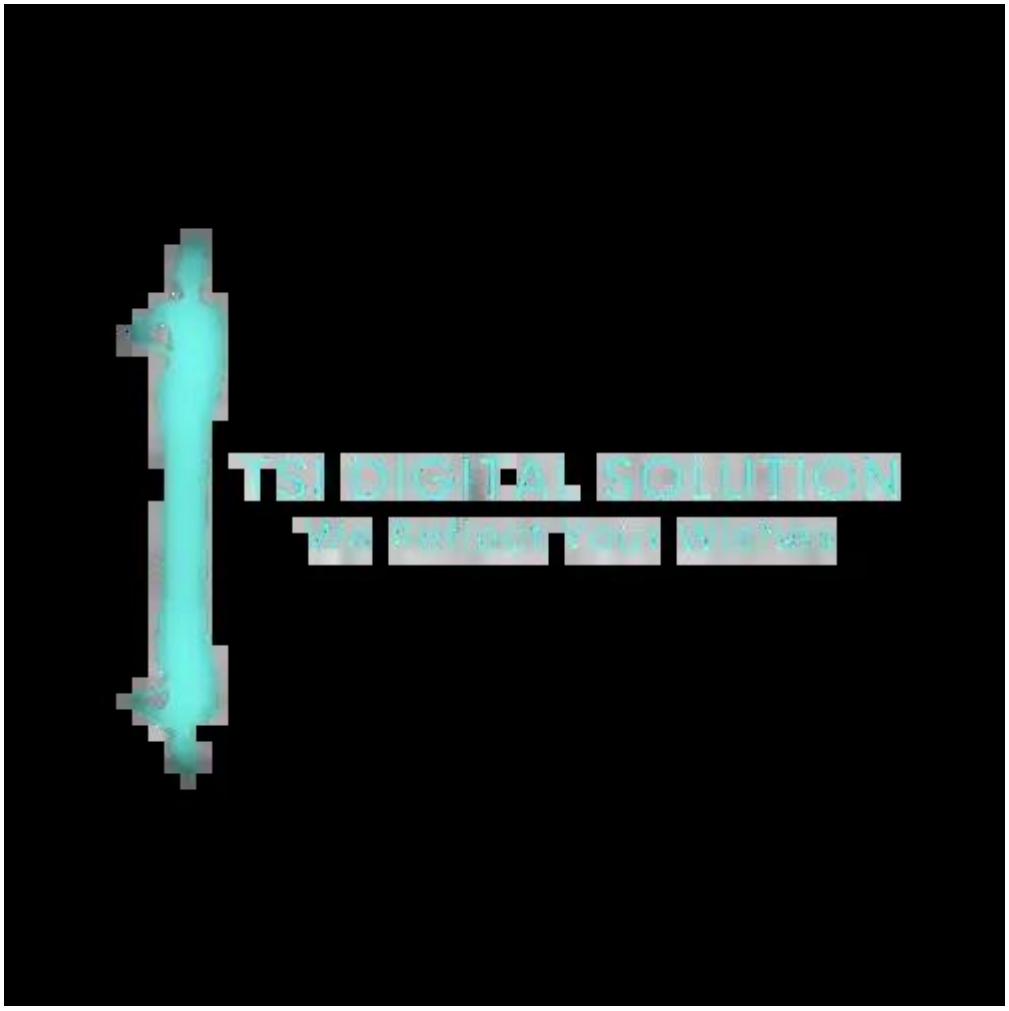
Cost calculation for Copywriting & Translations

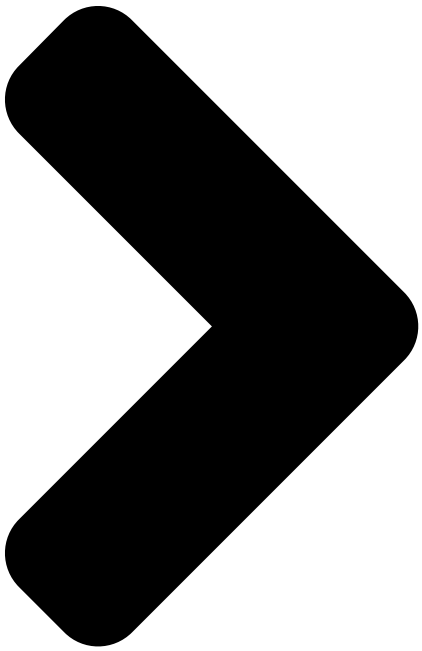


Cost calculation for Photo- & Videography

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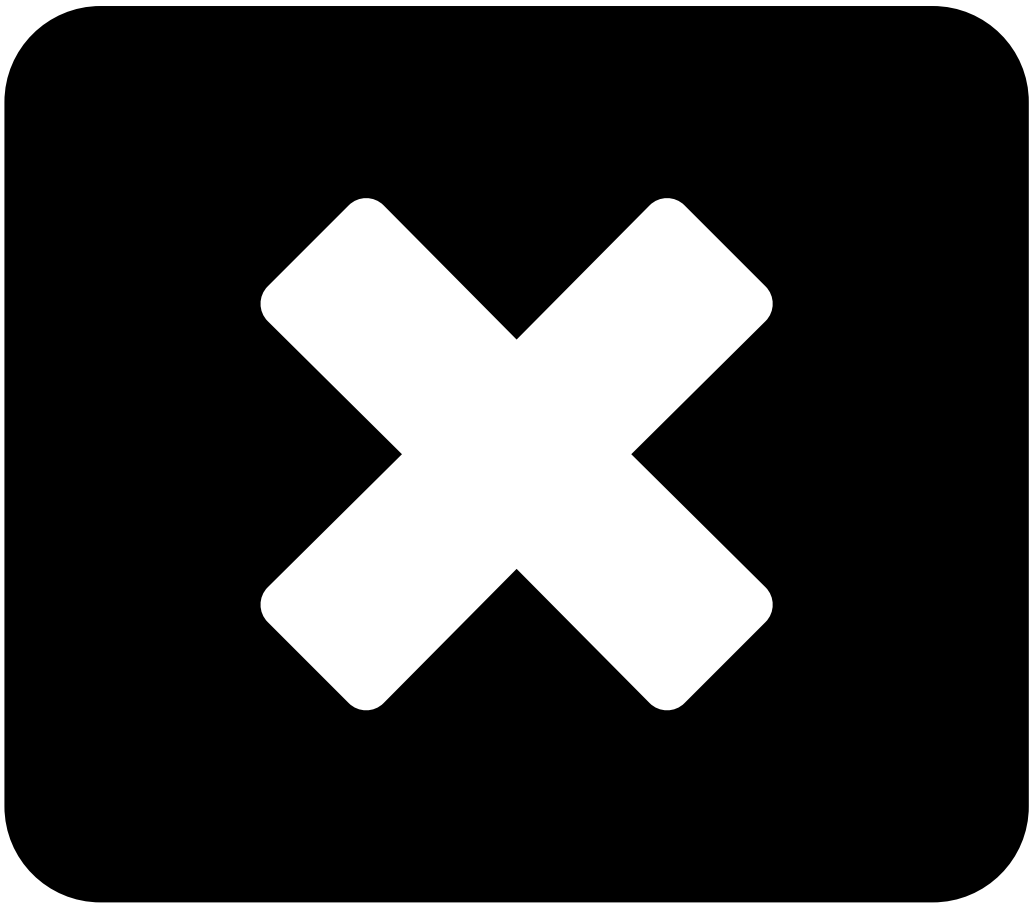
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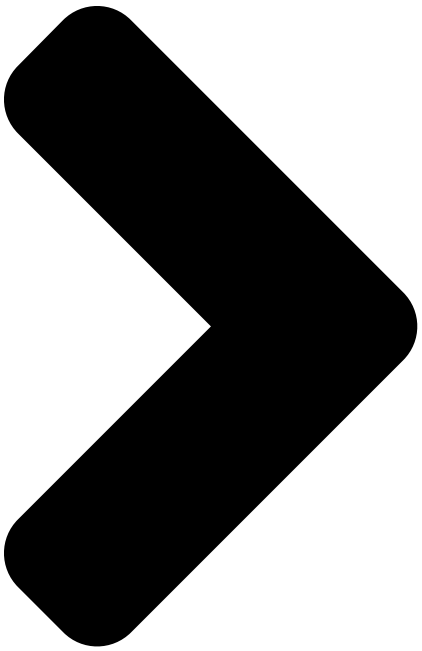


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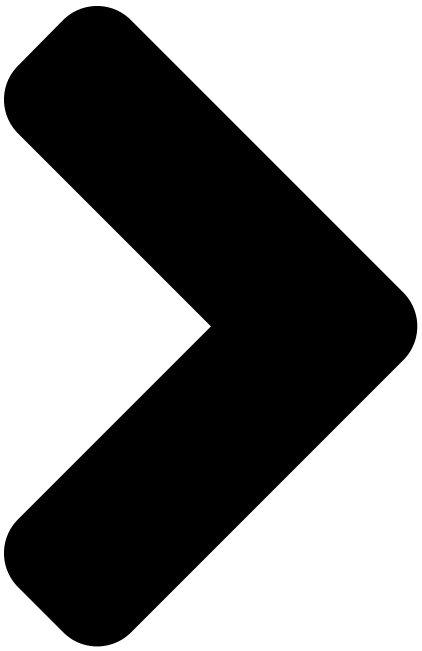
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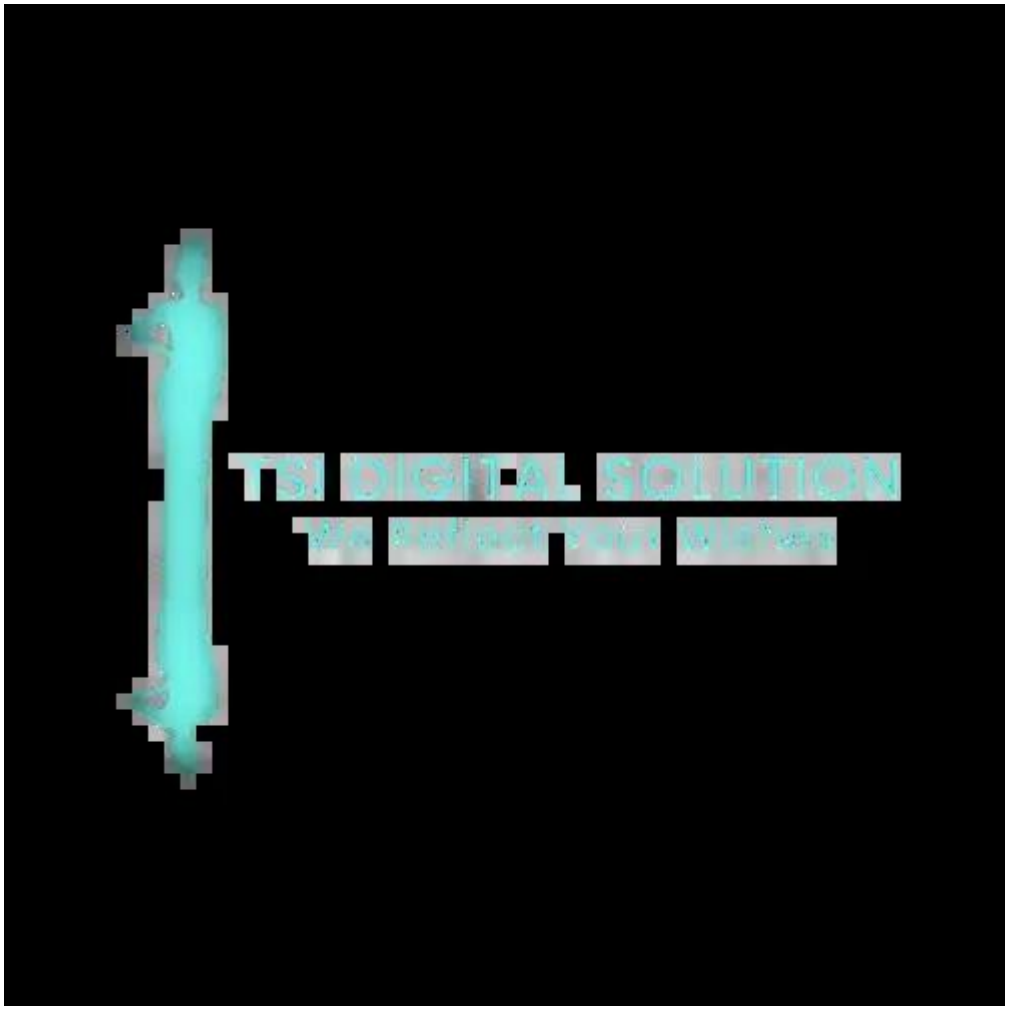
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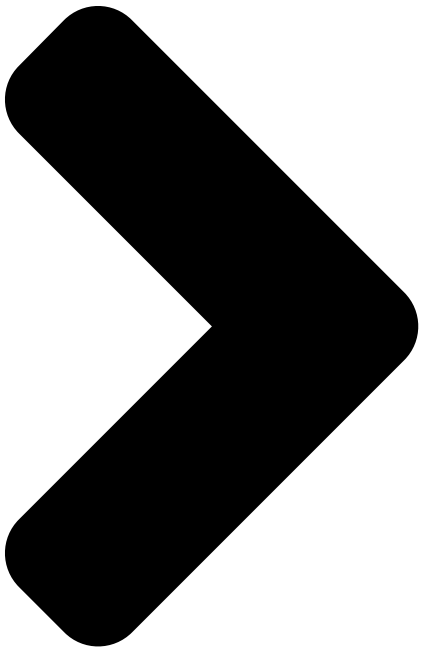


Demo

Just ask, we are here for you

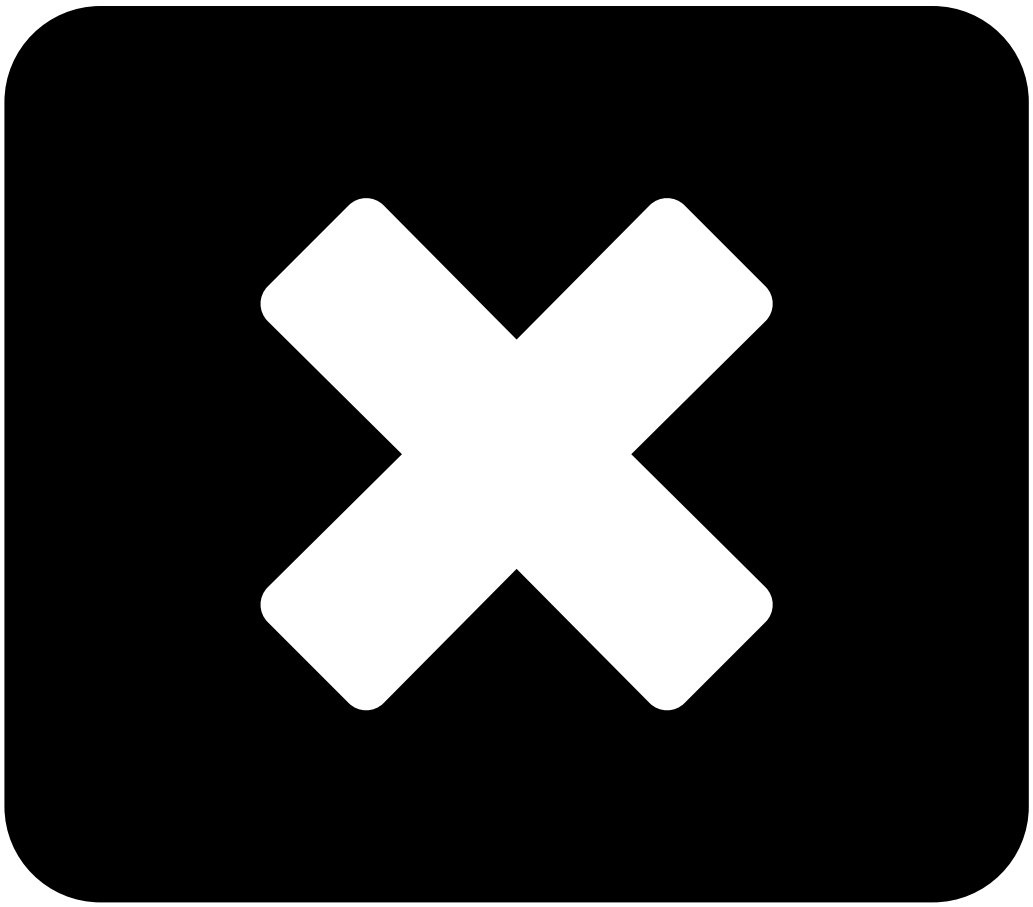
Who we are


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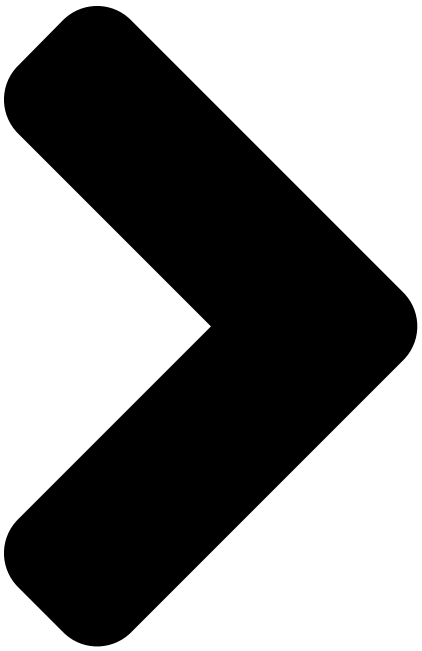


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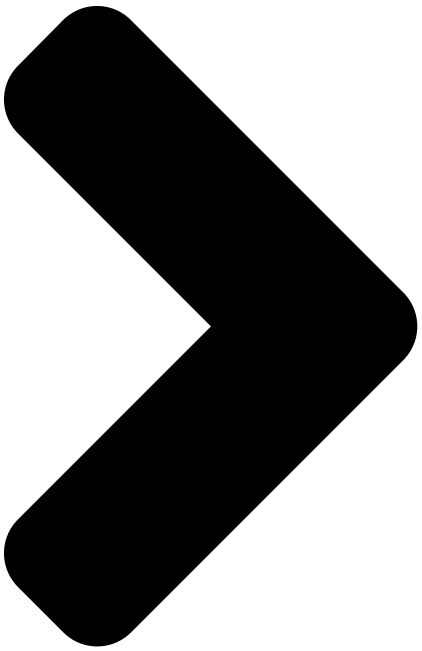


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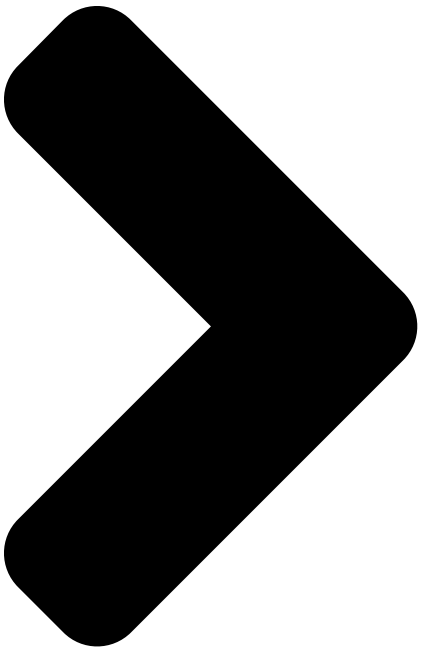
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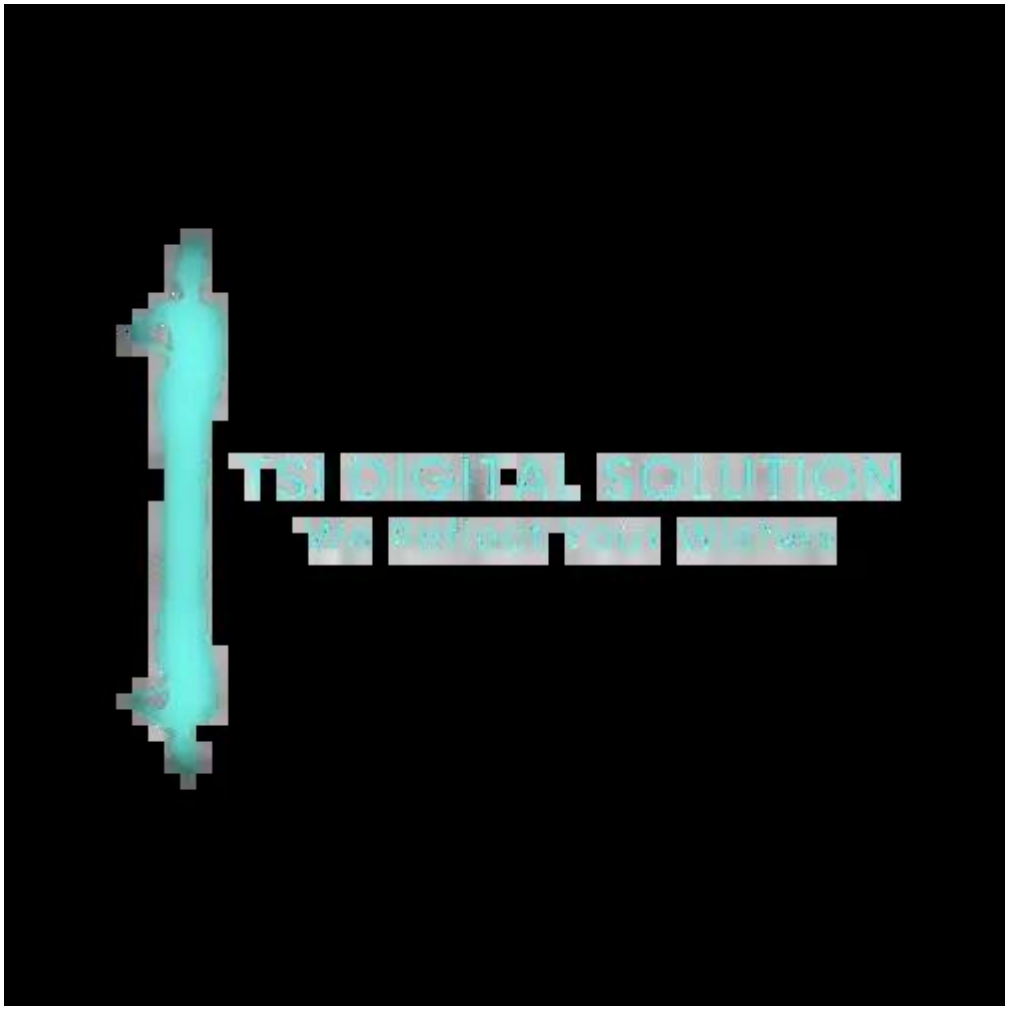
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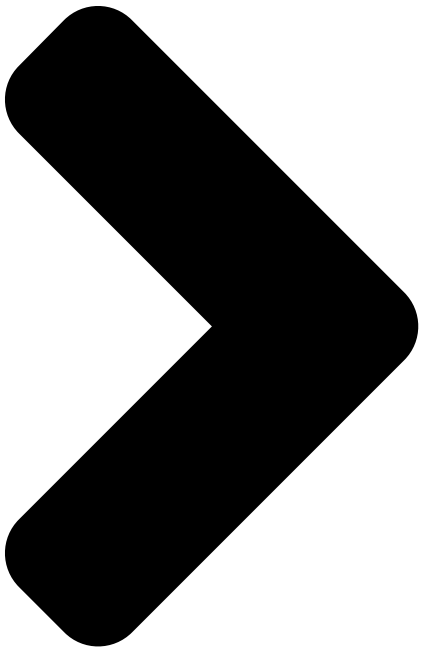


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The Power of Copywriting: A New Perspective

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Copywriting in Digital Marketing.

A crucial element that we often overlook

When we talk about digital marketing, buzzwords like SEO, content marketing, and social media management often take center stage. However, there’s one

crucial element that we often overlook but is absolutely fundamental: copywriting. It’s not just about stringing words together, it’s about communicating in a way that resonates with your audience and drives action. In this blog, we’ll dive into what copywriting means in the context of digital marketing, how it works, and why it’s essential for your business success.

What is Copywriting in Digital Marketing?

Copywriting is the art and science of crafting words that sell. It’s about creating persuasive content that not only grabs attention but also converts that attention into tangible results, whether that’s a sale, a sign-up, or simply increased brand awareness. In the digital marketing context, copywriting extends beyond traditional advertising and incorporates a broader range of formats, including:

- **Website copy**: This includes everything from homepage headlines to product descriptions.
- **Blog posts**: Articles that engage readers, provide value, and subtly promote your brand.
- **Email marketing**: Compelling emails that lead to clicks and conversions.
- **Social media posts**: Engaging content that encourages shares, likes, and comments.
- **Landing pages**: Persuasive content designed to convert visitors into leads or customers.

How Copywriting Works in Digital Marketing

Copywriting in digital marketing is a blend of creativity, psychology, and data analysis. Here’s how it works:

Understanding the Audience

The first step in effective copywriting is understanding who you are writing for. This involves researching your target audience’s demographics, pain points, and motivations. The more you know about your audience, the more effectively you can speak to their needs and desires.

Crafting a Clear Message

The essence of copywriting is clarity. Your message should be concise, compelling, and easy to understand. Whether you’re writing a blog post or a product description, the content should communicate your brand’s value proposition in a way that resonates with your audience.

Incorporating SEO

In the digital world, even the best-written content won’t be effective if it’s not visible. This is where SEO (Search Engine Optimization) comes in. Good copywriting naturally integrates SEO by including relevant keywords that

help your content rank higher in search engine results, thereby increasing visibility.

Creating a Call to Action (CTA)

Every piece of copy in digital marketing has one ultimate goal: to get the reader to take action. Whether it’s clicking a link, signing up for a newsletter, or making a purchase, an effective CTA is essential for driving conversions.

A/B Testing

Digital marketing allows you to test different versions of your copy to see which one performs better. This process, known as A/B testing, involves creating two versions of a piece of content and analyzing which one drives more conversions. This data-driven approach ensures that your copy is always optimized for the best results.

The Advantages of Good Copywriting in Digital Marketing

Now that we know how copywriting works, let’s explore why it’s so important:

Builds Brand Identity

Good copywriting goes beyond selling a product or service; it helps build your brand identity. The tone, style, and language you use in your content contribute to how your brand is perceived by your audience.

Increases Conversion Rates

A well-written copy can significantly increase your conversion rates. Whether it’s a compelling headline that grabs attention or a persuasive product description, effective copywriting can turn casual visitors into loyal customers.

Boosts SEO Efforts

As mentioned earlier, integrating SEO into your copywriting can improve your search engine rankings. This increased visibility means more traffic to your site, and more traffic generally leads to more conversions.

Enhances User Experience

Well-crafted content makes your website more enjoyable to navigate. Clear, concise, and engaging copy enhances the user experience by making it easier for visitors to find the information they need and take the desired action.

Builds Trust and Credibility

Trust is a crucial factor in the digital world, where customers can’t

physically see or touch your product before buying. Well-written, informative, and honest copy builds trust with your audience, which in turn builds credibility for your brand.

A New Perspective: Copywriting as a Long-Term Investment

Many businesses view copywriting as a one-off task, but it’s actually a long-term investment. Just as you invest in product development or customer service, investing in high-quality copywriting pays dividends over time. A well-written landing page or blog post can continue to drive traffic and conversions for years to come.

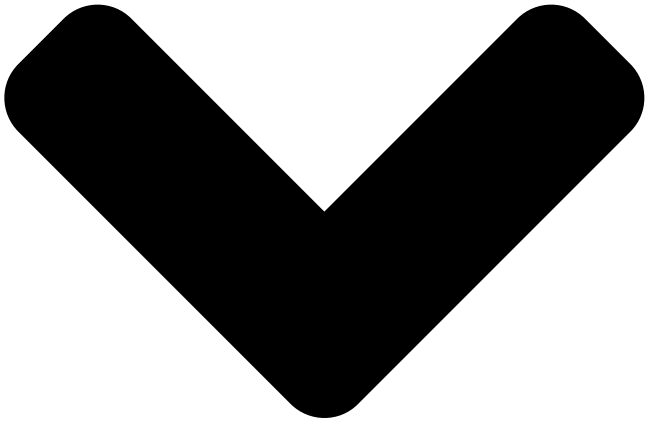
Moreover, as your business grows, your copywriting needs will evolve. Regularly updating your content to reflect new products, services, or market trends keeps your brand relevant and engaging.

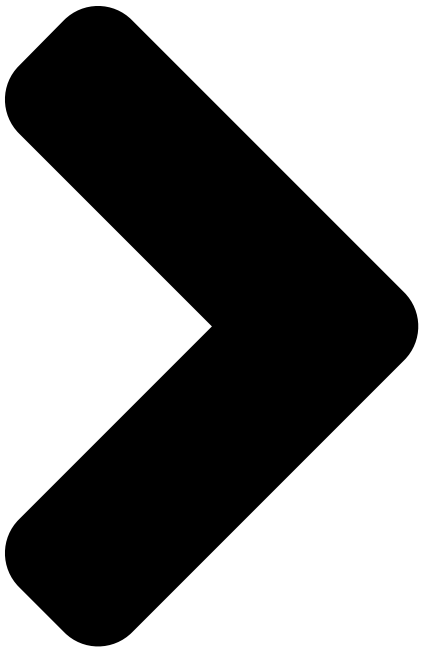
Conclusion

Copywriting is not just a skill, it’s a strategic tool that can make or break your online presence. By crafting clear, persuasive, and SEO-friendly content, you not only enhance your brand’s identity but also drive engagement and conversions. As we move forward in an increasingly digital world, the importance of good copywriting will only continue to grow.

Frequently Asked Questions (FAQ)

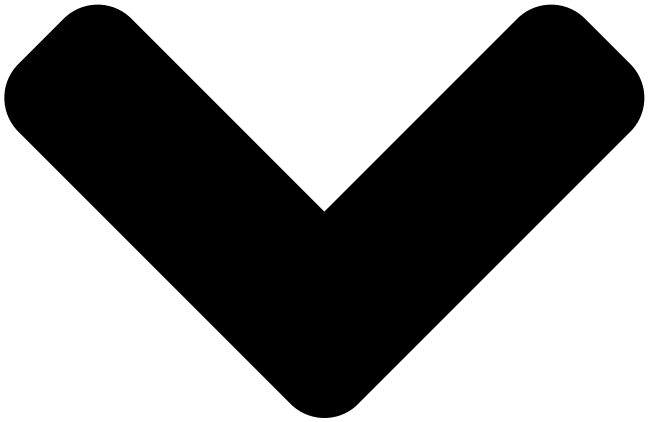
What is copywriting in digital marketing?

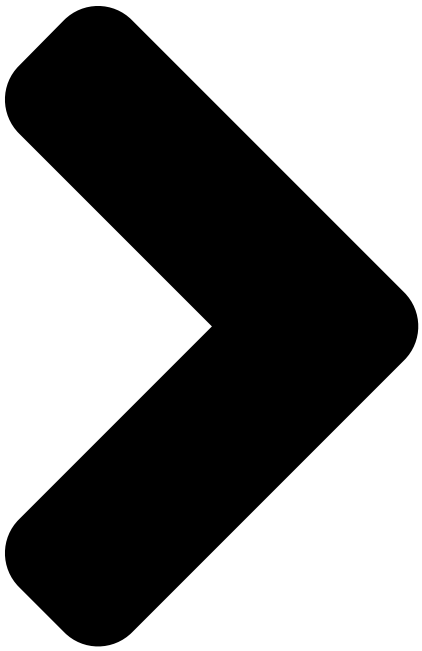




Copywriting in digital marketing is the art of crafting persuasive words that sell and drive action, such as sales, sign-ups, or brand awareness. It includes website copy, blog posts, email marketing, social media content, and landing pages.

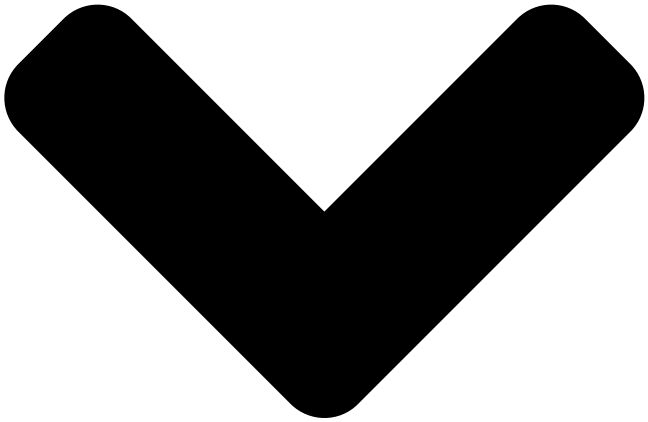
How does copywriting work with SEO?

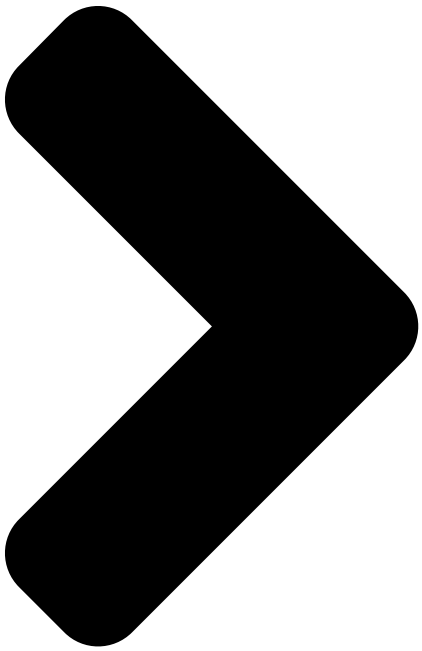




Effective copywriting integrates SEO by naturally including relevant keywords. This helps your content rank higher in search engine results, increasing visibility and driving more traffic to your site.

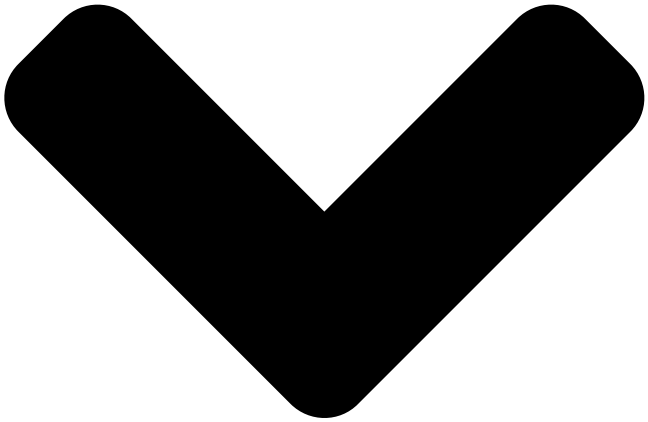
Why is a Call to Action (CTA) important in copywriting?

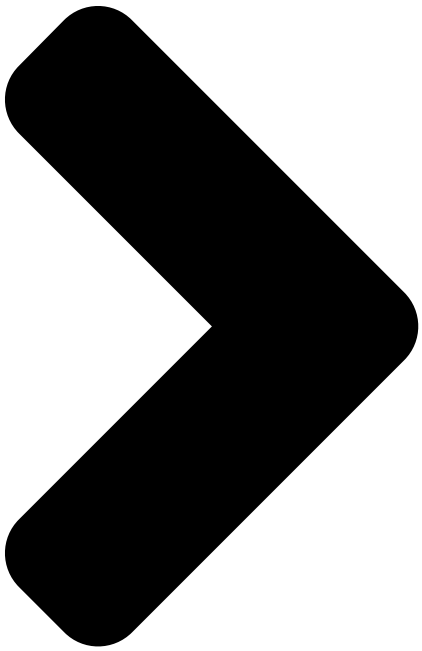




Every piece of marketing copy aims to make the reader take a specific action. A clear and compelling CTA is essential for driving conversions, whether it’s a purchase, a sign-up, or a click.

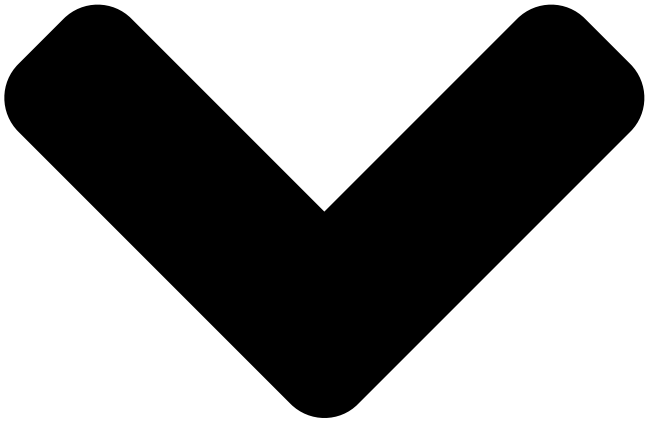
What are the main advantages of good copywriting?

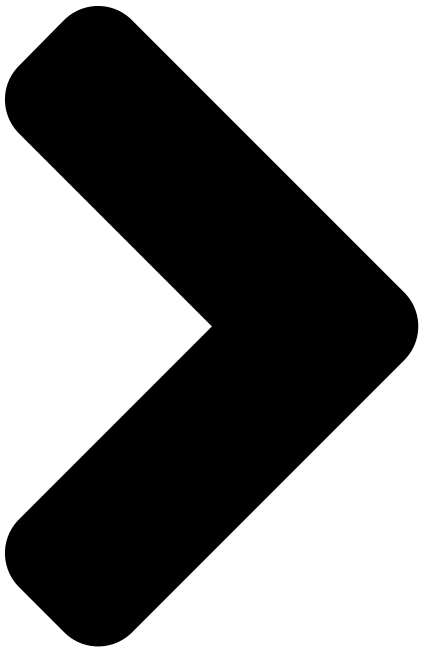




Good copywriting builds your brand identity, increases conversion rates, boosts SEO efforts, enhances user experience, and builds trust and credibility with your audience.

Is copywriting a one-time task or a long-term investment?





Copywriting is a long-term investment. High-quality content, like a well-written landing page or blog post, can drive traffic and conversions for years and should be updated as your business and market evolve.

Copywriting in digital marketing is the art of crafting persuasive words that sell and drive action, such as sales, sign-ups, or brand awareness. It includes website copy, blog posts, email marketing, social media content, and landing pages.

Effective copywriting integrates SEO by naturally including relevant keywords. This helps your content rank higher in search engine results, increasing visibility and driving more traffic to your site.

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Reach Out to Us

At TSI Digital Solution, we specialize in crafting compelling copy that resonates with your audience and achieves your business goals.

Whether you need website copy, blog posts, or social media content, our team of expert copywriters is here to help you succeed.

Contact TSI Digital Solution today and let’s start.

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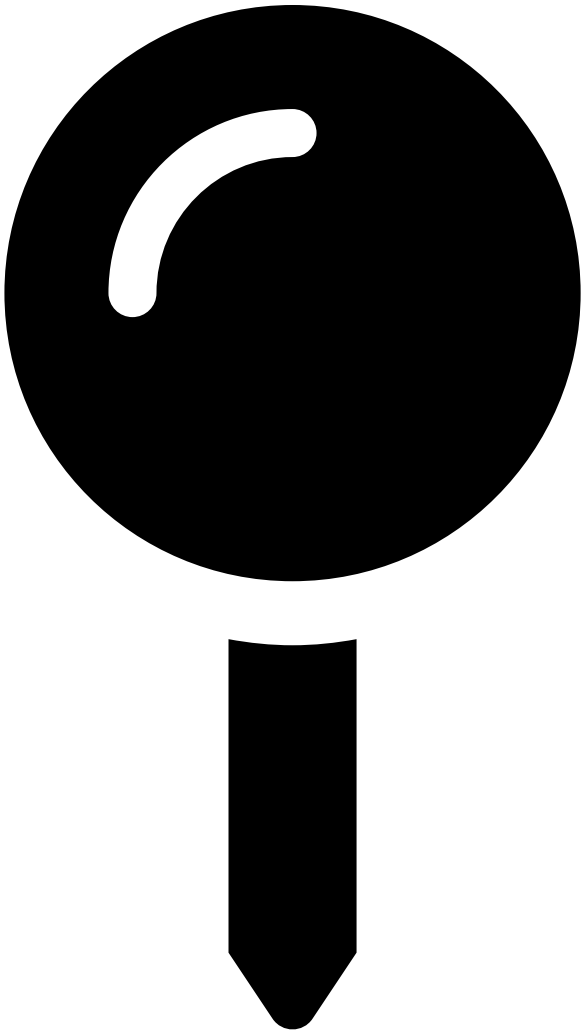
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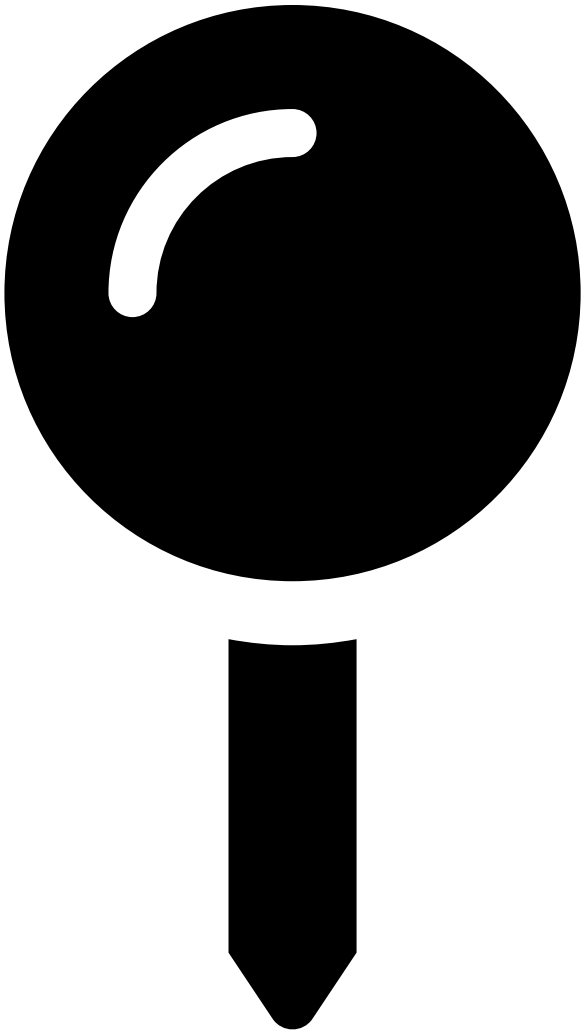
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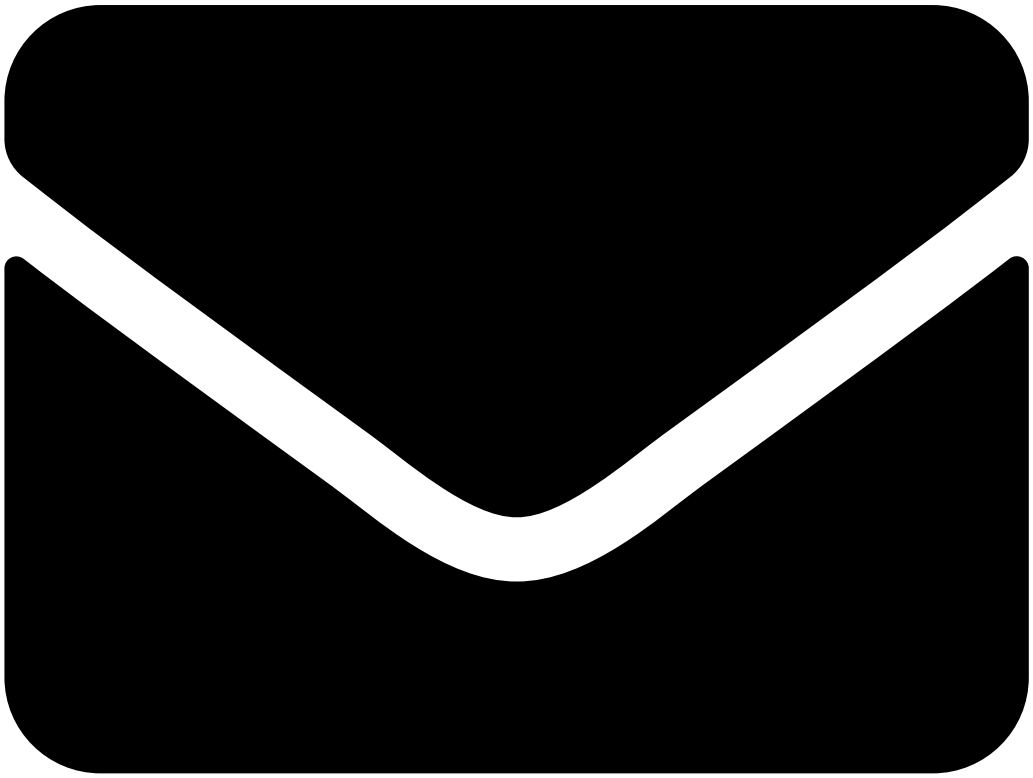


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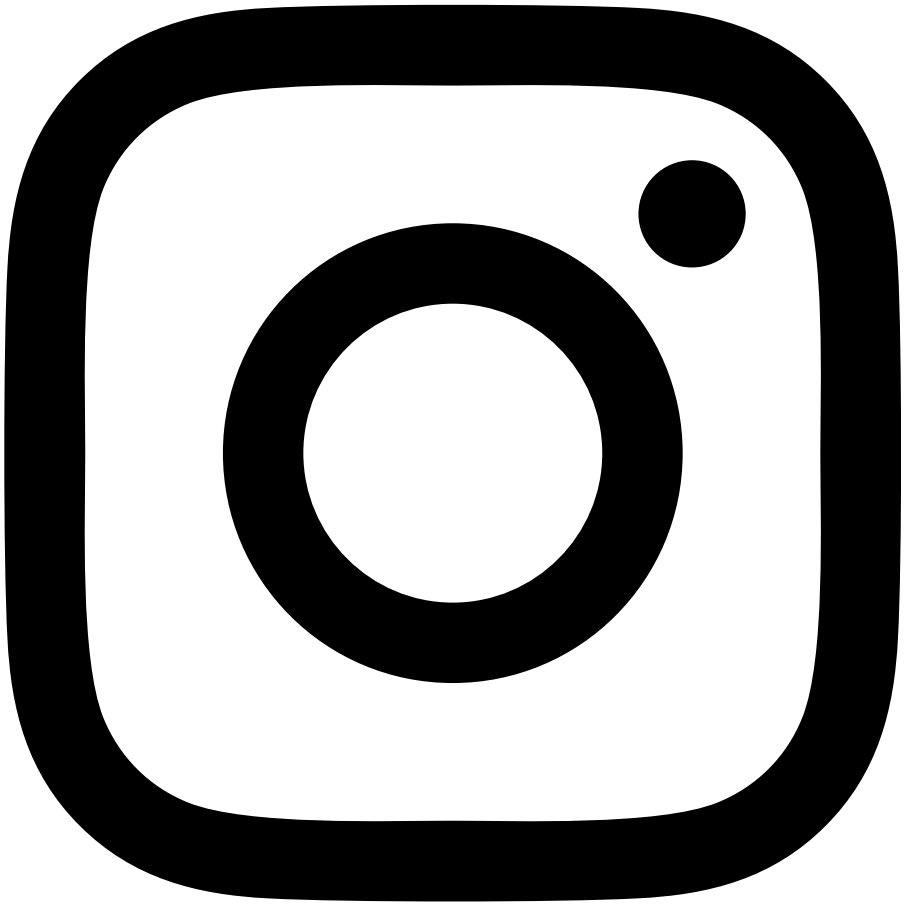
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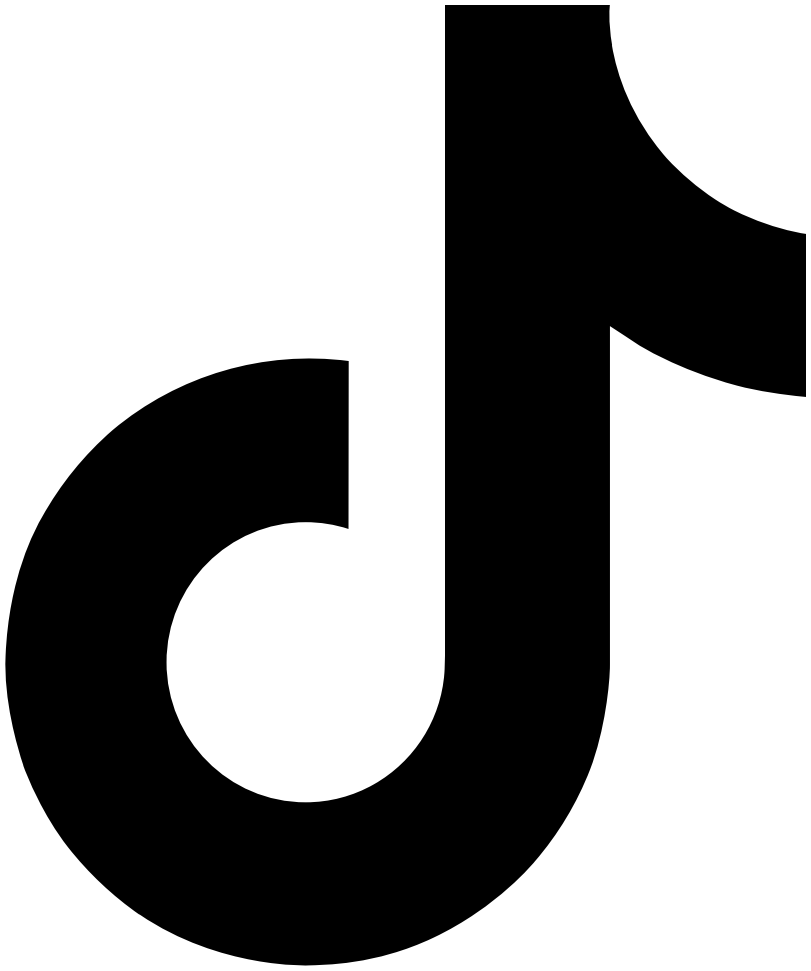
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