



The Art of Content Marketing

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Welcome to The Art of Content Marketing

It isn't easy to write, especially when you're trying to market a product, an idea or even yourself. Yet writing isn't much different to physical exercise, you just need the right guidance and practice to master this craft.

Over my 5-year career in content marketing, I've figured out exactly how to get through to people—all of which will be shared in this course.

In the next few weeks, you'll learn important lessons in copywriting that will turn you into a better marketer.

The course currently contains 5 chapters. New material will be added on a frequent basis, for which you will receive an up-to-date booklet.

Enjoy your newfound knowledge,
Sandra Wu

The background is a solid light blue color. In the top left corner, there is a large, dark blue circular shape. In the top center, there are two overlapping circles: a larger one with a black outline and a smaller one with a white outline. On the right side, there is a partial black circle. On the left side, there is a partial black circle. At the bottom, there is a large, light blue semi-circle. A thin white vertical line extends from the top of this semi-circle towards the center of the page.

Part 1

Strengthen your foundations

In this first part of the course, we'll cover some basics before getting practical.

Being a good content marketer isn't about knowing the latest gimmicks or buzzwords, but understanding what makes your product special and making others see it too.

To get here, you'll learn how to effectively present content in the 21st century, to connect better with your product, to rethink the role of a copywriter or content team, and even brush up on a bit of grammar.

These lessons might seem introductory, but rest assured, it will set you aside from your peers and other content marketers.

Chapter 1: 21st century copywriting

You'll learn in this chapter what sets good copy apart from bad ones, and what challenges copywriters have to face in the 21st century.

Chapter 1

Lesson 1: What's considered good?

We all have our favourites when it comes to great copy—maybe it was a slogan that really spoke to us, an email subject that simply nailed it, or an effective call-to-action that persuaded us to reach for our wallets. What makes these copies great? Most people think they know the answer, but the truth is not that simple. Let's take the slogan for example for The Art of Content Marketing, would you say the copy is good?

Anyone can write great copy, you just need guidance and practice. This course is how.

Scroll down to see answer:

It is impossible to tell without looking at how well it converts. In the world of copywriting, what performs better takes home the trophy. Your personal taste is irrelevant here.

This is the mindset that we want to have for the remainder of this course: your top copy is what works, not what sounds nice. So instead of approaching copy like poetry, treat it more like sales (Note: Chapter 3 will go into details on how sales techniques can be applied to copywriting).

The best practices that we share in this course are the results of years of testing. In return, we invite you to challenge your beliefs on how to write copy and put everything to the test.

Now, onto the next lesson on how content is consumed!

Chapter 1

Lesson 2: How content is consumed in the 21st century

Back in 2008, the Nielsen Norman Group conducted a study on what percentage of words are actually read in a web visit.

Before we reveal the answer, care to venture a guess? 75%? 30%? None at all?

Scroll down to see answer:

Only 28% of the words are read in an average web visit.

The same institute also concluded in a 2011 study the length of an average web visit. What would your guess be this time?

Scroll down to see answer:

The average web visit lasts 10 to 20 seconds.

To shine some light on this lack of engagement, a study by Deloitte reveals the staggering number of times that the average smartphone user checks their phone in a day.

Hint: how many weeks are in a year?

Scroll down to see answer:

You got it! The average smartphone user checks their phone 52 times a day.

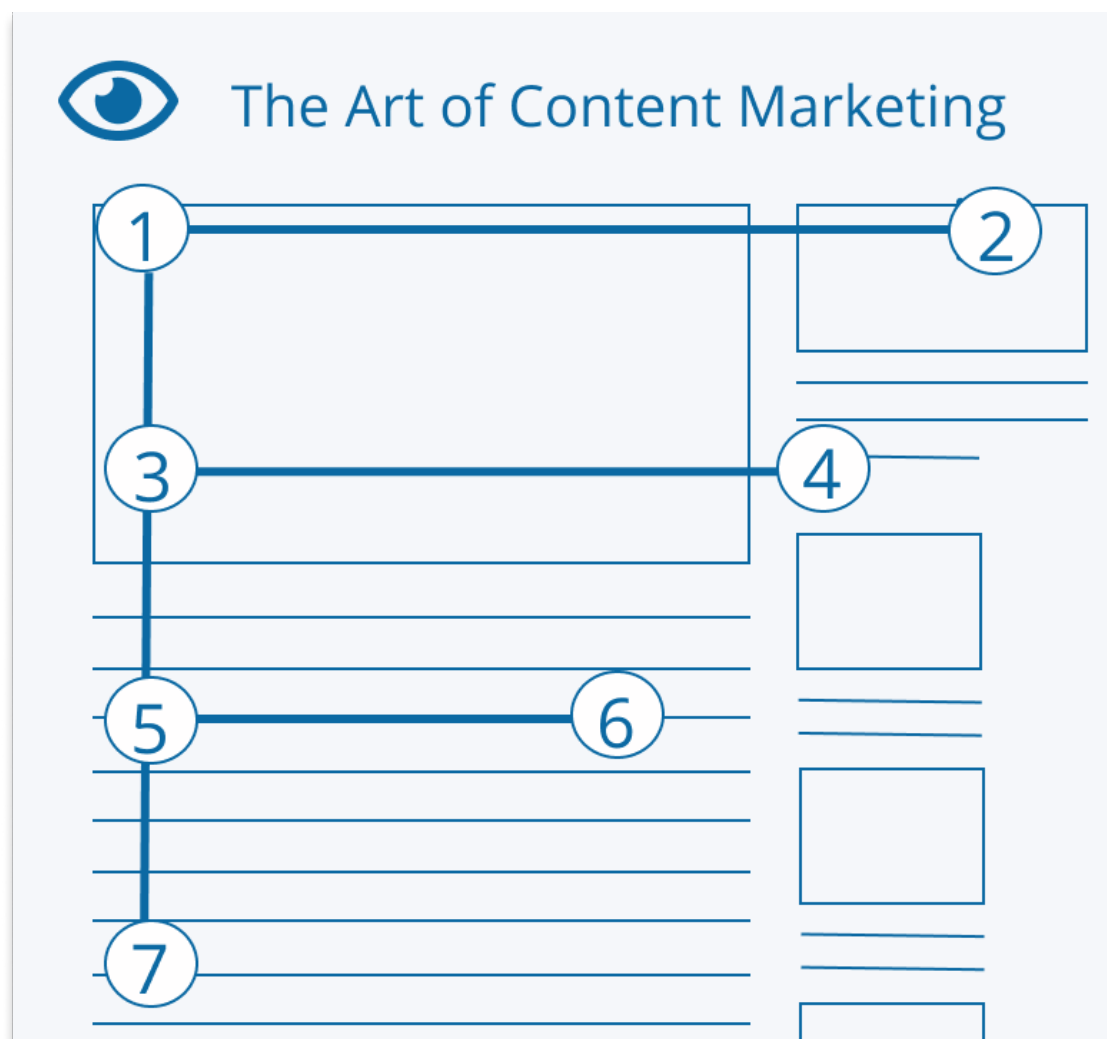
What do these numbers tell us?

The modern online consumer isn't forgiving, and the reality is that most of our hard work goes unnoticed, literally. What are some other challenges that copywriters should be aware of?

Chapter 1

Lesson 3: The F-shape reading pattern

Through the use of eye-tracking tools (the same technology that enables paraplegics to interact with computers), we have a greater understanding of how people read a text—in an F-shape pattern. This means that the average consumer will give you the benefit of the doubt and read the first lines of your web page in full, then carry onto the next ones and read less and less with each line, until they give up completely.



What can copywriters learn from this? People don't read, they scan, and the copy we create needs to be skimmable, which is the topic of the next lesson.

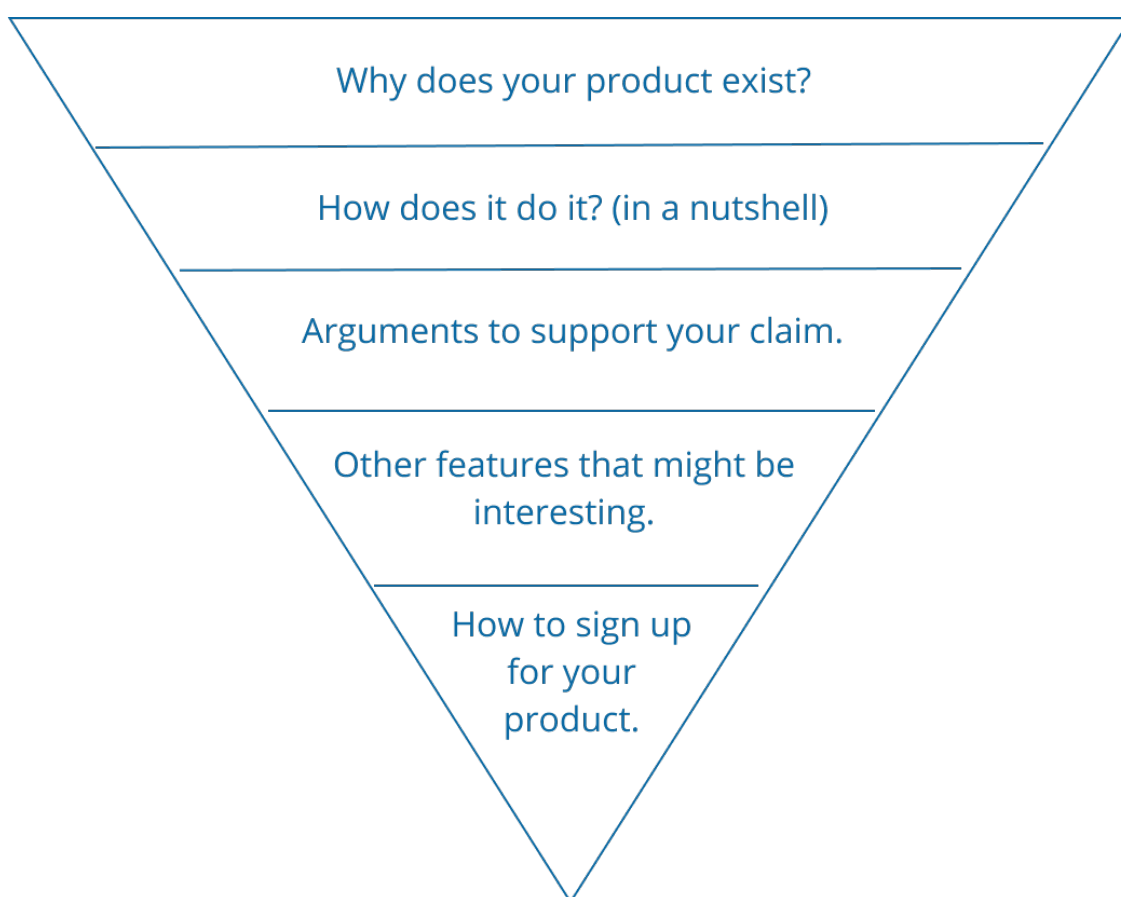
Chapter 1

Lesson 4: Creating skimmable content

So the average consumer of online content has the attention span of a goldfish, how can we work with this?

Some obvious techniques would be to **bold** important information and make use of headers or keep the language straight to the point. However, all of this is pointless if you don't structure your content right from the beginning.

As a good rule of thumb, your content should answer questions in this particular order, with the most important ones first:



This might seem like common sense, but when most of us write about our products, we neglect to answer the obvious questions and gravitate to the superficial stuff like press mentions, testimonials or highly-rated features.

Don't believe us? How often have you come across a product or service that

isn't clear about what it does? Let's look at some examples.

The following are ways that people would pitch a made-up company called Caramba Inc.

Scenario A: The mysterious product

Caramba is a revolutionary education product that has been featured on CNN and Forbes and named by The Ontario Teacher's Association as 'the breakthrough of the year'.

As it is rather obvious, this copy gives the audience no clue what the product actually is.

Scenario B: Features over the core selling point

Caramba is an online teaching tool that has won the hearts of millions of teachers worldwide. It has been praised for its intuitive user experience.

In this copy, it is more clear what Caramba does, but not enough.

Scenario C: Overly generic

Caramba is an online teaching tool that aims to make it easier for teachers to connect with their students. We believe that change starts in the classroom.

The same could be said about the hundreds of products that would surface under the search term 'online teaching tool'.

The lesson here is to figure out what the most important takeaway messages are and communicate them in the right order.

Now, let's put copywriting in perspective.