

SUBJECT NAME: CONTENT WRITING
CODE: CSEN56

UNIT – 5

1. Learn a Copywriting Hook

Copywriting describes writing words that sell. It could be a sales page, a sales letter, email marketing campaign or landing page. Good copywriters get six and seven figures a year for their work.

It takes a long time to become a profitable copywriter, but studying popular copywriting frameworks will help you build better writing muscles.

One particular easy to use copywriting framework is the Problem-Agitate Solution. Introduce a problem. Agitate the problem by explaining why it matters.

Solve the problem for readers. This copywriting framework is a great content writing exercise for introducing your articles, stories, or even chapters in your book.

2. Write and Publish One Blog Post Ever Day

It doesn't have to be an epic guide. Start small. Start with 300 words. Answering Quora questions and blogging about your chosen industry on Medium exposes your writing to more potential clients and helps build a portfolio. If you're a new content writer, this strategy helps cultivate a habit of writing every day and learn more about writing engaging content. Plus, you can add to pieces over time and build a library of content.

With Medium, in particular, it's relatively easy for a consistent content writer to start earning a couple of hundred dollars each month by publishing their blog posts and articles. Newsbreak is another good place to try..

3. Rewrite Old Content

If you've been writing content or practicing content writing exercises for a while now, take an old piece of writing from a few years ago that didn't work. Ask yourself:

- What's wrong with the article?
- How can I improve it?
- What keywords should I include?
- What reader questions can I address?
- Can I use some statistics?
- How can I improve the introduction or include a more compelling call to action at the end of the article.

You can also use this exercise on your best writing or piece of content from a few years ago.

Updating older popular blog posts and articles with fresh content, insights, and stats is a surefire way to rank higher in Google search results. Content writers behind big blogs do this all the time.

4. Create Content for a Different Genre or Niche

A niche describes the topic or industry that a website is focused on. Example of popular online niches include:

- Health and fitness
- Finance
- Food and drinks
- Personal development

- Writing

If you've spent a couple of years writing in a particular niche, for example, health and fitness, perhaps you could try writing in a different niche like personal development.

A new niche encourages content writers to refine their craft and work outside their comfort zone for potentially more profitable clients.

5. Copyedit Your Work

Good content writers can capture the attention of readers with captivating hooks, stories and even concise language. On the other hand, nothing deters readers like clumsy and awkward written sentences.

If you need help improving sentence structure, consider using a good grammar checker. It will help you find and fix typos, and other missed mistakes.

These best grammar checkers are also helpful if you want to cut down the word count. They'll highlight needless adjectives and adverbs. They also help with changing sentences from the passive voice to the active voice.

6. Use Writing Prompts

Fiction writers traditionally use writing prompts to overcome common problems like writer's block and work through a writing a first draft.

Content writers can use writing prompts too. I recommend use a question and site like Quora or a tool like Answer the Public or Buzzsumo.

These sites and tools reveal real-world questions people are asking... and about your niche!

Simply, enter a topic related to your discipline and read through the questions. Pick one, use it as your first sentence or as a type of content writing prompt.

Now, start writing and keep going for at least fifteen. Don't stop to edit the first draft until the time elapses.

Want to learn more? Read our guide to freewriting.

7. Learn an SEO Tool

I'm always amazed when content writers claim they don't need to worry about learning search engine optimisation or SEO. These tools reveal the simple terms and language readers use about a particular topic. And they also explain what types of questions to answer.

Sure, creating content is creative but apply a little rigour. You're not writing a short story for a judge,

What is an example of commercial?

An example of commercial speech is an advertisement on the internet, such as advertisements in virtual games. Creating awareness about a product using flyers is also a commercial speech.

Television commercials are also a good example of commercial speech. 19-Apr-2022

What is the main purpose of a commercial?

Any advertisement done by a business with the purpose of promoting products and services to the public. Commercial advertisements are clever, funny, or profound messages that are memorable years after they first run on a medium. Mediums for commercials include: Radio.

What is the purpose of commercials and example?

General purpose of an advertisement is to market a product:

That is why, when a salesman approaches a customer, it is relatively easy for him to sell the product. For example, companies producing machine tools advertise their goods in those trade magazines which are read by their customers.

Social advertising is a type of advertising that promotes brands by serving social interest causes by using relevant mediums.

...

Social Media Platforms for Social Advertising

- 1. Facebook Ads. ...
- LinkedIn Ads. ...
- Pinterest Ads. ...
- Instagram Advertising. ...
- Google App Campaigns. ...
- Twitter Ads. ...
- Video Ads

The best social media campaigns all have one thing in common:

They engage people and make them talk.

Social media can be used to inspire, enrage, amuse, and sell loads of stuff. Even in what has basically become a pay-to-play channel, marketers continue to find creative ways to increase their visibility and reach, while simultaneously conveying their brand's message. You can measure the buzz around a social media campaign with a social listening tool. It becomes easy to see how many people are talking about your campaign, and what they think about it. So which brands are successfully tapping into the desires and needs of their target audience on media? This post puts together 15 outstanding examples of social media campaigns you need to see. Some are fun, some are inventive, some promote worthy causes, but all of them do an awesome job of helping the company's bottom line

Gillette's 'The Best Men Can Be Campaign Outline

In January 2019, Gillette launched a social media campaign aiming at a modern interpretation of manhood. The short film posted exclusively on YouTube depicted several cases of men struggling with traditional masculinity that Gillette itself used to glorify: the fear to show their emotions, sexual harassment, bullying others. Then the film shows several examples of positive masculinity, such as standing up for others, caring for your loved ones, and so on. The campaign was clearly inspired by the Me too movement. On their Instagram, the company also posted positive male role models with short stories about their journey in the world:

- Organizers.
- Community leaders.
- Non-profits' CEOs.

In addition to that, the company promised to donate "\$1 million per year for the next three years to non-profit organizations executing the most interesting and impactful programs designed to help men of all ages achieve their personal best."

The Numbers

- The short film that launched the campaign has over 30 million views.

- The #GilletteAd hashtag reached more than 150 million people in one month, according to Awario (disclosure: I work for Awario), a social listening tool.
- The Instagram posts related to the campaign gathered around 800 likes and 50 comments, which is higher than usual for Gillette.

Why Did It Work?

This campaign managed to tap into an extremely relevant and widely discussed issue. It juxtaposed the previous branding of Gillette with a new one and showed the willingness to change.

At the same time, it was also quite controversial – some people didn't agree with how the short film portrayed men and thought that it was offensive.

They even started a #boycottgillette hashtag, however, it only took up around 3.5% of all the conversations around the campaign on social media.

THIS is how you use your brand. THIS is how you engage with your audience. Gillette being aware of mostly having a male audience and using their influence as a global brand to make a change for the better. other companies take notes pic.twitter.com/KCdxKDLji0

— (@spidervesre) January 15, 2019

Top Freelancers for Every Business

Fiverr gives your team the flexibility to expand in-house capabilities and execute every project by connecting with freelancers for every skill set you need.

2. Greggs' #vegansausageroll

Campaign Outline

Greggs is a British bakery chain loved by the Brits. In January, they introduced their new vegan sausage roll, with a clever video ad parodying Apple ads. However, it's not the ad itself but the events that followed that made the campaign so memorable. Piers Morgan, a controversial public figure, retweeted Greggs' announcement and expressed irritation at the existence of a vegan sausage roll. That made both pro-vegan roll and anti-vegan roll British people join the social media battle of the year! Greggs responded to Piers Morgan along with 9,000+ other Twitter users. And they didn't shy away from responding both to sausage roll lovers and haters with witty remarks..

The Numbers

- On Twitter alone, the Greggs vegan sausage roll conversation saw over 516 million impressions according to Brandwatch.
- The announcement tweet was retweeted more than 15 thousand times.
- Greggs jumped 9,6% in sales in the first seven weeks of the launch.

Why Did It Work?

Even though the success of the campaign partly happened because of an organic retweet and not an action planned by Greggs, it once again shows us the power of influencer marketing. Even a negative opinion expressed by an influencer draws an incredible amount of attention to your brand. Plus, if it's an influencer that most people hate, you only win as a result of this retweet. Another lesson to take away from this campaign is the advantages of being witty on social media. Greggs' funny responses to haters are what won over a new audience and it's a good practice to not take yourself too seriously on social media.

3. Spotify's #yearwrapped Campaign Outline

At the end of last year, Spotify launched a campaign where its users could see the most important musical highlights on their website.

The special webpage Spotify Wrapped showed you your most listened artists, genres, songs, and other fun data discoveries. You could even see how the music you listened to coincided with your life events that year. Once you went through all the data analysis, Spotify suggested you share these highlights on social media, specifically Twitter and Insta Stories, and tag your favorite artist of the year.

The Numbers

- According to Twitter, the campaign has been mentioned in at least 1.2 million posts in the month of the launch.
- More than 60 million users engaged with the in-app story experience.
- There were nearly 3 billion streams from Wrapped playlists.

Why Did It Work?

Spotify combined two big psychological triggers in this campaign: personalization and FOMO. Firstly, the app provided a personalized story for each user – you could see how your music taste developed through the year and what songs accompanied you in your life. Secondly, by enabling and encouraging sharing on social media, Spotify amplified the reach of the campaign. People naturally wanted to show off their highlights to their friends, thus making more people eager to try this experience.

4. Planters' The Death of Mr. Peanut – #RIPpeanut

Perhaps one of the most bizarre social media campaigns: the beloved mascot of Planters snack food company died at the beginning of January. His death was announced with a tweet and later explained in a video ad posted to YouTube. Apparently Mr. Peanut sacrificed his life to save his commercial co-stars Matt Walsh and Wesley Snipes. You could win some snacks by replying to a tweet with a #RIPpeanut hashtag. The brands and regular social media users alike played along with the campaign and it even got a mention on SNL.

The campaign was inspired by the reaction to celebrity deaths on social media. It aimed to repeat the same level of engagement that Tony Stark's death caused in "Avengers: Endgame". Later Mr. Peanut was reborn as a Baby Nut and now happily tweets from the Peanut Jr. account.

The Numbers

- The tweet announcing the death of Mr. Peanut gathered almost 50,000 retweets.
 - The hashtag was used more than a million times on Twitter.
- The premise of the campaign was so crazy that it immediately became a meme. Many comedians and funny Twitter personalities "were making jokes about Mr. Peanut's departure. This was a specific brand of Internet humor that makes certain things go viral – and it worked.

5. Starbucks UK's #WhatsYourName Campaign Outline

Starbucks UK partnered with Mermaids, an organization to support transgender and gender-diverse youth for a #WhatsYourName campaign focused on trans rights. The campaign builds on a well-known aspect of the Starbucks experience – having your name written on the side of your cup – by committing to respect the names that customers want to be called by. In addition to that, Starbucks started selling a mermaid tail cookie to raise funds for Mermaids. Social media users were encouraged to use the hashtag on Instagram to tell about their experience with gender.

The Numbers

- The YouTube ad gathered 605,000+ views (with less than a thousand YouTube subscribers).
- The Instagram post gathered 1,000+ comments with an average comment rate for the Starbucks UK Instagram profile being around 40 comments.

Why Did It Work?

The team behind the campaign created a simple, clear campaign hashtag.

And they led with their values, which helped this campaign make a real, emotional impact. Many brands steer away from politicized topics, but ultimately, your employees and customers want you to take a stand. Specifically, they want companies to lead on issues of diversity and community.

6. WWF's #EndangeredEmoji Campaign Outline

Seventeen of the animals included in the emoji index were identified as representative of endangered species. WWF used this insight to launch a campaign to raise donations for species protection. The idea was simple but effective: for each retweet of an animal emoji shared by the @WWF Twitter account, users were encouraged to make a donation of 10 cents.

Every retweet of an animal emoji was tracked and at the end of each month, users were given a summary of their activity, along with what their donation equivalent totaled. This timely campaign launched for Endangered Species Day (May 19), which helped to add an element of urgency.

The Numbers

- Launch tweet was retweeted more than 36,000 times with 11,000 likes and 38,000 responses.
- More than 1 million tweets using the campaign hashtag.
- WWF gained over 200,000 new followers and over 59,000 donations in the first two months of the campaign alone.

Why Did It Work?

WWF made it easy to get involved with the campaign and effectively tapped into the emoji craze. It was fun, the suggested donation was minimal, and the use of emoji tied directly to the campaign's purpose, rather than feeling like a forced attempt to hijack a trend. It also didn't hurt that celebrities including Richard Branson and Jared Leto got involved. Plus, the WWF campaign earned media coverage from big outlets including the Huffington Post and The Guardian.

7. 'Ex Machina'

Campaign Outline

A fake Tinder profile was created for SXSW 2015 to attract some publicity for the sci-fi thriller "Ex Machina". The profile featured pictures of Alicia Vikander, the Swedish actress who plays a bot named Ava in the movie. This impressively deceptive stunt lured people into a conversation with "Ava", before sending them to an Instagram profile that contained only trailers for the movie. We can only imagine their disappointment.

The Numbers

It's difficult to pin down exactly how many people fell for this ruse, or just how much a fake Tinder profile contributed to the movie's ultimate success. In this instance, we can really admire the inventiveness of a great publicity stunt.

Why Did It Work?

Once more, we see the importance of a close tie between the campaign's content and its purpose. This campaign seems a logical extension of Ava's character in the movie, which is perhaps why people were willing to forgive what could otherwise have been seen as a cruel prank. It was also in the ideal location – SXSW is attended by a large audience of 20-something, tech-loving men.

8. BuzzFeed's Tasty

Campaign Outline

You've probably seen these quick and easy recipe videos popping up all over your Facebook news feed. BuzzFeed's Tasty videos are essentially cooking shows for the social media generation. These videos, typically lasting less than 2 minutes, deliver on-trend recipes to a highly engaged audience.

The Numbers

- Nearly 15 months after launching, Tasty was able to publish 2,000 recipe videos, giving the brand a steady stream of new content.
- Videos reach around 500 million users monthly.
- 100 million Facebook fans.
- In September 2016, Tasty generated more than 1.8 billion views of its videos. BuzzFeed now has a team of 75 people dedicated to producing content for Tasty.

Why Did It Work?

For starters, there's the content.

"It taps into a simple truth: People love tasty foods and the kind of foods that remind them of their childhood, comfort food, or food that reminds them of an experience," according to Frank Cooper, BuzzFeed's chief marketing officer.

But more importantly, Tasty and Proper Tasty have exploded on Facebook because the content is tailor-made for that platform.

The videos are optimized for Facebook's autoplay feature, which starts playing videos without the sound on. You don't need sound to see, for example, a 45-second guide to making a cheese-stuffed pizza pretzel.

Within 24 hours, that video had 37 million views, 650,000 likes, and 750,000 shares. (It's now up to 50 million views.)

9. Worldwide Breast Cancer's #KnowYourLemons Campaign Outline

The charity Worldwide Breast Cancer launched an innovative and highly shareable campaign in 2017. Labeled #KnowYourLemons, the campaign was designed to promote awareness of the various signs of breast cancer and remind women that lumps are not the only symptom. Using lemons to depict 12 different signs, the image cleverly gets around nipple-based censoring rules and aims to help women overcome fears about checking their breasts. While a breast lump is the most common sign of breast cancer, some symptoms can be seen rather than felt. Either way, a... Posted by Know Your Lemons Foundation on Sunday, March 29, 2020

The Numbers

- The images from the campaign have reached 7.3 million people through just three Facebook posts.
- It's impossible to know how many women visited their doctor on the basis of this campaign, but it's safe to assume it had a positive impact.

Why Did It Work?

It managed to strike a delicate balance between playful and serious, while also tackling an important issue. A campaign like this one serves as an important facilitator of that discussion. It can be difficult for people to talk openly about these things, but the willingness is there.

10. General Electric's #6SecondScienceFair

Platform: Vine, Tumblr

When: 2013

Campaign Outline

General Electric launched a campaign hosting a #6SecondScienceFair on Vine and Tumblr back in 2013.

Within this campaign, they revined posts of at-home science experiments, with the aims of encouraging engagement, generating interest in science, and building GE's position as a force for innovation.

You can view a sample Vine [here](#).

The Numbers

- The Vine linked to above was revined more than 105,000 times.
- The campaign on Vine attracted more than 100 million Loops.

Why Did It Work?

Although this campaign is a few years old, it is an excellent example of just how effective user-generated content can be. The rules were clear: posts had to contain a science experiment and they had to be 6 seconds or shorter. Other than that, people were free to let their imaginations roam. This sense of guided creativity was a driving factor behind the campaign's success.

11. Ted Baker's #MeetTheBakers Campaign Outline

Ted Baker, the British fashion brand, has long been associated with great social media storytelling. Their content ambitions have continued evolving following last year's cinematic "Mission Impeccable". Their newest campaign centered around a fake soap opera called "Keeping up with the Bakers", partnering with Nexus to create digital window displays that link the real world to their social activity. Instagram Stories has been utilized in an episodic format to share updates from the "sitcom" with new content released daily over eight days. This is far more engaging than simply snapping behind the scenes content and products like other brands have done. Perhaps more interestingly, a shoppable 360 film has also been created to allow shoppers the freedom to explore before making a real-world purchase.