

Press Release Copywriting from MeCopyWriter.com

Ahwatukee Phoenix

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MeCopywriter.com is an Ahwatukee Phoenix-based Copywriting and Marketing Firm, whose goal is to help small and mid-size companies build brand awareness and get more clients. They have been working with local companies in the Phoenix Metro area for many years.

A copywriter creates clear, compelling copy to sell products and/or educate and engage consumers, flexing persuasive writing muscle on websites, blog posts, product descriptions, email blasts, banner advertising, newsletters, white papers, PSAs, social media platforms, including Twitter and Instagram, and other marketing communication vehicles.

Paul the owner says: "Direct response copywriting is about written communication that speaks directly to the customers in a way that compels them to take action. Unlike branding, the copy is about the customer." Paul adds: "The intention is to sell, and convert the audience into customers, then the direct response is what will make them feel guilty if they don't buy right now."

Copywriting is the act or occupation of writing text for the purpose of marketing, advertising or other forms of creativeness to get a response or action. The product called copy or sales copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular or desired action like call this number, click this link or order this product.

A company's digital marketing plan includes elements of design, SEO, and content marketing, but copywriting is what ties it all together. Advertising needs the right words to make sure a goal or point is presented to get a desired result. Becoming a copywriter is the easy part as all one needs is a little training to get started, but it will take years to master the craft of copywriting or direct response sales copy.

Copywriting is sometimes confused with Copyrighting and each one is completely different. Copyrighting is the

legal right granted to an author, composer, playwright, publisher, or distributor to exclusive publication, production, sale, or distribution of a literary, musical, dramatic, or artistic work.

Direct response is a method of advertising that compels the audience to act quickly. Direct response campaigns might ask people to opt-in to an email list or visit a landing page from an ad on Google or Facebook. The benefits of direct response include easier tracking and measuring so a result can be tracked and recorded.

If people are interested in finding out more information: <https://mecopywriter.com/>

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MeCopyWriter.com

We offer Direct Response Copywriting services, email marketing, Website Design, Email Copy, Lead Generation, Press Releases, and Media kits.

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