

Essential Copywriting Templates for online Marketers

Copywriting is the master key to making sales online but even if you learn all the right information, it can be a challenge to put it into practice. In this hands-on, step by step guide, we'll show you a series of templates, which you can use for all types of e-marketing situations.

This how to guide contains *every* essential type of example you'll need to get started as an online marketer.

Whether you need to create high conversion landing pages, reach out to influencers to get more publicity, or send email marketing that converts - you'll find our easy-to-follow templates break it all down for you.

You'll see what you need to do - and why - and can tweak our practical samples so they suit your own needs exactly.

Make sure you're sitting comfortably, as it's time to see how to put all the information you've learned on copywriting into practice...

Facebook Ads

Facebook Ad copy needs to grab attention FAST - and it's important to get the most important information in first. This is because Facebook truncates everything after the first few lines, meaning people won't be able to read what comes after, unless they click through to read More.

Unlike in many other forms of copy, on Facebook you should use emojis to stand out and punctuate important sentences. Research has found they work very effectively. You should also capitalise words to add extra interest and should include the URL for your offer in the first 1-2 sentences.

Make it clear what you are selling early on - and mention any discounts or special offer high up in your copy. You should also press on an important need or desire your target customers have, to give them an immediate answer to "why they need this."



Ideally, you should also give people an incentive to act fast to purchase in the first 2-3 sentences as well.

Here are a couple of sample successful Facebook Ad Templates:

Facebook Ad template 1

Step 1: Get all the important stuff up high in the first 2 sentences. Use emojis and exclamation points to grab attention and don't forget to include your URL, and any discount info too.

i.e.



 ALL STOCK 50% UNTIL END OF APRIL!  Hurry over to www.brilliantdeals.com and grab your HALF PRICE bargain. QUOTE APRILFREE & GET FREE DELIVERY TOO!!

Step 2: Include an image or video of your product. Make this as high quality as possible and ensure it relates to your ad copy. Your image needs to have appeal to your target customer.

Step 3: Include your pitch and any info you want potential customers to know. This copy will only be visible to mobile browsers when they click to read more. You can use it to put more product details and social proof like customer reviews or testimonials.

i.e.:

Buy ANYTHING from our store from now until end of April and get 50% off EVERYTHING we have in stock!!!

Check out our high-quality clothing for men, women, and children, or snag a deal in our super electronic sale. Remember you get FREE DELIVERY too - just quote code APRILFREE at checkout.  Read our customer reviews on Shopsy.com and see why we consistently get FIVE STARS for customer service and quality.  We also offer free, no quibble returns - making your bargain risk free - so come on over and start shopping in our STOREWIDE APRIL SALE!!

Facebook Ad Template 2

Step 1: LEAD IN STRONG & INCLUDE ALL ESSENTIAL INFO

i.e.:

Struggling to develop abs you can actually see? Tired of slogging in the gym only to see no results? Our EXTRA STRENGTH muscle gain formula is HALF PRICE at www.maxyourbulk.com !!!

Step 2: INCLUDE A HIGH-QUALITY IMAGE

Step 3: TEASE BY OUTLINING THE BENEFITS. MENTION SOCIAL PROOF, IF YOU HAVE IT, AND DATA THAT SUPPORTS YOUR PRODUCT'S PERFORMANCE.

i.e.:

Now you can rev up your workouts with our potent muscle gain formula. 10,000 satisfied customers say our HIGH STRENGTH formula helped them bulk up!!! The active ingredient in our supplement has been PROVEN to add bulk, according to leading Institute, The Bodyworks Clinic.

The solution to improving your muscle mass is just a click away!!!

Step 4: CREATE URGENCY WITH A TIME LIMITED DEAL & REPEAT YOUR URL

i.e.:

Hurry over to www.maxyourbulk.com & get 50% off our CLINICALLY TESTED MAX STRENGTH FORMULA!!!! Once stock is done - we'll be pulling this offer, so claim your half price supplements NOW before we run out!!

Copywriting for your website

Your website copy is extremely important as it is one of the first things people will see when they engage with your brand. If your goal is to sell, you'll need a landing page that's short, punchy, and powerful to direct people to who click on your ads.

Landing Page Template

Step 1: A CLEAR HEADLINE THAT STATES EXACTLY WHAT PEOPLE WILL GET IF THEY SUBSCRIBE OR MAKE A PURCHASE

i.e:

Secret Facebook Ad Techniques that CONVERT

PRO guide to learning [INSERT TOPIC] - FAST

Get [INSERT CUSTOMER DESIRE] in just [INSERT TIME PERIOD]

Step 2: PUT YOUR FIRST CALL TO ACTION UP HIGH.

This is so people who can't be bothered to read all the way through can see how to sign up or buy. If you are trying to get email subscribers THIS is where you would put your sign-up form.

I.e:

"Sign up to discover the inside secrets of the Facebook Ad game

Learn insider techniques and create high performing Ads for all your Facebook campaigns. Save money on your Ad spend with my high converting strategies you can learn FAST - without any marketing knowledge.

Join over 100,000 satisfied subscribers who have discovered how to slash their Facebook Ad spend. Make your Ad budget go further with PRO tips that will help you connect with customers so you can double your leads, sales, and traffic."

Etc...

[INSERT YOUR SIGN-UP BUTTON OR FORM]

Step 3: INSERT A POWERFUL TESTIMONIAL HERE WITH A CUSTOMER PHOTO IF POSSIBLE

(If you have worked with any well-known clients, or brands, or have been mentioned in the media, you should mention it here, as this is powerful social proof and will help to build trust. You can also display logos of the companies or clients you have worked with, or the publications you have appeared in.)

Step 4: NOW INSERT ANY OTHER DETAILS ABOUT YOUR PRODUCT OR SERVICE.

If you're selling something, it's important to briefly outline the benefits here. If you're giving something away for free, this section is optional, but if you do include it keep it brief.

I.e

"Why you need my expert guide..."

- *Find out the ONE thing you need to do to stop wasting money on Ads that will never deliver*
- *You'll learn the THREE crucial things you MUST do first if you want to build trust with customers*
- *Discover the easy-to-use tool that helps you find whole audiences on Facebook who want EXACTLY what you're offering"*

Etc...etc...

Step 5: INCLUDE A LITTLE INFO ABOUT YOURSELF AND WHY YOU'RE QUALIFIED TO HELP.

If you're selling a high-ticket item, this is crucial, as people need to know why they should buy from you. You can go into a bit more detail here, but if you're selling something for a lower price, or giving something for free, DON'T waffle on for too long.

i.e:

"A qualified Digital Marketer, I've spent 10+ years refining and perfecting my Facebook Ad techniques. My clients include [INSERT CLIENT NAMES] and I've helped boost the bottom line by up to 50% in under a year for a variety of businesses in the [INSERT SECTORS] sectors."

Etc...

Step 6: INCLUDE A POWERFUL FINAL CALL TO ACTION

I.E:

"Don't continue to throw your cash away on Facebook Ads that aren't hitting your customer's pain points. I'll teach you how to spot where you're going wrong, so you can laser target your ideal customer - and give them what they want."

Sign up for full access to my strategy guide, and you'll have potent Facebook Ad insider knowledge at your fingertips. With my help, you'll be able to start implementing techniques that will see you halve your Ad spend - and double, or even triple your results."

The best part is you can begin learning immediately - without ANY prior knowledge of Facebook, Digital Marketing, or Facebook Ads."

[INSERT PURCHASE OR SIGN-UP BUTTON]

Step 7: INCLUDE AN OPTIONAL BONUS

I.e:

“BONUS FREE FACEBOOK MARKETING E-GUIDE!

When you sign up, you'll also get my free 100 Facebook Marketing Tips e-guide. This invaluable knowledge will take your Facebook Marketing game to the next level - and will give your Facebook ranking a BIG boost.”

Etc...

Email marketing

Email marketing has one main goal - to sell - and all your copy should be created with this end in mind. Even so, it's important to always add value, and not come across as too pushy.

In this section, you'll learn how to send emails that get read, whether you want to create sales pitches, welcome emails, or newsletters.

The one thing ALL the different types of email marketing have in common is their length - the best performing emails are ALWAYS short, catchy, and persuasive.

Email marketing is one area where the art of copywriting *really* comes into its own - but it can be tricky to get it right if you don't have the right advice - so let's look at how to create the kind of content that sells.

Email Marketing/ Newsletter templates

When it comes to email marketing, your subject line is one of the most important things. It needs to be short and powerful - and ideally no more than 3-4 words.

Examples of great subject lines:

Max your subscribes - FAST

Need more leads?

How I lost 10lbs...

SELL on Social Media...

Now on to the main format of the body copy for your email...

There are two main formats that work best for email newsletters....

1. The mini story
2. The Teaser

Let's look at the format for the Mini story:

The mini story email

The mini story works by sharing a brief, but powerful story with your subscribers. It's the perfect way to reel people in, as it uses emotion to press their buttons. It's great to quickly make people relate to you, or the person you are writing about.

Here's a sample:

"Hi there,

YOUR STORY - REMEMBER MAKE IT PERSONAL AND RELATABLE TO YOUR TARGET READER - I.E. A PROBLEM THEY CAN IDENTIFY WITH PAIRED WITH A SOLUTION THEY NEED

I remember my struggles trying to build up my first business online...

It felt like I was screaming into the wind, endless Facebook Posts that weren't getting seen, expensive ads that drained my budget, and a website that never received any traffic.

After years of trying, and many missteps, I got to the point where I now enjoy 1000's of daily website hits, 100's of Facebook likes and shares, and a GREAT conversion rate for my ad spend.

It took time - but I eventually realised where I had been going wrong.

Now I'm sharing that knowledge, so YOU can avoid the mistakes I made.

My Build A Successful Digital Brand guide has just been released, and it includes 300+ pages of step-by-steps on EVERY topic you need to know to market successfully online.

THEN MAKE YOUR CALL TO ACTION (INCLUDE AN INCENTIVE TO PURCHASE OR CLICK THROUGH):

I really wanted to thank all my newsletter subscribers for sticking with me, so I'm offering you the chance to purchase my e-guide for 50% off until [INSERT DATE].

You can get it here using this special subscriber link: [INSERT YOUR LINK]

Don't forget to let me know if you enjoyed it,

[YOUR NAME]

[YOUR BRAND]

The Email Teaser

The short teaser preview is even simpler than the mini-story and it works brilliantly when you just need to share something quickly with your audience.

It arouses curiosity in your readers as you'll mention a couple of tempting details about the content you are linking to, or the product you want them to click through to find out about.

Let's look at the format:

Hi there,

Step 1: INTRODUCE A TEASER FOCUSING ON SOMETHING YOU KNOW YOUR SUBSCRIBERS WANT EG: MORE LEADS OR SALES

I've just found out a great new way to use your content to make more sales and I REALLY wanted to share it with you.

Step 2: INTRODUCE A COUPLE OF FEATURES OR BENEFITS - BUT DON'T GO IN TO DETAIL

All you need is an audience that's interested in your product, and the best thing is - they don't even have to be your customers.

You can use your competitor's customers - and I'll even show you how to find them.

I've tested this strategy, so I know it works - every time.

Step 3: LET THEM KNOW WHAT THEY WILL GET IF THEY PERFORM THE ACTION YOU WANT THEM TO TAKE IN YOUR CALL TO ACTION

In today's post, you'll see exactly what to do, and can follow a handy, persuasive Ad template, I've created just for you.

Step 4: CALL TO ACTION - KEEP IT BRIEF

i.e:

Check it out here...

[INSERT LINK TO YOUR CONTENT]

Don't forget to leave a comment to let me know if you liked it,

Take care and speak soon,

[INSERT YOUR NAME]

[YOUR BLOG/ WEBSITE]

Email welcome template

You'll be sending email welcome letters whenever people sign up to your blog or subscribe to your website. Just because it's a welcome, it should still have a purpose, like EVERY piece of content you write.

There are 3 critical elements that ALWAYS need to be in every welcome email.

They are:

- A welcome that makes people feel appreciated and reassures them they won't get spammed.
- Info on what people can expect now they've signed up - briefly outline the value of staying subscribed.
- A short call-to-action. Use this as an opportunity to leave a comment, engage, or sign up for another service.

Step 1: CREATE A BRIEF BUT ENTICING SUBJECT LINE

You've signed up - here's what's coming...

Step 2: GIVE THEM A WARM WELCOME

i.e.:

Hi there,

We're so glad you've signed up to our weekly Get Fit, Quick newsletter, and we'd like to wish you a warm welcome on behalf of the whole team.

Step 3: LET THEM KNOW WHAT TO EXPECT

i.e.:

In the next 7 days you'll be receiving your first weekly newsletter and you can expect it to contain:

- 1. 3 workable diet tips that will improve the result of your gym routines*
- 2. One latest work out technique - reviewed*
- 3. A unique exercise created by our fitness specialist*
- 4. Plus a link to the latest video on our vlog!!!*

Step 4: BRIEF AND PUNCHY CALL TO ACTION

i.e.:

If you'd like to see what you've missed, don't forget to check out our YouTube channel here [INSERT LINK]

Remember to leave us a comment if you enjoy our content - we read every one!

See you soon.

[INSERT YOUR NAME]

[INSERT YOUR BRAND NAME]

Sales letter template

Sales letter copy should always be focused on getting to the sale - but to do that you need to move through several important stages of the customer journey. You need to ATTRACT by grabbing attention, hook them in so they are INTERESTED, and persuade so that your customers DESIRE what you have to offer. Finally, you need to get them to take ACTION and make a purchase.

You might be wondering how you can do all this in one letter, but it's easy if you follow a simple formula that will ensure all your sales letter copy is designed to do what it should - sell.

This formula is commonly known as AIDA - or Attract, Interest, Desire, Action, and in the following template, we'll look at how each of those stages works in sales copy.

Dear [INSERT THEIR NAME],

Step 1: ATTRACT: Press on a pain point you know they have with a tempting headline

Automate your manual invoicing - save time and staff labour...

Hi, my name's [INSERT YOUR NAME], from [INSERT BRAND NAME] and I'm contacting you as I wanted to tell you about our latest software launch, C-Smart.

Step 2: ASK A QUESTION TO ADD TEXTURE AND PROVOKE THEM TO ENGAGE WITH YOUR COPY

Are you sick of manually updating your invoicing software?

If so, we totally get it.

Step 3: PRESS ON THEIR BIGGEST PAIN POINTS

It's a tiresome job, that's labour intensive, expending precious staff resources, which could be diverted elsewhere.

Step 4: INTEREST - GIVE SOME MORE DETAILS AND PRESS ON THE BIGGEST PAIN POINTS YOUR PRODUCT SOLVES FOR THEM - BUT DON'T REVEAL THE COMPLETE SOLUTION ...JUST YET

Imagine if there was a way to automatically migrate your manual invoicing, so you could do it all from the cloud?

You'd be able to direct valuable staff time to focus on the things that really matter - like liaising with customers, running your business and driving the bottom line.

Step 5: DESIRE - Now you've hooked them, let them know you have the solution by highlighting the main benefits I.E:

The good news is C-Smart helps you do that - and then some. All you need to do is scan in your manual receipts and our innovative software does all the hard work for you, converting them to files that are uploaded to your personal C-Smart cloud account.

Step 6: ACTION - MAKE IT PUNCHY, MAKE IT EASY FOR THEM TO PURCHASE, AND INTRODUCE URGENCY AS AN INCENTIVE TO BUY NOW I.E:

C-smart is available by purchasing a subscription package, and the great news is, you only pay for volume of receipts processed. There's no risk - and you can cancel anytime. Our popular platinum package, which lets you process up to 1000 receipts, is available at a locked in price of £799.99 a year.

The sign-up process is simple - and takes just three minutes to complete. Once you're on board, just scan your receipts, and we'll handle the rest, so you can focus on your business knowing you're saving time, and money. If you'd like to take advantage of our deep discount offer - hurry over to [INSERT YOUR LINK]. You'll benefit from 50% off the normal package cost - forever - if you sign up before [INSERT DATE].

Let me know if you have any questions, as I'm always happy to help,

[INSERT YOUR NAME]

[JOB TITLE]

[COMPANY NAME]

Blogging

Blog copy needs to be high quality and that's where using a template can really come in handy. By working to an outline, you can ensure all your blogs appear in sync - and consistent.

If you're just starting out in the world of blogging, there are three main formats that work well.

They are...

1. The Listicle
2. The Product comparison
3. And the How to Guide.

The Detailed Listicle

The detailed listicle is a numbered list with lots of extra detail. These types of posts are hugely popular, with several studies showing they continuously perform strongly.

A typical example of a numbered list would be an article like 20 top tips to tone up your Abs in 1 month, or 10 ways to get 10 leads in 10 days.

Here's the format:

Step 1: TITLE

Your title should mention 3 things...

1. the number of tips that will be on your list,
2. the benefit people will get if they read it, and ideally,
3. the timespan in which they can achieve this benefit

i.e.:

"5 ways to optimise your Facebook Ad Budget in under 1 month"

Step 2: INTRODUCE THE PROBLEM AND LET PEOPLE KNOW THAT IF THEY KEEP READING, YOU'LL GIVE THEM THE SOLUTION

i.e.:

"Facebook Ads can be costly, and I know how frustrating it is when you keep spending money only to get no results.

Once you know how to tweak your Ad campaigns, you'll get much more out of your campaign budget. You'll be able to precision tailor your ads, so they only get shown to the EXACT people who want what you're offering.

I've used the tips I'll share with you in this article to slash my Ad budget by up to 49% and what's even better is - I've seen many more click-throughs and conversions from Facebook as a result."

Step 3: NOW LIST EACH OF YOUR TIPS GOING IN TO A BIT OF DETAIL FOR EACH ONE

I.E:

"Tip 1: Use Lookalike audiences to clone perfect ad audiences - Here you would go into detail about how your readers can do this, ideally in an easy-to digest step by step format like this

- *Step 1- Open the Facebook Business Manager and locate the Lookalike audiences tab*
- *Step 2 - Etc...*
- *Step 3 - Etc...*

And so on...

Step 4: MAKE A BRIEF CONCLUSION AND INCLUDE A CALL TO TAKE AN ACTION

I.E:

“If you follow the tips outlined in this guide, you should soon start seeing better results from your Facebook Ads. Don’t forget to let me know how you got on in the comments below - and tell me which one of my tips you felt worked for you the best.

Maybe you have a tip that I didn’t include? I’m always interested in hearing your thoughts, so don’t be shy, leave a comment, and let me know what you think.”

The Product Comparison

The Product Comparison usually looks at two products and compares their features. It’s popular because it helps people save time and weigh up what product is more suited to their needs. If you have an e-commerce business or run an affiliate website, you can also use this format to promote your own items.

Here’s the format:

Step 1: TITLE - MENTION THE 2 PRODUCTS YOU WILL BE COMPARING AND WHAT THEY DO

I.E:

“1on1 Vs. Go Daddy: Which is better to build a business website on?”

Step 2: INTRO - A BRIEF OVERVIEW THAT MENTIONS THE MAIN FEATURES YOU’LL BE COMPARING AND WHY PEOPLE SHOULD STAY AND READ TO THE END.

I.E:

“If you’re looking to build a reliable business website for the first time, you might be wondering which platform is the best to choose. 1on1 and Go Daddy are massive, and both have their benefits, but there ARE some key differences between them.

In this post I’ll be looking at:

- ***Cost/value***
- ***Email***
- ***Templates***
- ***Ease of use***
- ***Advanced features & Plugin options***
- ***Customisation***
- ***Customer support***
- ***and more...***

If you’re wavering between one of these two popular platforms, this article should help you make up your mind. Ready to find out which one suits your needs best? Let’s compare the two...”

Step 3: PRODUCT OVERVIEW & FEATURE COMPARISON

Give an overview of each product then do a feature-by-feature compare.

I.E:

PRODUCT OVERVIEW

1on1

1on1 offer a range of package options for business website builders, from basic to pro level - at a reasonable cost.... etc... etc...

Go Daddy

Overview like you did for the other product....

Features

NOW COMPARE THE DIFFERENT FEATURES

I.E:

Ease of Use

1on1

Compare the features here

Go Daddy

Compare the features here

Customer Support

1 on1

Compare the features here

Go Daddy

Compare the features here

Etc...

Step 4: CONCLUSION, WITH YOUR RECOMMENDATION & A SMALL CALL TO ACTION

I.E:

"1on1's fast click and drag interface makes it easy to get going and their range of choice available was limited but more than enough to get started. Go Daddy offered a wider selection of customisation options but was trickier to get the hang of, so if you're not technical like me, you might want to give this platform a swerve.

For ease of use, it has to be 1on1 and that's the one I'd certainly pick. There's not much difference when it comes to price but 1on1 offers a bigger choice of packages, allowing you to add on options that you might need, like additional email mailboxes.

Ultimately, I felt 1on1 was the superior option, particularly if you're just starting out. If you already have some website building experience though, and want access to more options, then you might want to give Go Daddy a try.

INCLUDE A VERY BRIEF CALL TO ACTION

Let me know if this article helped you make your choice, and how you got on in the comments below;)

Don't forget to subscribe for more useful product comparisons, tips, advice and strategies on Digital Marketing."

The How-to Comprehensive Guide

The How-to Comprehensive Guide is an essential guide that covers all the important aspects of a topic. These types of posts gather a LOT of backlinks and social shares as people find them extremely helpful.

They don't have to be step by step guides - this is more about creating an in-depth guide to a topic. They should however give solid practical advice people can use.

Step 1: Create a Title using your primary keyword and a term to indicate this is a comprehensive, complete guide.

I.E:

"The Ultimate Guide to Copywriting for e-commerce"

Step 2: Create an engaging Introduction. Make sure your intro lets people know why they need to read this article and tell them how it will help them master the topic you're writing about.

I.e.

"Inside this guide, you'll learn the latest strategies for writing e-commerce copy that sells. Stop wasting time following out of date advice, as it won't get you the results you want - more sales. Read this guide, you'll learn everything you need to know about the art of creating quality content for e-commerce, and you'll know how to tell your customers you have what they want, so you can build trust and get them to make that purchase.

Copywriting is key to making online sales but too many people get it wrong.

This ultimate guide will help you understand the essential elements of successful e-commerce copy and will give you practical tips you can immediately start putting into action."

Step 3: Create an About the Author section. Here you need to let people know why you are qualified to write on this topic, who you are, and who you wrote this guide for.

I.e.:

“A little about the Author

Hi, I’m Matt Vain and I’ve spent over a decade writing professional copy for online business big and small. I’ve helped struggling e-commerce stores take their sales from 0-6 figures with my persuasive techniques, tips, and strategies.

Today, I share my knowledge with over 100,000 students. In this post I’ll teach you some of my top strategies for crafting content that converts in 2021.

Do you want to sell more and get more leads for your e-commerce business? If so, read on and I’ll show you how to do just that.”

Step 4: Create your Chapters. Each chapter needs to include a brief intro, as well as about 5 tips or strategies, before finishing on a pathway that leads smoothly to the next chapter.

I.e.:

“Chapter 1: Creating Headlines that grab attention

Your headline will be the first thing people will see, whether your creating content for an Ad, a sales letter, or your website. E-commerce headers need to be brief but relevant, and your customers must feel they are deeply relevant to their needs, hopes, and desires.

THEN LIST YOUR TIPS

Tip 1

Tip 2

Tip 3

Etc...

Now you know how to craft headlines that get people to stop and click through, let’s move on to the next step - how to interest your potential customers in your product.

CHAPTER 2: How to create interest with your content

Etc...”

Step 5: Create a compelling Conclusion. This should include a short summary of what people have just read, as well as a brief call to action.

I.E:

“Now it’s time to put all my advice into action....

You've just learned some of the most potent strategies I have for creating powerful e-commerce copy that converts. You know how to craft headers that get attention, how to build trust, and how to close the deal with a strong call to action. Now it's time to put what you've learnt into practice, pulling it all together.

Don't forget to let me know how you get on -and leave a comment below to share your experiences. I read and reply to every single one and LOVE to hear from my visitors.

Oh, and if you're not already, make sure you're subscribed to this blog, so you get weekly updates on my latest copywriting articles 😊

[INSERT SUBSCRIBER LINK]"

Guest blog outreach template

As well as creating blog articles, you can also guest blog to gain extra publicity from someone else's relevant audience. If you want to guest blog, here's a useful outreach template you can use to secure blog spots on popular blogs in your niche.

INTRODUCTION AND SHORT PITCH UP HIGH

Dear [THEIR NAME],

Hi, I'm [YOUR NAME] from [YOUR BLOG OR WEBSITE], I'm making contact as I'm a big fan of your work and wondered if you'd like to host some guest content? I have an idea for a piece I think your readers may enjoy, on [YOUR IDEA IN THREE OR LESS SENTENCES ie: ["Why 1 quality backlink will do more for Google Rankings than 100 lesser links. In the piece I'll talk about 10 ways to get the backlinks from high authority sites that really matter."]]

NOW GIVE A REASON WHY THEY SHOULD PUBLISH YOUR PIECE

I.E.

"I'm sure you're aware that backlinks are a hot topic right now and are a top 10 searched for topic in the marketing niche, according to Google. I know your audience is interested in workable ways to market more successfully and my article will give them 10 fast and practical strategies to getting the backlinks that make the most difference."

NOW LET THEM KNOW ANY ADDED VALUE YOU CAN GIVE I.E:

"I'd also be happy to reciprocate by hosting your content on my blog, if you were interested in sharing with my audience? Feel free to send me over a link you'd like to share, and I'll post it on my website."

LET THEM KNOW A LITTLE ABOUT YOU AND ANYWHERE ELSE YOU'VE PUBLISHED I.E:

"I'm a professional marketer with 10 years of experience and run a successful blog on [INSERT TOPIC. Previously I've had work published on [INSERT NAME OF SITE] and [INSERT NAME OF SITE] and currently I'm working on a book about how to market your start up on a budget."

PROMISE A TIMESCALE

I could complete this with 3 days' notice if you wanted to publish the piece. Just let me know when you need it through, and I'll get copy to you within deadline.

Thanks for considering my idea, and I hope you continue to publish on [INSERT NAME OF THEIR BLOG] as I really love reading your content.

Kind Regards,

[YOUR NAME]

[YOUR BLOG]

Social Media Templates

LinkedIn Ads & Outreach

LinkedIn Ads work best when they're thought provoking and a bit quirky, so don't be scared to think out of the box when it comes to creating ad copy. The platform is popular with many affluent, educated professionals, so including stats and facts in your ads can really help too.

Keep it brief and ALWAYS include a high quality, relevant image that will hold appeal with your target audience. Questions work well too, as they encourage engagement and provoke a response.

Sample LinkedIn Ad Template

Step 1: LEAD IN WITH A QUESTION OR AN INTERESTING FACT

What's the best marketing tip you've ever received?

Step 2: SHORT PITCH INCLUDING A LINK, SOCIAL PROOF/ DATA PLUS AN OFFER THEY CAN'T RESIST

Our innovative monthly strategy guides simplify the waffle - so you get workable solutions you can use right away. 95% of our paid subscribers say our tips have measurably improved their promo efforts.

Check out a free sample guide here [INSERT LINK].

Step 3: ASK FOR ACTION

Let us know your best tips plus get a chance to win your first month's subscription FREE - when you share this post your followers.

Step 4: CHOOSE RELEVANT VISUALS

[INSERT HIGH QUALITY RELEVANT IMAGE]

LinkedIn Outreach

LinkedIn Outreach needs to be brief, professional, and persuasive, as people receive 100's of messages every week on the platform. When it comes to LinkedIn an enquiring helpful message will get better results than a pushy, in your face one, every time. It also helps if you can humanize your copy, rather than appear cold and too formal, a mistake people often make when writing for LinkedIn.

Sample outreach template for LinkedIn

Here's an example of an outreach message that should get you good results on LinkedIn. You can customise the parts inside the brackets to make it more relevant to your own needs.

Step 1: SOUND LIKE A HUMAN - REMEMBER - LINKEDIN COPY IS NOT A SALES LETTER

Hi [THEIR NAME],

I know you must be busy, but I saw that your online [modelling] agency is a new start up, so thought I'd introduce my [website design and marketing services] in case you need the help of an experienced [website designer].

Step 2: INTRODUCE YOUR OFFER - MAKE IT PERSUASIVE AND IRRESISTIBLE

As you're a start-up, I'm happy to offer you [a discounted rate of [50%] off all my services] for [the 1st 6 months] if you did want some [design work]. I've worked with [big client] and [big client] and you can view some samples here [INSERT LINK].

Step 3: LET THEM KNOW WHY THEY NEED YOU/ YOUR PRODUCT - OUTLINE THE BENEFITS TO THEM AND MENTION SOCIAL PROOF IF YOU HAVE IT

I've [designed layouts] for many [modelling] agencies and can [create promo for posters/ flyers] as well. My [web design services] always include:

- [Full mobile optimisation]
- [Unlimited revisions until you are 100% satisfied]
- [Complimentary tweaks forever if you want to request any changes]
- [Your choice of colours/ fonts]

Step 4: INCLUDE ANOTHER POINT OF CONTACT AND SIGN OFF IN A FRIENDLY MANNER

Feel free to get in touch if you have any questions, or shoot me an email at [INSERT LINK]

Happy to help with anything you need,

[YOUR NAME]

Twitter Ads & Posts

Twitter can be great for connecting with a whole new audience you'd normally never be able to reach, but there is so much competition, you can get lost among the noise. Although like all your other marketing, you want to angle your copy to sell, it's important not to just promote on your timeline but to add value so you build trust with your audience.

The golden rules for Twitter Posts:

- 1) Don't just promote - add value by sharing content your audience will LOVE
- 2) Ask for engagement - with questions, quizzes, and polls
- 3) Take it further than Twitter - Push people to your mailing list with tempting offers and giveaways
- 4) Use emoji's to attract attention
- 5) Hashtag all your posts with relevant, popular tags

When it comes to Twitter Ads, to up your chances of making a sale, you should remember these four golden rules.

- 1) Emoji's help grab attention
- 2) Keep it brief
- 3) Hashtag all your ads
- 4) Have a time limited offer or special bonus to create a reason for people to purchase

Twitter Ad Template

Step 1: ATTENTION GRABBING HEADLINE THAT QUICKLY MAKES IT CLEAR WHAT YOU ARE OFFERING - AND THE BENEFITS

😊 **The Bestselling E-Book that UNLOCKS the Secrets only Marketing INSIDERS know!!!**
😊

Step2: INTRODUCE YOUR TIME LIMITED OFFER ALONG WITH LINK

!!! 1 DAY 50% SALE!!!! GRAB YOUR COPY TODAY @ [INSERT SHORTENED LINK]

STEP 3: MAKE SURE YOU ALWAYS INCLUDE A HQ IMAGE or SHORT PROMO CLIP
[INSERT HIGH QUALITY RELEVANT IMAGE]

Step 4: ALWAYS USE RELEVANT & TRENDING HASHTAGS RELATED TO YOUR NICHE

#MARKETINGTIPS #PROMARKETING #MARKETINGGURU

Twitter Post Template to increase engagement/ subscribes:

Step 1: ASK A QUESTION TO PROVOKE ENGAGEMENT

Experienced health issues due to lockdown?

Step 2: ASK FOR ENGAGEMENT

We want to hear about it...tell us in the comments below

Step 3: MAKE IT EASY FOR THEM TO SUBSCRIBE BY OFFERING SOMETHING THEY WANT

PLUS: Visit [INSERT SHORTENED LINK] & win 1 of 100 wellness hampers worth over £300 when you subscribe to our mailing list.

Step 4: DON'T FORGET TO USE NICHE RELEVANT, POPULAR HASHTAGS

#wellness #lockdown2021 #COVID19

YouTube Video Description Template

There are three main things to remember when it comes to writing great YouTube video descriptions that will help your videos show up more in search.

1. **Put your most important keywords early on.** You Tube's algorithm places more importance on the keywords you use in the first 2-3 sentences. This is so crucial YouTube even specifically recommends it. Make sure you put your main keyword and all your other important keywords early on in your description.
2. **Create a description with plenty of detail.** Aim for over 200 words and include your primary keyword at least 2-3 times. This helps YouTube better understand what your video is all about. In-depth descriptions with relevant keywords will give a boost to your YouTube search rankings, as you'll appear more often as a suggested video.
3. **Optimize your video's clickthrough rate (CTR).** Because only the first 2-3 sentences from your video description appear in YouTube search results, it's vital you make these as powerful as possible. You also need to make them SEO-friendly, using related keywords that are relevant to your video's topic. The first 2-3 sentences of your description should be written in a way that encourages people to click through, so start off with the benefits people will get from watching.

Now we've covered the three basics of writing a YouTube description, let's look at how the format works.

Step 1: Create an appealing intro

i.e.

"In this video, I'll show you how to create compelling sales copy for Facebook Ads. After watching you'll know what works to convert browsers into buyers PLUS you'll understand the 3 things you need to avoid if you want to sell online. "

Step 2: Create a detailed description

i.e.:

“So, here’s what we’ll be looking at in this video:

How to write attention grabbing headlines - that are highly relevant to your target customer

How to perform keyword research so you use the right power phrases in your Ad copy

How to create the PERFECT Facebook Ad for e-commerce - this one REALLY works

Learn how to seal the deal by crafting a Call-to-Action potential customers can’t refuse

Etc...

Etc...

After you’ve finished watching, you’ll be ready to go and start creating copy for your very 1st Facebook Ad.”

Step 3: Create a potent Call to Action

i.e.

“Don’t forget to Like this video and SUBSCRIBE for regular copywriting tips that will win you more sales!

INCLUDE YOUR WEBSITE & SOCIAL MEDIA URLS

Remember to follow me on Twitter [INSERT LINK] and Facebook [INSERT LINK] for weekly tips and notifications of my latest videos.”

Instagram Post / Ad Template

Instagram is all about engagement and even Ads should be created with this in mind. Short clips work well, as it’s a highly visual platform, but choosing great graphics that are niche relevant will always stand you in good stead.

Remember you can’t include live links in Instagram posts. You CAN include links in your Insta Ads though, and you should always do this to direct people to your website or e-commerce page. When it comes to ads - they can look cleaner if you don’t use hashtags, though if you’re running a competition or special campaign you may want to. You should always include them in your posts, as they will really help to expand your post’s reach.

Here’s some Instagram Tips for posts:

- 1) Emoji’s, exclamation points and numbers grab attention
- 2) Keep it brief - don’t waffle on too much
- 3) Always include hashtags
- 4) Use high quality visuals or a short clip
- 5) Ask for engagement

- 6) Add value - either by providing great content or by offering them something they want

Sample Instagram Post to max engagement

Step 1: GRAB ATTENTION WITH EMOJI'S AND AN AMUSING OR PROVOCATIVE HEADLINE

😏 What's the WORST thing that's happened to you in public? 😏

Ever discovered your skirt's still tucked in when you're walking down the high street, or realised your flies are open at a meal with your girlfriend's mum and dad?

CRINGE!!!

Step 2: ASK FOR ENGAGEMENT

Do you have an embarrassing story to share? Tell us your MOST CRINGEWORTHY mishaps below and we'll feature the best (worst) on our blog.

Step 3: ASK FOR THE ACTION

Plus, share this post and we'll enter you into a competition to win one of our handmade vegan leather journals. Use it to jot down all your embarrassing moments (or for anything else you like).

Step 4: INCLUDE RELEVANT TRENDING HASHTAGS

Step 5: USE AN AMAZING IMAGE OR PUNCHY SHORT CLIP

Sample Instagram Ad

Step 1: HEADLINE THAT USES SOCIAL PROOF OR DATA

The most common dating mistake 50% of 18–24-year-olds make...

Step 2: INTRODUCE YOUR OFFER IN A QUIRKY WAY

Our app Lovehearts is all about the good feels but we know disaster can often mar a budding romance.

Step 3: ASK FOR THE ACTION

Just check out the dating disaster stories in our clip - have you made any of these mistakes?

Step 4: INTRODUCE AN OFFER

Let us know and you could win a free 6-month subscription to our platform. Or sign up at [INCLUDE LINK] & get 50% off your membership for 1 year, for the next 24 hours only.

Step 5: [INCLUDE YOUR CLIP]

Publicity & Outreach

Press Release

Press releases can be an excellent way of reaching out to journalists who can get your brand or product more exposure. It's important that your Press Release looks professional and isn't boring, and you also need to ensure you get all the important information high up in the copy. There is a standard format most press releases follow, and it's best to stick to this to max your chances of success.

Let's look at the make-up of a good press release:

INFO THAT ALWAYS NEEDS TO BE AT THE START OF YOUR PRESS RELEASE:

FOR IMMEDIATE RELEASE

Date: [03/14/2021]

Contact: [YOUR EMAIL AND/OR PHONE NUMBER]

HEADLINE:

COVID hit Start Ups can now get heard AND save cash with expert advice

SUB HEADER:

Innovative strategies from major marketing guru to pandemic proof your brand

PLACE I.E: London, England

Step 1: FIRST GET THE MOST RELEVANT AND EXCITING NEWS UP FRONT

Marketing king Woof Wooferson is publishing his first book, *How to Market Your Start up on a Budget*. Geared towards start-ups on a shoestring, the book offers workable tips that readers can put into practice immediately.

Step 2: THEN ADD AN ENTICING QUOTE

"I wrote this book for businesses without huge budgets and unlimited funds" said author, Woof Wooferson. "Many brands struggle to keep up with the almost unlimited drain on their cash conventional marketing methods seem to require," Wooferson added.

Step 3: ENTER A LITTLE ABOUT THE PRODUCT

Having studied marketing at Wooferson College, Wooferson then went to work for the Richie Rich Company, as lead sales agent, for 10 years. After branching out as an online marketing guru he established his successful blog, which currently has over 10,000 readers, he decided to publish.

Step 4: ADD ANOTHER QUOTE

“I didn’t want to put a book out initially, but then I realised I had a whole marketing strategy that could really help people - and it couldn’t be condensed into a blog post,” Wooferson said.

Step 5: ADD THE LAUNCH DATE AND ANY EXTRA BONUSES

The book will launch May 14th on the IndieAuthor platform and readers who pre-order will be in with a chance of winning a slew of unique perks, including marketing templates, free website hosting, and a one-to-one advice session with Wooferson.

“Everyone who pre-orders will also receive a free bonus e-book on how to use Facebook posts to market your brand,” Wooferson said. “Don’t get me wrong I’m a big fan of Facebook Ads but when you’re strapped for cash, it’s also handy to be able to know how to market for free.”

Step 6: ADD ORDER INFO AND CONTACT DETAILS

To pre-order *How to Market your start up on a shoestring*, visit Wooferson’s page on IndieAuthor here. Readers can also follow Wooferson’s blog at [website] or follow him on Twitter at @gowooferson.

Influencer outreach template

The most popular social media influencers wield a huge amount of clout and if you get your product mentioned or endorsed by them, you’ll likely see a noticeable uptick in interest. By reaching out to influencers in your niche, you can pick up a useful dose of publicity for free, so it’s worth taking some time to create a thoughtful and polite enquiry.

Many successful influencers with large followings attract 100’s of inbox enquiries a day, and many of the queries they receive don’t get responded to. By following our template, you can get ahead of the rest, so you can maximise the chance your influencer of choice will say yes to your request.

Here’s the format:

Hi [INSERT THEIR NAME],

Step 1: FRIENDLY AND COMPLIMENTARY INTRODUCTION

I’m [YOUR NAME] from [YOUR BLOG OR BRAND], just reaching out to say I love what you’re doing with [THEIR BLOG NAME] and I’m really enjoying your healthy lifestyle posts.

Step 2: PITCH YOUR REQUEST, HIGHLIGHT THE RELEVANCE TO THEM, AND OFFER SOMETHING OF VALUE I.E A FREEBIE

As you’re a successful health and wellbeing blogger, I wanted to reach out to let you know my start-up has created a [INSERT PRODUCT DETAILS i.e *Vegan Low calorie chocolate bar*

that also lowers cholesterol]. I wondered if you'd like to receive a box of bars to try, and if you like them, would you consider letting your readers know all about the snacks, as they might be interested in trying them too?

[OPTIONAL] OFFER SOMETHING DIFFERENT OF VALUE I.E. MORE EXPOSURE FOR THEM

I'd also love to feature some of your listicle posts on our company blog, as I think you really have something special, and our followers could benefit from your wellness advice. Would this be okay with you? If so, send me some pieces you'd prefer to be featured and I'll post them on the blog.

Step 3: SHORT AND FRIENDLY CALL TO ACTION

Let me know if you'd like to receive some bars, and the best postal address to send to, and I'll get a box sent out to you in the post.

Looking forward to hearing from you, keep up the great work,

[YOUR NAME]

Backlink outreach templates

Getting good backlinks from trusted sources makes a massive difference to your Google Ranking, as Google attributes your site with much more authority. With backlinks it's all about quality over quantity - which is great because it means you don't need to spend all your time trying to get 1000's of links. Targeting high trust sites in your niche will do *way* more for your website than sending out 100's of emails, hoping to land a link anywhere. It won't help you much in Google's eyes if your health-related link appears on a page dedicated to literature - you'll do better if you focus your efforts on popular sites in your sector.

Acquiring just *one* relevant backlink from a high trust site that Google rates will do more for your ranking than getting a million lesser links. You might be wondering how you can get these good links, but it's not impossible. Often all you need do is ask in the right way.

BACKLINK OUTREACH TEMPLATE TYPE 1

Let's look at the components of one type of successful backlink request. You can customise the parts in brackets to better suit your own needs.

Hi [INSERT THEIR NAME],

Step 1: FRIENDLY INTRODUCTION THAT QUICKLY TELLS THEM THE RELEVANCE

I'm [YOUR NAME], a marketer and blogger from [YOUR SITE OR BLOG] and I'm getting in touch to let you know I've just published a piece that mentions your [INSERT PRODUCT DETAILS].

Step 2: UNDERSCORE WHY THEY SHOULD SHARE YOUR PIECE AND COMPLIMENT THEM

I know you have a [health interested] following, so I wondered if you'd like to link my piece on your [INSERT NAME OF RELEVANT PAGE WHERE THEY COULD LINK TO YOUR PIECE]? I mentioned your product because [I was impressed by its fat reducing benefits, and because it's cost-effective and affordable to most people.]

Step 3: GIVE A FEW BRIEF DETAILS ABOUT THE PIECE

The article is [a list type post that gives some helpful hints on how to trim fat and cut the cholesterol.] Here's the link if you wanted to share it [INSERT LINK TO YOUR POST]

Step 4: SHOW RECIPROCITY BY OFFERING THEM A LINK TOO

I'd love to reciprocate by linking to your site on my [INSERT WHERE YOU WOULD LINK TO THEM i.e *great brands page*], and wanted to ask, is there a particular post or page you'd like to promote? If so, just send me the link and the link text you'd like displayed, and I'd be more than happy to share it with my audience.

Take care, and thanks so much for considering my request,

[INSERT YOUR NAME]

[YOUR WEBSITE]

BACKLINK OUTREACH TEMPLATE TYPE 2

Here's an example of another type of backlink request you could make to a community news type site. This template could also be useful for approaching any site that has a page of resources where they link out to other sites. You can customise the parts in brackets to better suit your own needs.

Step 1: HIGHLIGHT THE RELEVANCE STRAIGHT AWAY

Dear [THEIR NAME],

Hi, I'm [INSERT YOUR NAME], from [INSERT YOUR COMPANY], we're [INSERT WHAT YOU DO WITH THE FOCUS ON WHAT WILL BE MOST RELEVANT TO THEM I.E. FOR A COMMUNITY NEWS SITE THAT LISTS TRADESPEOPLE YOU'D WANT TO EMPHASISE YOUR LOCATION: *We're leading steel fabricators in the North Wiltshire area.*]

Step 2: MAKE YOUR REQUEST POLITELY HIGHLIGHTING WHAT MAKES YOUR SITE OR PAGE RELEVANT AND LINKWORTHY

I'm getting in touch as [I noticed that on your Community Resources page, you have a list of links to local tradespeople], so I wondered if you'd consider linking to our [Services page]? We've been serving the [North Wiltshire community for over a decade], and our rates are extremely cost-effective.

Step 3: GIVE THEM THE INFORMATION THEY WILL NEED TO FULFILL YOUR REQUEST

Here's the link to our page in case you're willing to link to us: [INSERT LINK]. The link text would be [*Stainless Steel Fabricators & Welding.*]

Step 4: OFFER SOME VALUE

I'd also love to offer you a link back on our [local sites page] - do you have a preferred page or post you'd like us to link to? If so, just send me the link and link text and I'll get that put up straight away.

If you need any more information, don't hesitate to reach out to me at [INSERT EMAIL] as I'm always happy to help.

Thanks in advance for considering my request,

[YOUR NAME]

[YOUR BRAND]

Template for getting more social shares

One of the best ways to grow your following is to get your content shared as much as possible, preferably by people who have large, relevant audiences. Building relationships with influencers in your niche on social media can help you create opportunities for shares, but you can also reach out and make a friendly request via email, or social media messaging.

Template to ask for social shares from influencers:

Step 1: EXPLAIN WHY YOU ARE MAKING CONTACT AND THE RELEVANCE TO THEM

Hi,

I'm [YOUR NAME] from [YOUR BLOG/ WEBSITE], I'm a big fan of your work and wanted to let you know [I've mentioned one of your marketing tips in my latest piece].

Step 2: ASK FOR A SHARE, INCLUDE YOUR LINK, & TELL THEM A LITTLE MORE ABOUT THE LINK

Here's the link in case you wanted to share it with your audience: [INSERT LINK]

The article is [a round up of the best advice on marketing from top guru's like yourself], so I thought it might be relevant for your followers.

Step 3: OFFER SOMETHING IN EXCHANGE TOO

I love to bring [quality marketing content] to my followers, so if you'd like to recommend one of your posts, I'd be more than happy to share it with my social media audience. Feel free to send along some links/suggestions and I'll post them right away.

Step 4: SIGN OFF ON A POSITIVE NOTE

I love what you do, and look forward to enjoying more of your great content,

[YOUR NAME]

[YOUR BLOG]

Thanks for watching

Did you enjoy the content examples in this video?

We'd love to know if you put our suggestions in to practise and which ones you felt helped improve your content approach the most - so make sure you let us know which templates you liked the best.

We'd also like to ask you a small favour, if you found this video useful, would you be our hero and leave us a review?

We read every single one, and they inspire us to continue creating more great content for our beloved students.

Remember to follow the tips in this guide the next time you sit down to create a piece of email marketing content, and you should soon start seeing better results from your digital marketing efforts.

Until next time,

Ing. Tomas Moravek and the rest of the team.