

Simply Great Copy Ltd

copywriting for all business communications

Why do some businesses use professional writers and others never contemplate it as an option?

The simple answer is that many have never been given the option, and have therefore not considered some of the advantages.

So why do professional copywriters exist and what could they do for your business?

Here are the top 6 reasons SGC gets asked to create copy for clients:-

- **Company straplines** – A competent creative writer with extensive commercial experience and qualifications can help you encapsulate in a few words what you do and why you are special. Increasingly you have just a few seconds to get your message across and a well crafted and justified tagline or strapline is essential.
- **Advertising and Positional Copy** – It's not just the words, it's also the concept and positioning that makes all the difference. Creative copy that is commercially realistic provides a powerful dynamic that can win business and change the perception of your business in a crowded marketplace.
- **Articles** – Have always been the bedrock of marketing communications activity, and are increasingly used to generate backlinks to your website. Article writing and placement is one of the most cost effective publicity activities you can undertake, and is a useful tactic in developing an education based marketing approach.
- **Product / Service Information** – Being in a position to have a set of clear well written product or service descriptors enables your business to communicate effectively internally and externally. Add some high quality photography and you have a resource that can be used for a variety of projects.
- **Sales Collateral** – Just because online is in demand, the ability to place a brochure or sales information into a prospects hand is always going to be important. This is especially true for Point of Sale items, Exhibition Support Material, Manuals, and Sales Promotion items. Creative well planned sales collateral has a major impact on business development.
- **Online** – Developing faster than any other media, online content is critical, especially when SEO is a crucial element in connecting with prospects at every stage of the buying cycle. A copywriter will be able to use the right keywords in the right style that is both relevant and engaging. As spam becomes the 1st line of activity by late entries into online marketing, the increasing use of online opportunities to develop effective CRM strategies will become more important, and great copy will be integral to creating and maintaining effective online customer experiences.

So there you have the top 6 reasons that keep SGC busy; of course you could sit back and have a go yourself but you get your car serviced professionally, your teeth benefit from an expert, you employ or engage an accountant or skilled P.A – so why not think about using a professional writer.

P.S On average SGC's hourly rate is less than the hourly rate at a garage – well worth a call don't you think?