



CPD ACADEMY

COPYWRITING

10 tips for writing animal health marketing copy



Be part of it!

TIP #1

USE THE POWER OF COPY

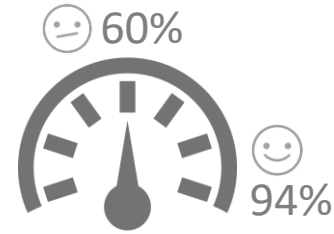
THE POWER OF COPY

Be strategic with your use of language and copy structure as it can significantly increase engagement, reader agreement, brand recall and website traffic.

Compelling copy draws 7.8 times more site traffic and produces brand recall which brings higher engagement rates



Simply adding the word “because” and a reason to a piece of copy was found to increase agreement from 60% to 94%



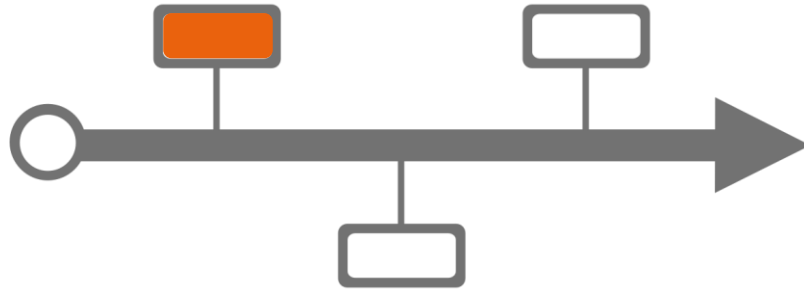
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TIP #2

CONSIDER COPYWRITING FROM
THE VERY START

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Lots of campaigns start with a creative concept and then turn to copywriting later. In many instances, stronger campaign creatives can be developed or edited before huge 'work-up' investment by considering the copy early on in the development process.



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TIP #3

ASK YOURSELF
“WHAT’S THE POINT?”

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Make sure everything that you write has a clear, single-minded objective.

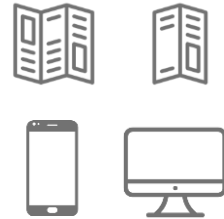
How does it fit into
the wider campaign?



What behaviour do you want the
piece to reinforce or change?



How is it going to be
used?



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TIP #4

GET AN OUTSIDE PERSPECTIVE






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Fact check, sense check, just simply get a fresh pair of eyes on ideas.

It is impossible to review something objectively if you've been heavily involved in its development.

A **cognitive bias** is a systematic pattern of deviation from norm or rationality in judgment.

Individuals create their own "subjective reality" from their perception of the input.

<p>Stereotyping</p> <p>We adopt generalized beliefs that members of a group will have certain characteristics, despite not having information about the individual.</p>  <p><i>"That guy with the fancy mustache is a hipster. He probably has a vinyl collection."</i></p>	<p>False Consensus</p> <p>We believe more people agree with us than is actually the case.</p>  <p><i>"Everybody thinks that!"</i></p>	<p>Curse of Knowledge</p> <p>Once we know something, we assume everyone else knows it, too.</p>  <p><i>Alice is a teacher and struggles to understand the perspective of her new students.</i></p>	<p>Anchoring</p> <p>We rely heavily on the first piece of information introduced when making decisions.</p>  <p><i>"That's 50% off? It must be a great deal."</i></p>	<p>Authority Bias</p> <p>We trust and are more often influenced by the opinions of authority figures.</p>  <p><i>"My teacher told me this was fine."</i></p>
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Choose someone who you trust to appropriately challenge.

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TIP #5

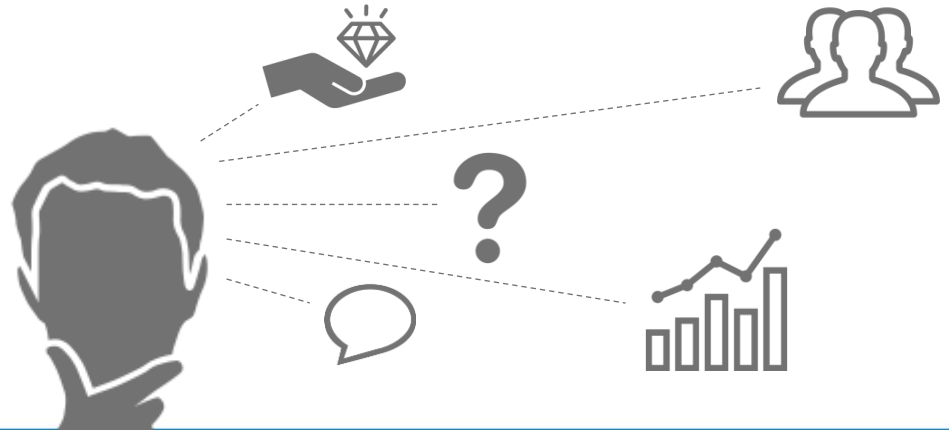
INVEST TIME IN DEVELOPING
STRONG MESSAGING

INVEST TIME IN DEVELOPING STRONG MESSAGING

Before writing anything, work out...

- what you want to say
- why you want to say it
- who you want to say it to
- why it matters to them
- how you should say it
- how you can back it up

Spending time refining this allows all content/assets to flow with ease and consistency.



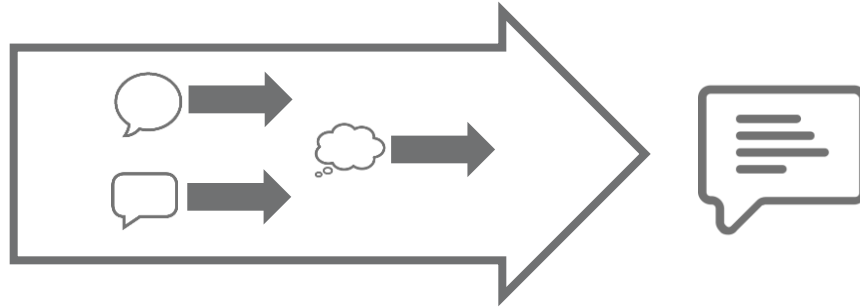
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TIP #6

SAY FEW THINGS WELL

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Trying to say too much dilutes the impact and hinders communication. Distil expansive messaging down to a few, or ideally a single 'hero message'.



A hero message should be structured so that it 'opens the door' for the more in-depth messaging, while communicating the key benefit(s), all in one sentence.

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TIP #7

CHOOSE YOUR WORDS
CAREFULLY

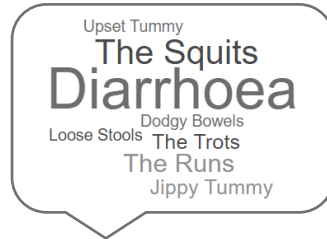
CHOOSE YOUR WORDS CAREFULLY

It may seem obvious that copy intended for different audiences should make use of different language to suit understanding but it's important not to make assumptions.

Different people are comfortable with different descriptive terms



The average reading age level in the UK is 9 years old



How language is affected by translation should be considered for global materials



Find out what language resonates best before writing anything.

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TIP #8

CHOOSE YOUR DATA CAREFULLY

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Supporting data is great but make sure you are presenting numbers/stats that

- are representative
- actually support the pieces objective
- will resonate with the audience

An independent review of data can help in choosing the best stats and messaging to showcase those stats.



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TIP #9

YOU DON'T ALWAYS NEED TO BE
CLEVER WITH WORDS!

CLEVER WORDS AREN'T ALWAYS NEEDED

You don't always need to be clever with words for copy to be compelling or memorable. Actually, you do (!) but it mustn't appear that way, unless it absolutely serves the purpose of the messaging.

Truly 'clever' copy conveys a strong message that reinforces or changes behaviour without the reader even realising...



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TIP #10

DON'T UNDERESTIMATE THE
TASK

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Copywriting is more than just creating grammatically correct sentences to communicate facts. Good copy should create a strong sense of understanding, emotion or motivation in its reader and that requires great skill (and time).

And some people also just hate doing it!



There's no shame in delegating – no-one expects someone who isn't an artist or doesn't enjoy painting to create a masterpiece.

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If you need help putting these tips into action, Roar would love to hear from you:
info@roarcontent.co.uk

If you have any topics that you'd like the VMA to cover, please don't hesitate to get in touch:
committee@vma.org.uk



Veterinary Marketing Association

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