
Why Hire A Copywriter?

The 8 Benefits For Your Business



By Christopher Melotti



Whether they are organisations or individuals, your audience today is actively researching well-before they make a purchase.

This means you need to meet them during that phase to get onto their radar if you want to be considered as a viable option.

Content Marketing is a powerful medium in which to reach people today.

Everyone can write, and with businesses looking to produce this content to offer engaging value to their customers, there is a growing need to get typing.

People don't want to be sold to anymore.

They don't want to be pressured or convinced or deceived. Instead, they want to be valued, empowered and educated.

They demand choice and information on which to make their own decisions, rather than being sold to. This means they are actively seeking regular, accurate and engaging content from your brand, when and where they're searching for it.

Two things to remember are:

1. If you're not there, then your business is off their radar.
2. Worse, if you are producing sub-par content, you're business is avoided or scorned.

This is where a quality Copywriter with a Marketing background can really help your business grow and succeed by connecting you with your customer on a deeper level.



So, why hire a copywriter to do this for your business?

Because they offer your business a host of advantages that far exceed their cost.

Here are the 8 benefits that answer why hiring a freelance copywriter is a great business decision.

(1) Years of experience

Writing is an art like any other, and the way to improve this skill is through practise, practise and more practise.

An experienced copywriter brings this experience to you and offers it when they undertake your project. Everyone can write, but it's honestly years of experience drilling down core messages and focusing on audience targeting that really nails good copy.

Leave the sharp communication with the experts to save you time and effort.



(2) Not just words- strategy too

There are strategic objectives and return on investment measurements behind your content that all need to be achieved to make it worth your while.

A professional copywriter does this day-in and day-out, which means they are masters at crafting content to not only to attract and inspire your audience, but to encourage the desired behaviour afterwards.

A copywriter can give your customers a better experience and improve your Call To Action (CTA) to give it more impact and see better results.

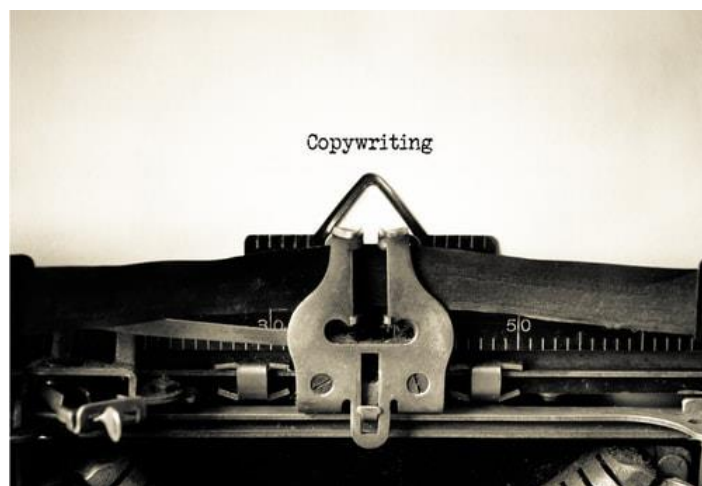
(3) You can focus on more important things

Let's face it - content writing takes a lot of time to do.

It can be a very lengthy process, and there are probably a greater number of big-picture items that require your attention than content. Don't spread yourself too thin when there are more crucial parts of the business to work on.

Quality writing takes precious time, so reach out and find a copywriter who suits your business, makes your audience happy, while you keep the business healthy.

Remember, if your paying customers are demanding consistent and engaging content on specific topics (which they are!), then you need to be there or miss out.



(4) They offer you a fresh perspective

When you're heavily involved with your business' day-to-day, you can often get entrenched in the 'ways that things have always been done'.

Sometimes, you need someone from the outside without any bias or preconceived ideas, to come in and think outside of the box. In fact, some of the best creative ideas come from the blending of external suggestions that push the boundaries with internal knowledge.

An external copywriter can provide a fresh perspective that your business really needs, in order to come up with an innovative angle which gives your customers something unique and new.

This is why having a writer with Marketing experience can really help your business find better ways- because they're trained to do it!



(5) They can be bold and creative

Similar to the above, when an external copywriter works on your project, they have a bit more freedom to propose more outrageous suggestions, because they're outside of the internal politics and hierarchies that exist.

These more innovative ideas may not be perfect, but they are exactly what your business needs to push boundaries and try new things.



(6) They can offer you suggestions

A freelance copywriter has usually worked across many different industries and projects, and this can be helpful when approaching your specific campaigns, as they come with a wealth of experience.

They can offer you feedback and ideas that improve the effectiveness of your marketing efforts.

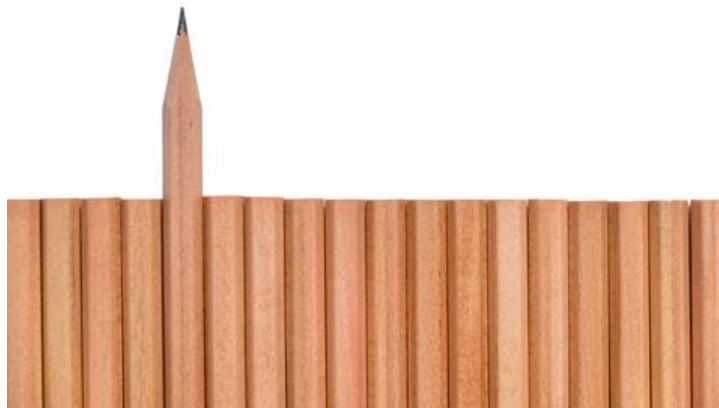


(7) Flexibility

Because they are a freelance copywriter, you can use them as needed.

Have an article due? A PR press release? A website landing page to support your next social media campaign?

Give them a call as you need them.



(8) Quality Writing

Not everyone is as skilled with grammar, spelling and punctuation- all of which are very important to your customer. You want them to be reading the content for your message, not focusing on the little errors sprinkled throughout. Poor quality writing takes away from your credibility.

A professional copywriter will ensure that all of your content is perfect to keep both your audience, and the big Search Engines happy.

Warning! Copywriters are all different

Just remember- not all copywriters are the same, and only a professional, high-quality writer can offer you these above 8 benefits. It's worth taking the time to find the right copywriter who has a list of happy clients and a solid reputation.

But most importantly, find one with a Marketing background as they will help craft the best content to suit your audience and get results because they've developed their copywriting skills upon a foundation of marketing.

Why a Marketing Copywriter?

A marketing copywriter works solely towards targeting your audience to get results.

Journalists and stay-at-home mums and dads can potentially write well, but the difference is that content creation is a Marketing function with a strategic focus- it needs a marketing copywriter to look at your campaign holistically and craft copy that connects with your customers to inspire their action.

You don't want pretty prose or lovely literature. Your business needs audience-friendly, accessible copywriting that draws attention, addresses customer problems and offers your business as a viable solution which earns you sales.



You also get what you pay for.

Your business' reputation is on show with each piece of content that you release publicly.

If you have poorly written articles, videos, and website copy (for example), they don't leave a good impression on your potential customers and can lead to missing sales

opportunities. It's worth spending the money to find the perfect copywriter for your business' needs, rather than finding a cheaper alternative that will leave you rewriting all of their content anyway.

How Can Melotti Media Copywriting Help You?

To engage your customer and achieve ongoing business success today, you need quality copywriting and consistent content. However, we understand that this is easier said than done.

You're time poor and spread thin, and writing isn't your expertise. So, focus on what really matters, while we take care of all of your copywriting and content marketing needs!

For more information or to speak to a quality copywriter to get the results you're business deserves, contact me now at chris@melottimedia.com.au.

I can sharpen your words to achieve your goals, today!

Christopher Melotti

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