5 pillars
of copywriting

Dehola Christina

CONTENT WRITER, FOUNDER OF CONTENT STUDIO

Dehola Christina

- ✓ Business content
- ✓ Brand storytelling
- ✓ SEO copywriting
- ✓ UX writing

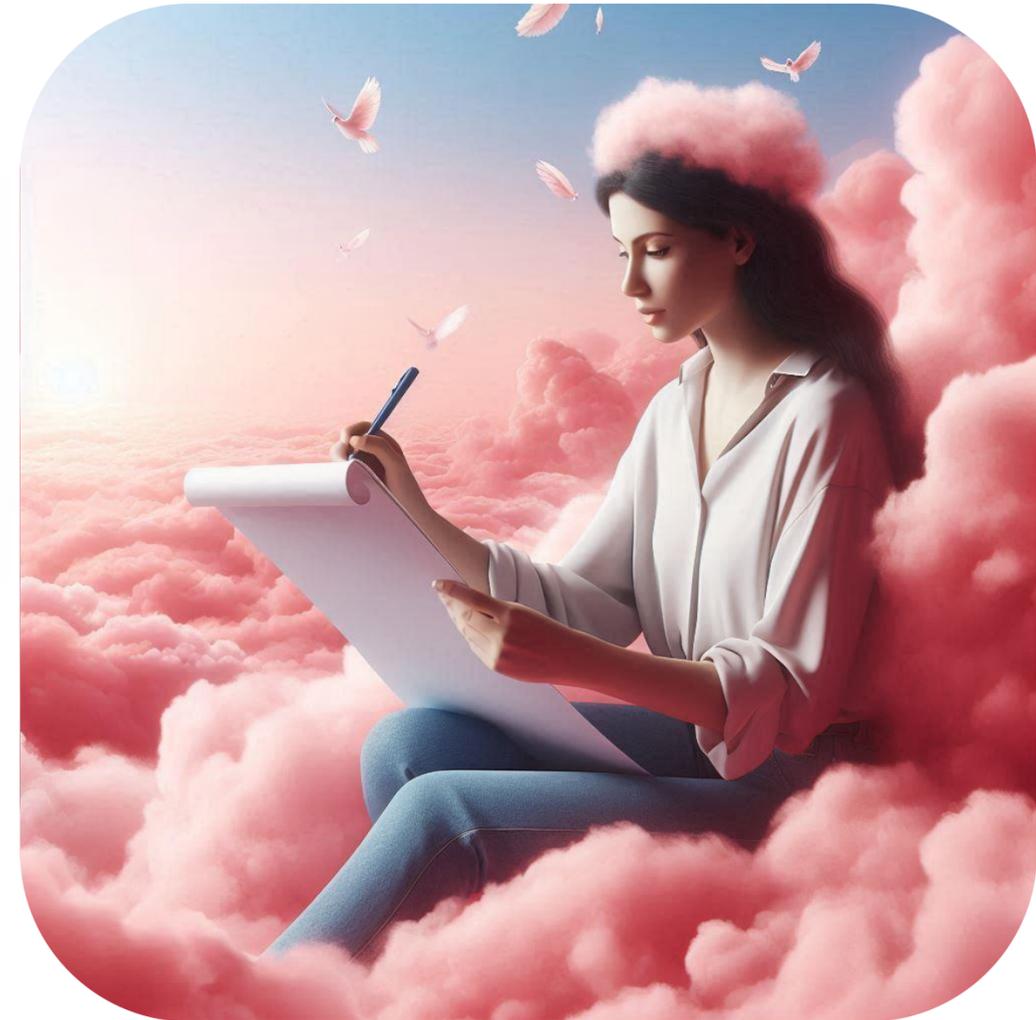# 5 pillars of copywriting
to boost your conversions

AI is "killing" the copywriters!

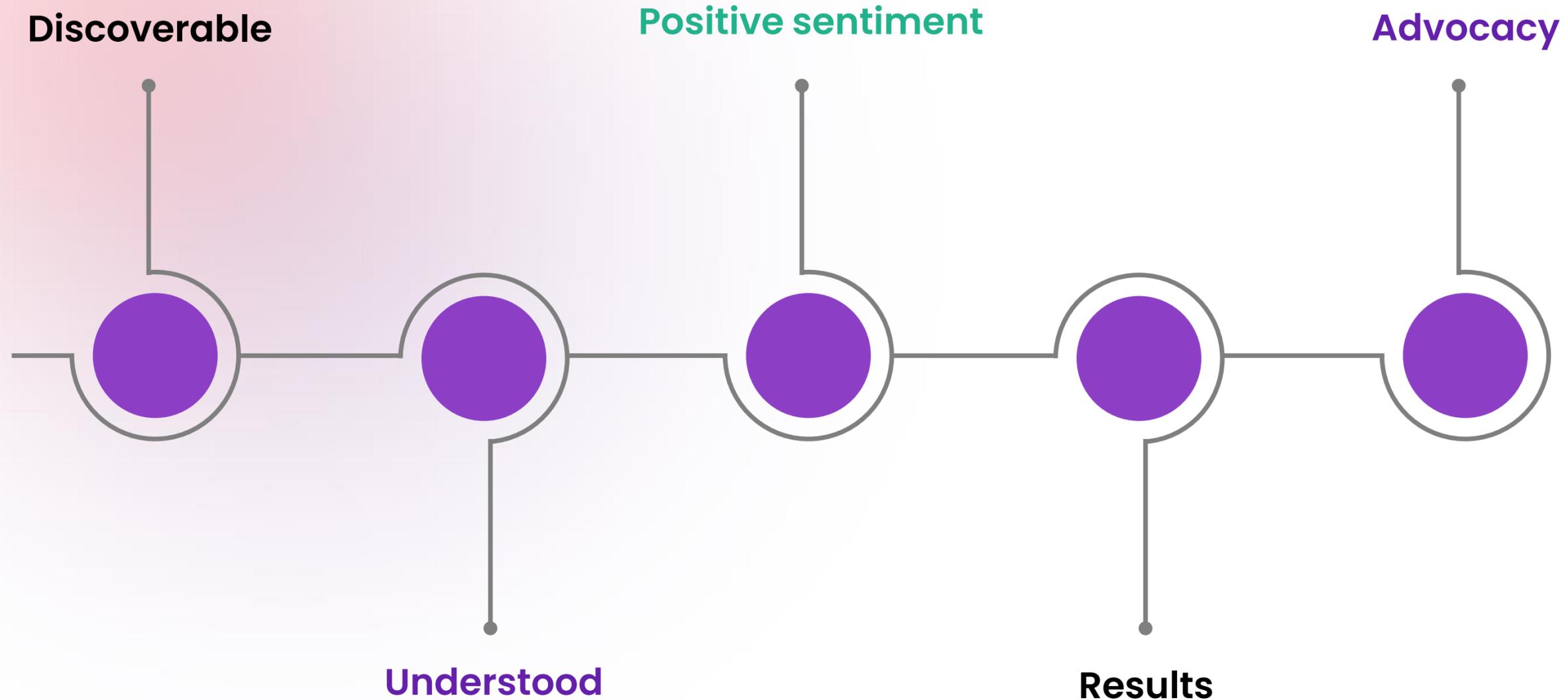AI is "killing" the copywriters!

✓ **AI is helping the copywriters!**

We will still write
no matter what!

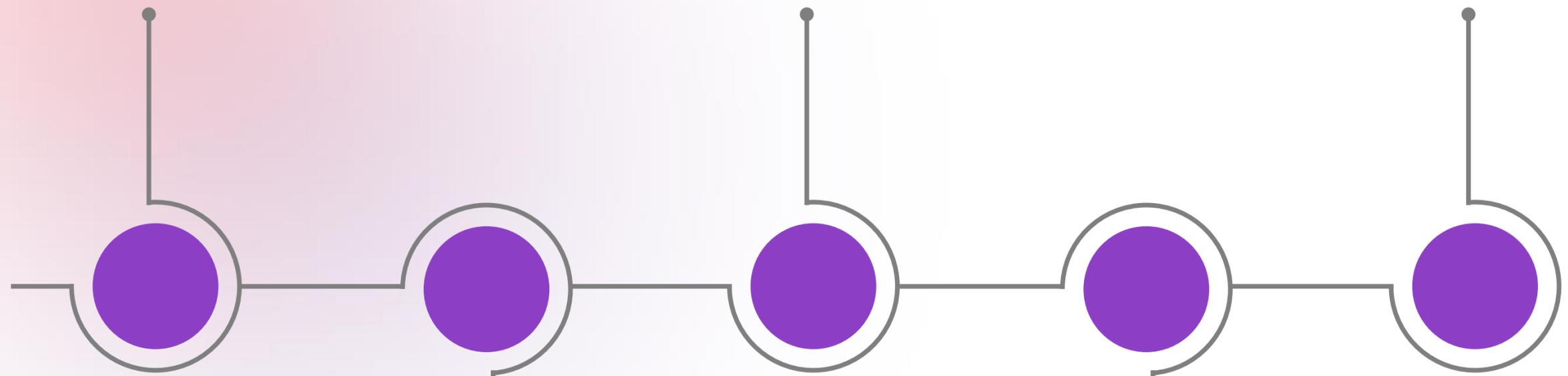# Can great copy
be explained?

5 pillars of great copy

Discoverable

Positive sentiment

Advocacy

Understood

Results

- ✓ **Keywords**
- ✓ **Structure**
- ✓ **Content**
- ✓ **On-page**
- ✓ **Off-page**
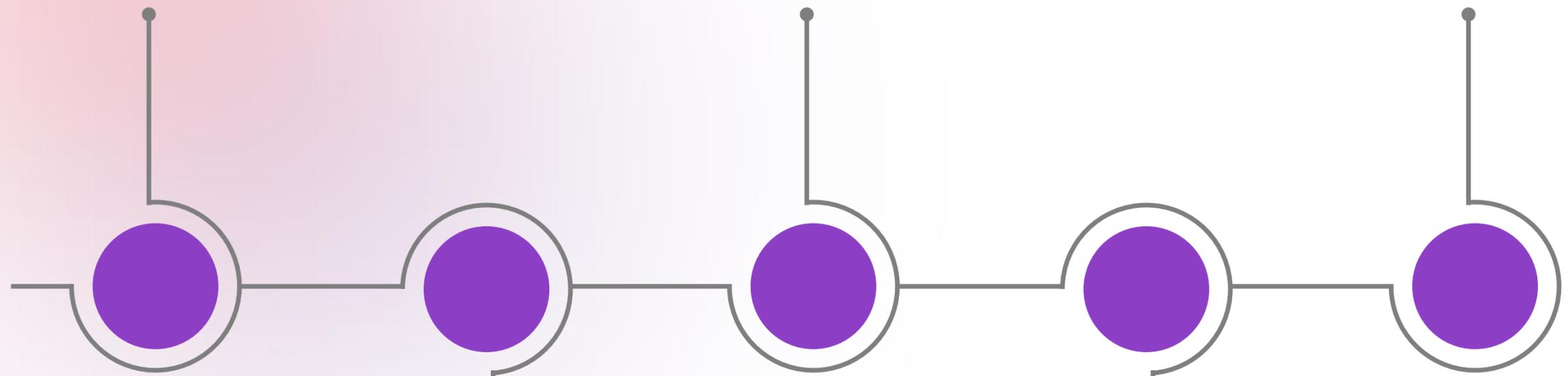- ✓ **Technical SEO**
- ✓ **SEO strategy**

SEO

Discoverable

Positive sentiment

Advocacy

Understood

UX

Results

✓ **Present words**

✓ **No orphans**

✓ **Microcopy**

✓ **No x2 negatives**

✓ **Navigation tutorials**

✓ **Scannable content**

U X

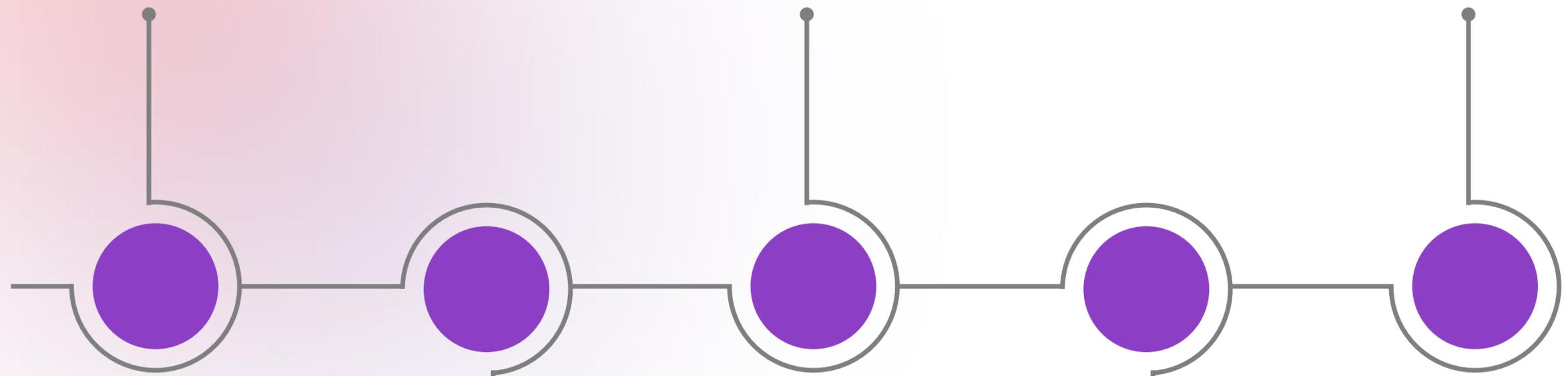# SEO
Discoverable

Brand
Positive sentiment

Advocacy

Understood

UX

Results

- ✓ **Brand positivity**
- ✓ **NLP signals**
- ✓ **Positive adjectives**
- ✓ **Negative -> positive**
- ✓ **Site, SoMe & reviews**

- ✓ **Inspire conversions**
- ✓ **Scarcity**
- ✓ **Storytelling**
- ✓ **Social proof**
- ✓ **Curiosity**
- ✓ **Loss aversion and more**

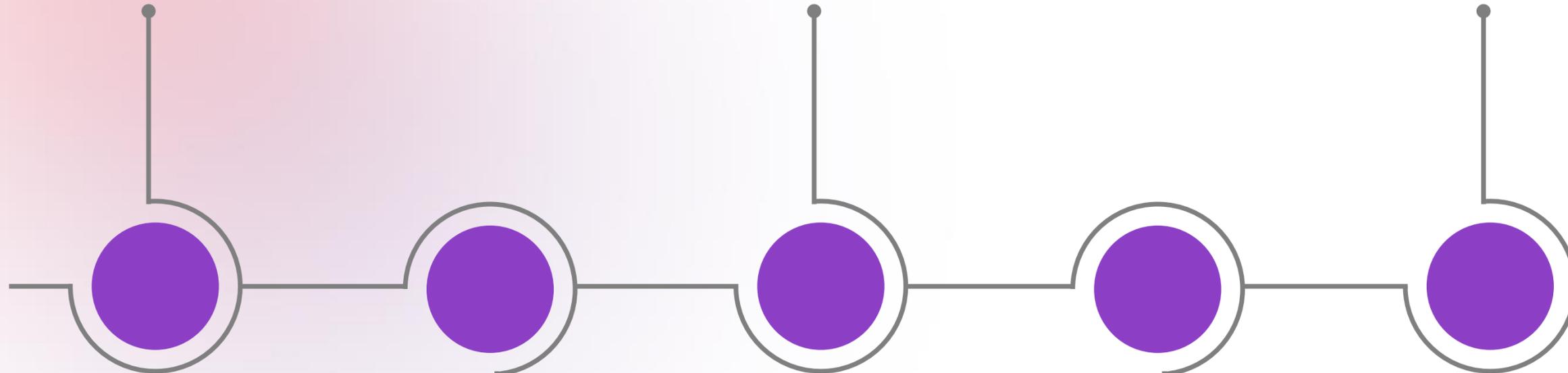- ✓ **Inspire shares**
- ✓ **Educational**
- ✓ **Funny**
- ✓ **Useful**
- ✓ **Money-making**
- ✓ **Clever**

Can I do those
with AI?

True harmony is not accidental;

it is the product of intentional thought

and purposeful planning.

John C. Maxwell

Thank You!

E-business & Digital Marketing World 2024