

# Compelling Copy

PUTTING YOUR MARKETING MESSAGE TO WORDS



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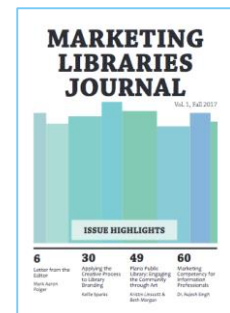
**Marketing**  
the Value of Your Library

**October 1, 15, 29  
1 p.m.**

**IntelliCraft**

# Library Marketing Connections

- MS LIS from Drexel University
- IMLS-funded scholarship for PhD study and research in digital libraries, also at Drexel
- Columnist for Marketing Library Services newsletter from InfoToday
- Advisory Board, Communications Director, for Marketing Libraries Journal – open-access, peer-reviewed
- President of Board of Directors for new Library Marketing Conference Group – in charge of popular LMCC



# Today's Agenda

- TELLING OUR STORIES
- WRITING FOR MARKETING
- SHORTCUTS – TEMPLATES, FORMULAS, GUIDES



A photograph of a dog, possibly a Jack Russell Terrier, sitting at a wooden desk. The dog is looking towards the camera. On the desk, there is a laptop and a computer mouse. In the background, a cat is visible, looking towards the camera. The image is slightly blurred, giving it a candid feel.

# Why Are You Marketing?

***ASK: Why Should  
My Community Care?***

2 Questions



# Why We Tell Stories - Marketing and Advocacy

- ✓ To remember
- ✓ To influence decisions
- ✓ To link to our sense of community and generosity
- ✓ To cut through the clutter and noise
- ✓ To create context
- ✓ To help others do their work
- ✓ To lead to action







# Marketing **IS** Storytelling



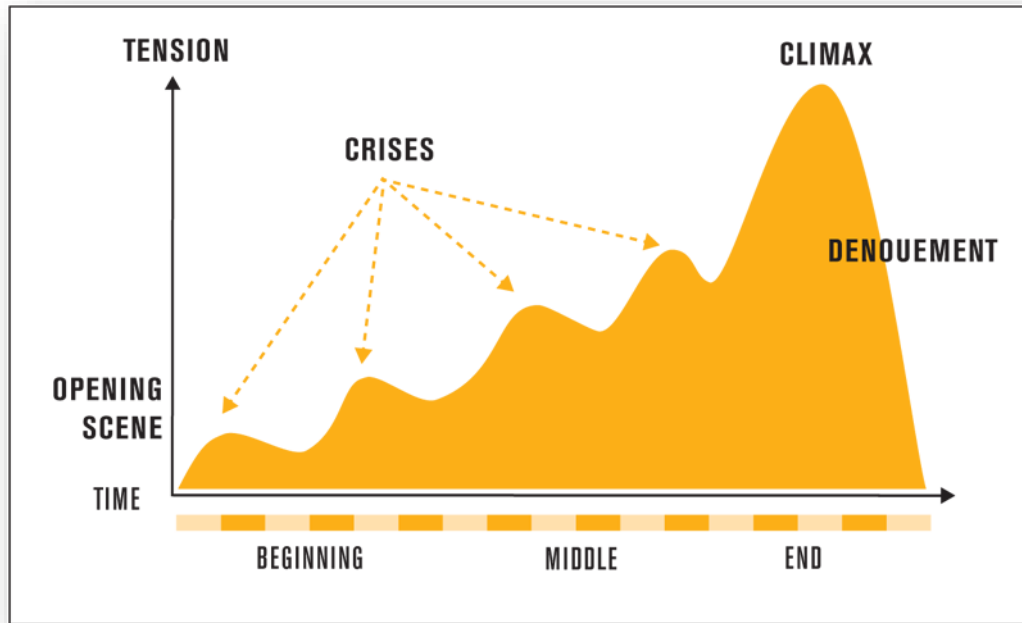
## Marketing **IS** Advocacy



# Tell Our Stories

STORY BASICS  
WHO'S THE HERO?

# Classic Story Arc



## Plus Classic Story Plots

- ▶ Hero's Journey
- ▶ A Quest or a Voyage & Return
- ▶ Conquer the Monster
- ▶ Rags to Riches
- ▶ Rebirth

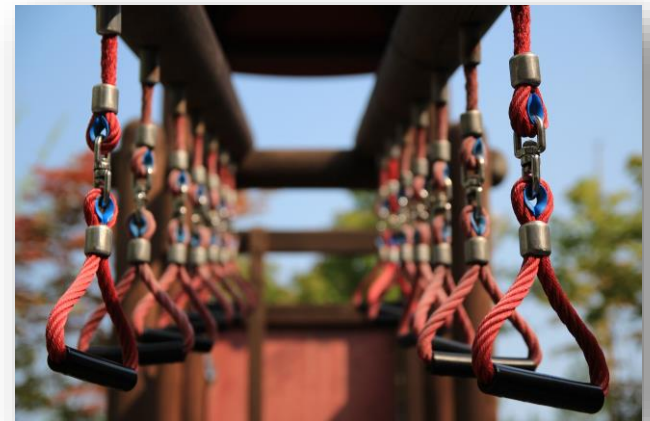
# Types of Stories Your Library Needs To Tell

- ▶ Brand stories
- ▶ Personal Stories
- ▶ Origin Stories
- ▶ Product/Service stories
- ▶ Customer/patron stories
- ▶ Customer-generated stories
- ▶ Staff/Employee stories
- ▶ Case Studies



# Tell Me About a Time When...

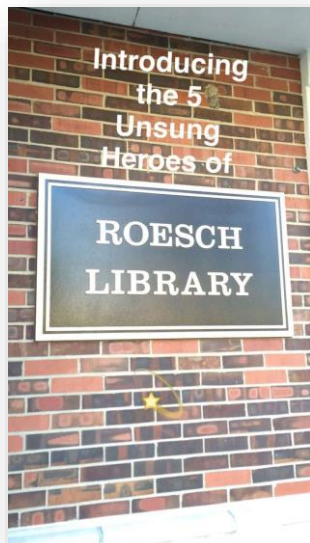
- Your library overcame a specific challenging situation
- Your library staff went beyond their comfort zones to deliver for your community
- Your staff 'quested' to solve a problem for patrons





<https://www.instagram.com/spulibrary/>

Goal of St. Peter's Univ (NJ) social media take-over project: Reduction of "library anxiety" or a sense of not belonging in an academic setting



Snapchat takeovers –  
LMU Library takes over university acct →  
U Dayton + Roesch Library  
←





# More Story Ideas

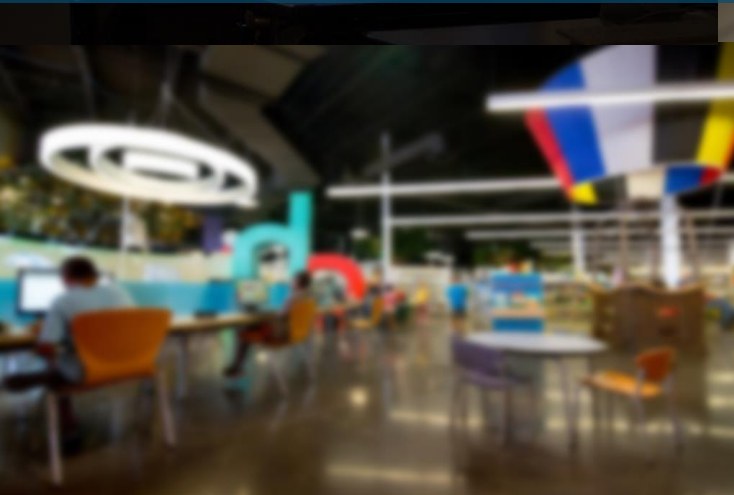
- ▶ Coming Attractions
- ▶ Behind the Scenes
- ▶ Library Tours
- ▶ Community Partnerships
- ▶ FAQs
- ▶ Story of an event
- ▶ Testimonials, User Stories



Worcester (MA) PL Summer Reading promo video



Univ. Florida – librarian intro videos – April Hines



“

**Marketing is about  
inspiring ACTION**

”

What Action Will You Inspire Today?

# Engaging Stories

- ▶ Have a purpose
- ▶ Make emotional connections
- ▶ Relatable characters
- ▶ Clear beginning, middle, end
- ▶ Sense of relief, resolution at the climax of story
- ▶ Product/service is secondary, in the background (the 'sidekick')
- ▶ Connects to an even bigger story
- ▶ Let brand personality show
- ▶ Inspiration influences action



Pop-culture Sidekicks



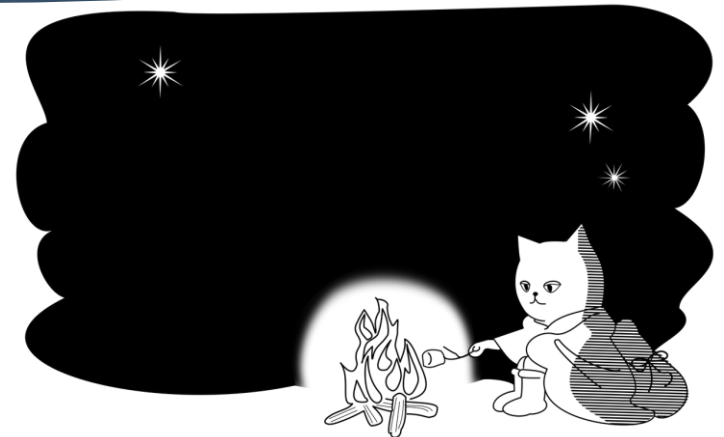
# What's Copy?

- ▶ Copy = text for marketing purposes – to inspire action
- ▶ Copy = “persuasive writing.”
- ▶ Copy = “Words that sell”
- ▶ What else is it?
  - ▶ Headline copy, body copy, footer copy, sales copy, etc
  - ▶ It's short, clear, concise
  - ▶ Copy is EVERYWHERE! Emails, signs, social media, print ads, TV ads, sales pages, websites, etc
- ▶ Good copy doesn't have to feel 'sales-y' or pushy. It's a conversation.





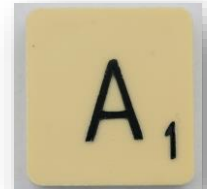
“we’re not writing serious literature here. We’re writing advertising, blogging, and social media copy with the ultimate goal of persuading our readers to *do* something.”



# Better Copy in A B C

- ▶ **A = Always Think About the Other Person**

- ▶ What do they want? Need? What care about? Hate?
- ▶ Remember, short attention spans!
- ▶ Don't use I, me, we, our. Use you, yours. Talk to them.



- ▶ **B = Burnish. Shine it up! Edit.**

- ▶ Give yourself time to set aside for 24hrs, sit on it, tweak it. before sending to the world.
- ▶ Have someone proofread.



- ▶ **C = Call to Action.**

- ▶ Focusing on having 1 clear, compelling CTA per piece wins the battle.



# Benefits, Not Features

We can't assume that people will use our services or attend events just because they were told about them.

- ▶ **Features** are factual statements about products/services. Features say what something does.
- ▶ **Benefits** answer “so what” and “what’s in it for me?”
  - ▶ Think value to the user
  - ▶ Think emotional benefits
  - ▶ Make the ‘why’ connection for your users
  - ▶ Trust signals, social proof
  - ▶ Benefits = RESULTS



# Features vs. Benefits

## Feature

- ▶ Automatic brewing
- ▶ Automatic shut off
- ▶ 12 C capacity



## Benefit

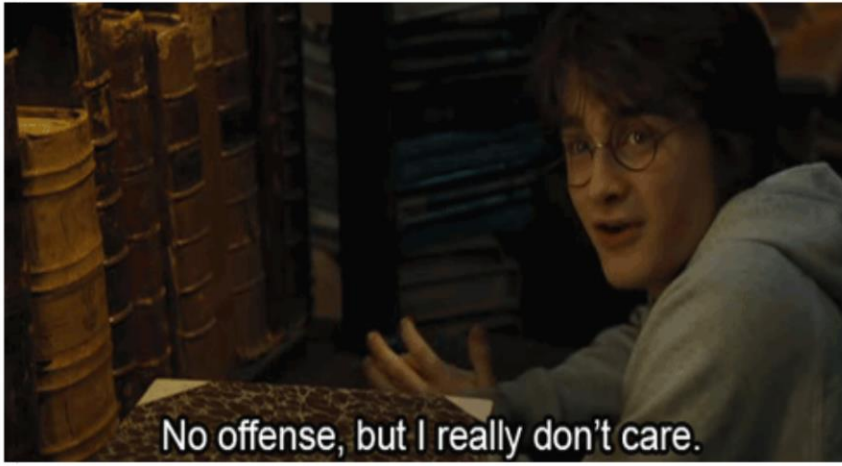
- ▶ No more worrying about if you'll get out of the house on time in the morning, while waiting for your coffee. Set it all up the night before, it brews while you're getting dressed. Hot, fresh coffee ready to go when you are.
- ▶ Run out the door with no worries of burning, pots breaking – the machine shuts off automatically after 30 minutes.
- ▶ With a generous 12 cups there's always enough hot coffee for you, your spouse and any guests who drop by.

# Feature or Benefit?

- ▶ One-click financial reports
- ▶ Self-setting clock
- ▶ We're open 24 hours so you can buy when you want
- ▶ Your public library at your fingertips
- ▶ Millions of songs. Play your favorites.
- ▶ "explore the city's history and cartography's most expansive form in these visually striking and content-rich maps of New York City."
- ▶ "Sensory Storytimes are 30-minute interactive storytimes using preschool-level books, songs, and activities."







**"just because *you* know why your product will make your ideal customer's life better doesn't mean *they* do."**

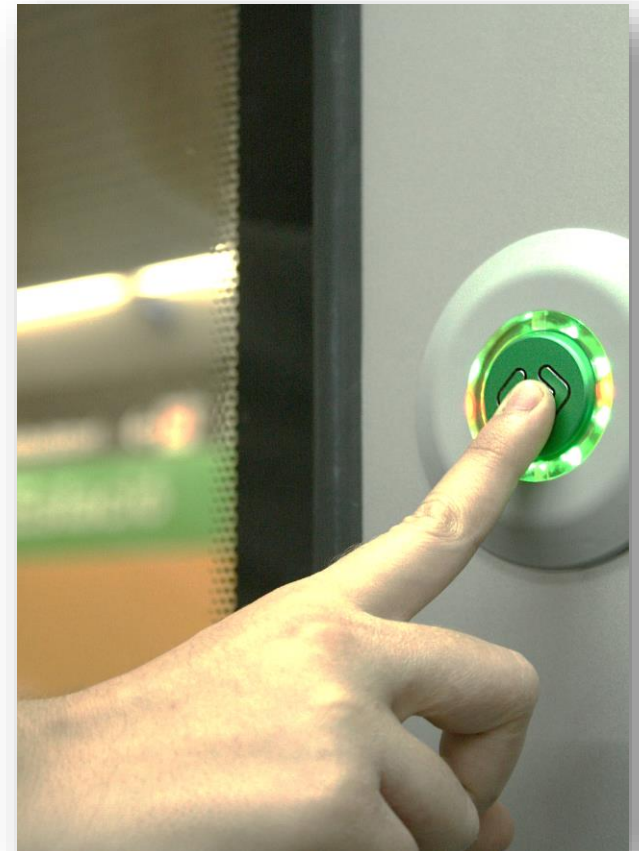


# ACTION! CTAs

- ▶ **CTA = Call to Action** – the message designed to prompt an immediate action
  - ▶ **Action verbs + specific timeframe**
    - ▶ “Would you share this with your friends today?”
    - ▶ “Click below to register right now”
    - ▶ “To be the first to hear about new books we receive, enter your email below”
    - ▶ “Drop a comment below to tell us if you want this event to return”
    - ▶ “Call today to save your seat”
    - ▶ “Donate now”

# Marketing is about inspiring ACTION

- ▶ Don't assume - ask or tell
- ▶ Don't over-promise or under-deliver
- ▶ No vague or passive language
- ▶ Keep it short and sweet
- ▶ Does it answer "So what" factor?
- ▶ Make it **POP!** (but stay brand consistent)
- ▶ 1 CTA per marketing piece. ONLY 1!
- ▶ Do NOT forget to include a CTA on **EVERY** piece of marketing



# Improve CTAs, Improve Your Marketing

- ▶ “Learn More”
- ▶ “Submit”
- ▶ “Click here” → “Enter your best email here”
- ▶ “Contact Us” → “Download your ebook right now”
- ▶ “Get Everything I Need to Know About X”
- ▶ “Send me my personalized reading list”

??





## GIVE

### Why Give

[Stanley A. Milner Library  
Revitalization](#)

[Welcome Baby  
The Need](#)

[epl2go](#)

### Ways to Give

[EPL Signature Events](#)

[Books2Buy](#)

[Plan Your Own Fundraiser](#)

[Honour and Memorial Gifts](#)

[Legacy Giving](#)

[Donate materials to EPL](#)

### We Reached Our Goal!

[Our Supporters](#)

[The Impact](#)

## Be Our Hero

Great libraries shape great cities. They are a powerful force in the economic, social and cultural well-being of a vibrant society. Public libraries provide amazing essential service in the communities they serve all over the world.

**With your help, we can play a meaningful role in enhancing Edmonton and building a better community.**

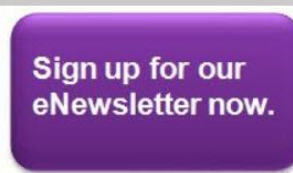
Like many other leading libraries, EPL has a broad and growing e-collection, comprehensive world language materials and extensive early literacy programs to name just a few. But what sets EPL apart – where we lead and where other libraries are taking notice – is in the many ways we are changing, adapting and transforming library services to best serve our community.


Our current priority project is the [revitalization of the Stanley A. Milner Library](#).

## GET A LIBRARY CARD



## ENEWSLETTER SIGN UP





“You’re not selling a product. You’re not selling a service... you’re selling your prospects a better version of themselves.”

JOANNA WIEBE, COPYHACKERS

[Joanna Wiebe, Book One: Where Stellar Messages Come From, Copy Hackers](#)



# Copywriting Tips, Tricks

- ▶ **“Pull Questions”** = ‘powerful questions’ or ‘hooks’– to engage your audience/reader and ‘pull’ them into your marketing content
- ▶ Pull questions ...
  - ▶ Paint picture of your reader’s current situation, a problem showing up in daily life
  - ▶ Could be desire-based or problem-based
  - ▶ Keep to one line whenever possible
  - ▶ Have one (and only 1) idea
  - ▶ Use power, emotion, feeling words – nothing fancy, no complex concepts
  - ▶ Simple, clear, powerful

# What do they look like?

## *Examples –*

- Do you look at the kale, but buy ice cream instead?
- Are your friends getting married, and you're tired of getting parked at the singles table?
- Do you need your drains cleared before your bathroom floods, but you're afraid of getting ripped off?
- Do you want to hear stories and writing tips from your favorite authors, but you don't want to get out of your PJs today?

# Time-tested copy templates

## ▶ Problem -> Agitation - > Solution

- ▶ Always running late? Too much to juggle in the mornings. Fighting with your spouse over who took the last mug of coffee? So now you have to stop and buy an over-priced café coffee. And you're worried the pot might still be on because you were so stressed you don't remember if you turned it off.
- ▶ You know you're wasting time and money. You don't like fighting over coffee and you can't afford another burned-on, cracked glass pot.
- ▶ You can have brighter mornings, a happier spouse, and a well-caffeinated day, all with the Barista Brew 1200!

# More copy formulas ...

## ▶ **Before -> After - > Bridge**

- ▶ **Before** – Here's your current world ...
- ▶ **After** – Imagine what it could be like with problem A solved ...
- ▶ **Bridge** – Now here's how you get there.

## ▶ **Example:**

- ▶ “creating social media images takes time. Imagine cutting 1 hour into 15 minutes. Here's how ...”



# More copy formulas ...

- ▶ **AIDA = Attention -> Interest -> Desire -> Action**
  - ▶ Get your reader's **Attention**
  - ▶ Give **Interesting** and fresh info that appeals
  - ▶ The benefits of your product/service and proof it does what you say build **Desire**
  - ▶ Now **Ask** for a response
- ▶ Example:
  - ▶ “sneak peek! The alpha version of our new project – concierge music service. Want in? ...”



# Even more copywriting hacks!

- ▶ **The 4 C's**
  - ▶ Clear, Concise, Compelling, Credible
- ▶ **The 4 U's**
  - ▶ Useful, Urgent, Unique, Ultra-specific
- ▶ **Open Loops** (aka a 'copy cliffhanger')
  - ▶ Our brains demand closure, if we don't get it immediately we feel anxious and are spurred to find closure – we keep reading!
  - ▶ E.g. 'how losing our biggest client led to our biggest month in sales'
- ▶ Keep asking **“so what”** for anything you think is a benefit - dig deeper



**You Are Telling the Story of  
Your Library EVERY Day**



**Help Your Community Advocate  
and Tell Your Story Too**

# Copywriting Resources

- ▶ [Copyblogger](#) – register for free and [get access to ebooks](#) like Copywriting 101
- ▶ Joanna Wiebe, [CopyHackers](#)
- ▶ [Ann Handley](#), *Everybody Writes*
- ▶ Content Marketing Institute
- ▶ Buffer's blog; Hootsuite's blog– each gives good, meaty, valuable tips and doesn't always push their own products
  - ▶ Buffer's [27 Best Copywriting Formulas](#)
- ▶ QuickSprout's [Definitive Guide to Copywriting](#)– an e-guide
- ▶ [Emotional Marketing Value Headline Analyzer](#)
- ▶ [Sharethrough Headline Analyzer](#)
- ▶ [Readability Test](#) – for webpages and copy



# Contact Me for More!



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