

Twitter Thread by Marketing Examples



Marketing Examples

@GoodMarketingHQ



■ 7 practical ways to write copy that converts:

1/ Get specific

Landing page copy is full of unfalsifiable, blanket claims: “more, easier, faster ...”

If you want to stand out get specific. You can’t bullshit specifics:

The image shows a comparison between two versions of a landing page for ProsperOps. The left version is marked with a red 'X' and the right version with a green checkmark. A green arrow points from the left to the right.

Left Version (Red X):

ProsperOps

Save more on your
AWS EC2 bill.

24x7 autonomous RI management while giving you time back, peace of mind, and the flexibility to change EC2 instance types anytime.

Right Version (Green Checkmark):

ProsperOps

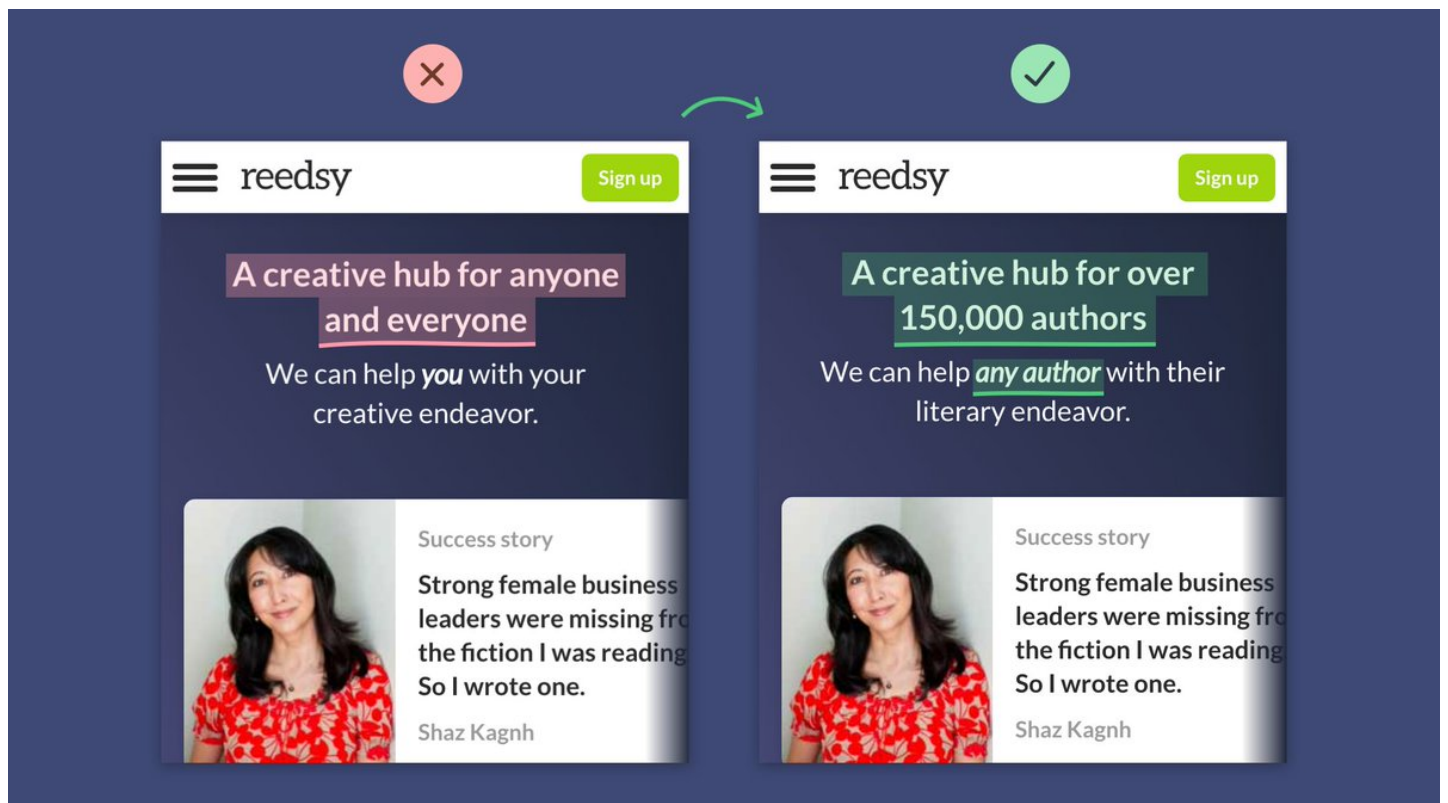
Save an average of
33.7% on your AWS
EC2 bill.

24x7 autonomous RI management while giving you time back, peace of mind, and the flexibility to change EC2

2/ Call out the type of customer you serve

People pay attention when they know something is specifically for them:

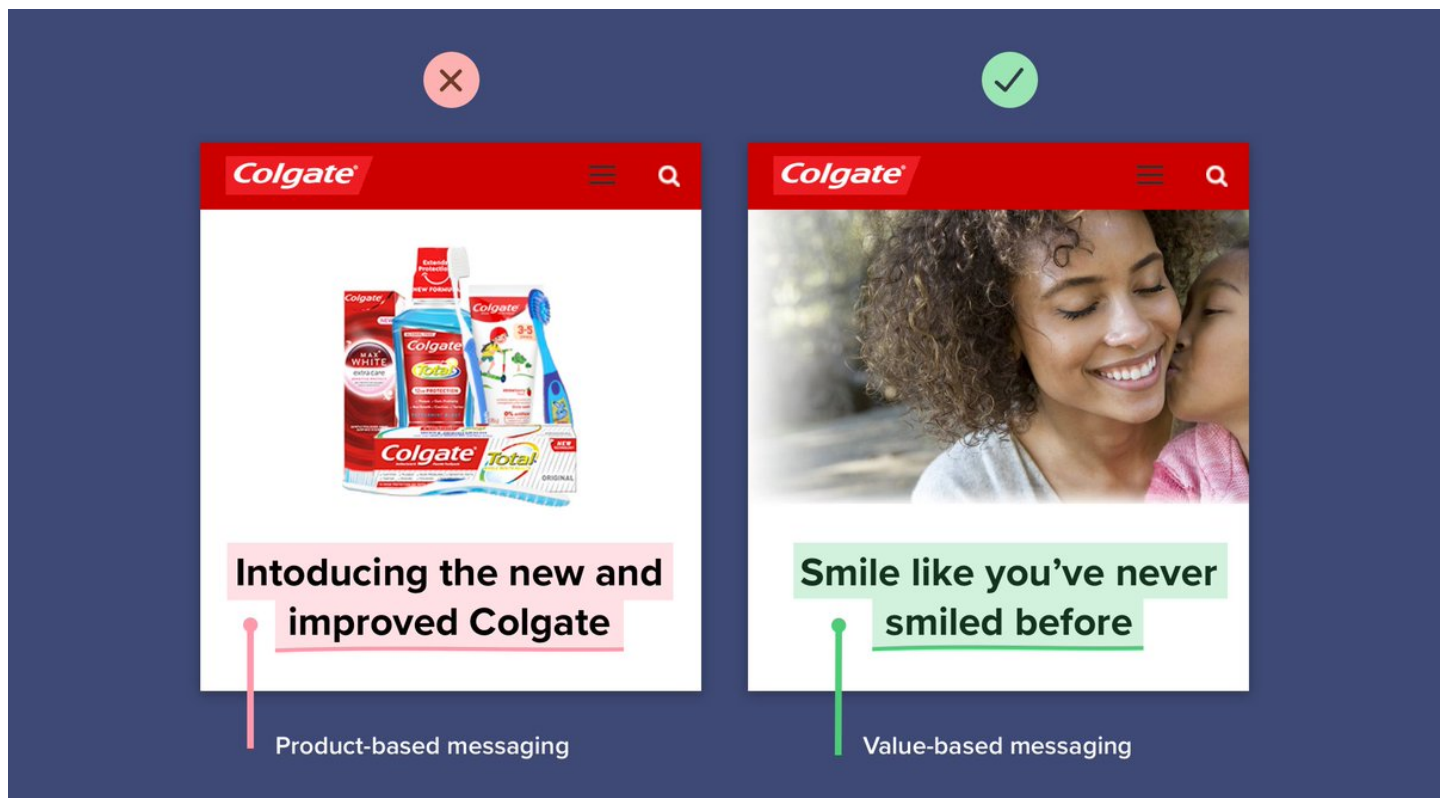
“What? Loads of authors are using this. I’m an author. Maybe I should be too ...”



3/ Use value-based messaging

Talk less about your product and more about the value your product brings.

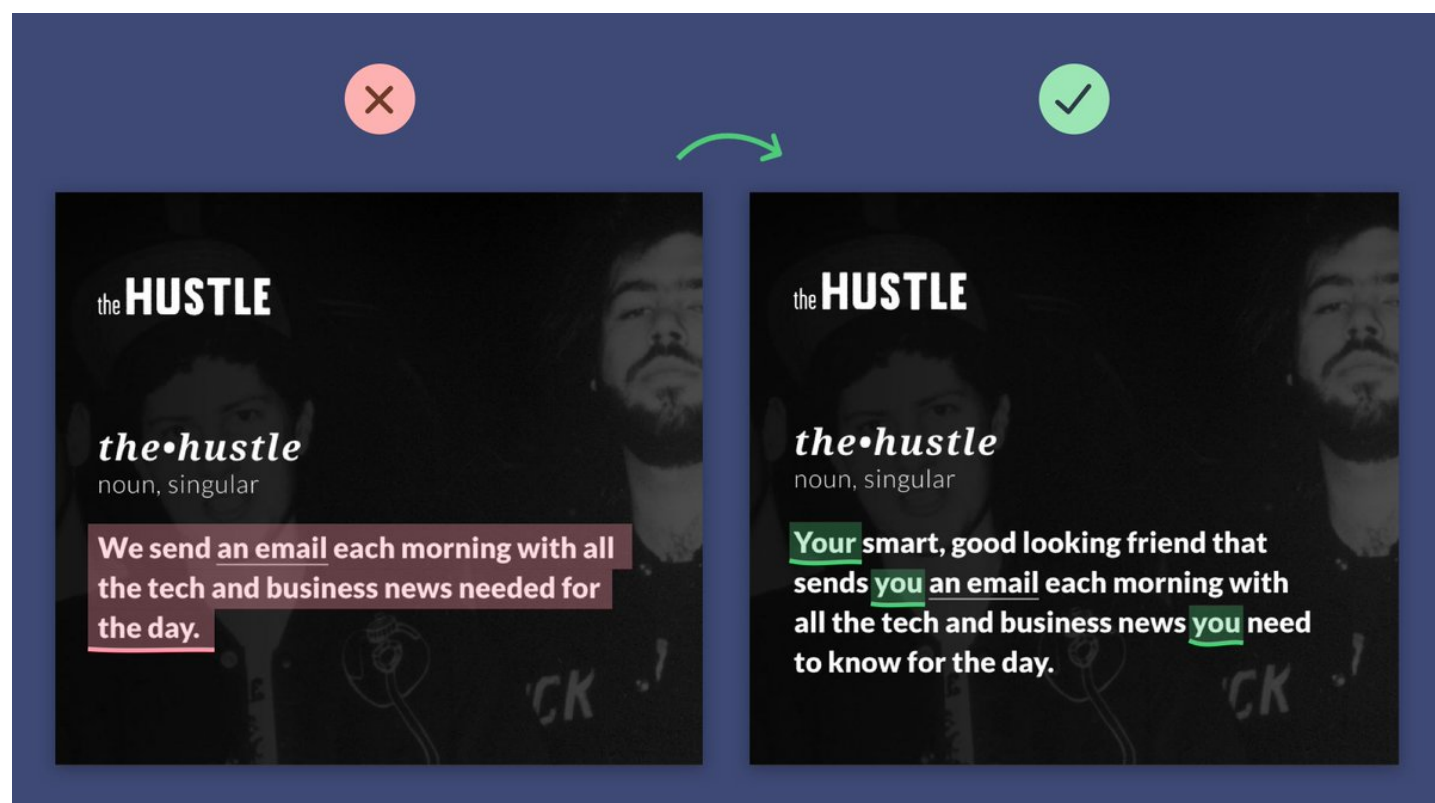
People don't want a better toothbrush. They want a brighter smile:



4/ Write for one reader

You're not talking to 1000 people. You're talking to the single person reading your page. So write like it.

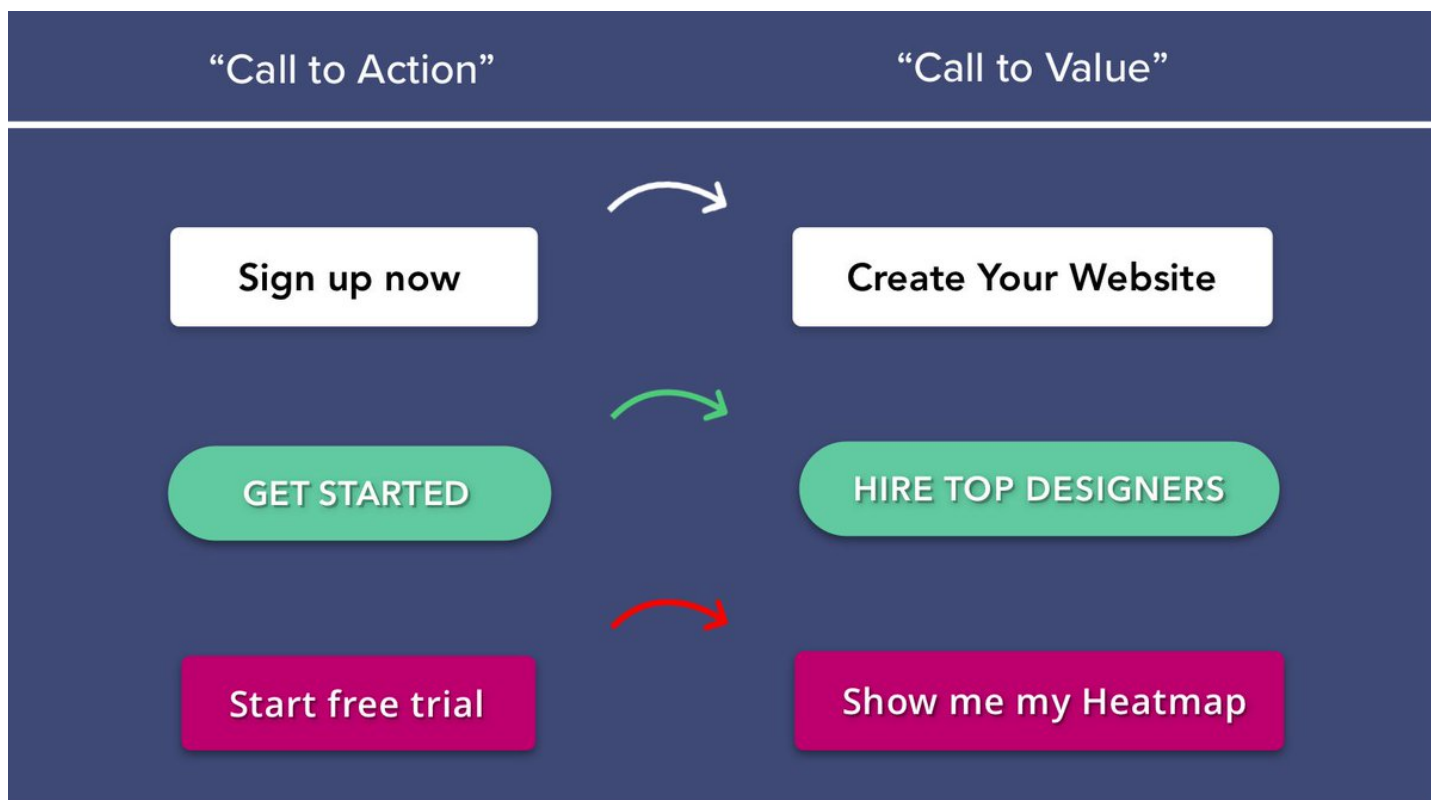
An informal tone and addressing your users personally ("you") makes a big difference:



5/ Think "Call-to-value" not "Call-to-action"

Buttons which amplify "value" over "action" usually perform better.

"Create Your Website" is more enticing than "Sign up now":



6/ Break long blocks of text into appetising chunks

Better converting copy is as much about repackaging as it is rewriting.

The 2019 human mind prefers “3 simple steps” to “two long paragraphs”:

This comparison shows two versions of the 'How It Works' section for Stitch Fix. The left version, marked with a red 'X', is a single long paragraph. The right version, marked with a green checkmark, is structured into three numbered steps. The left version's text is: 'Firstly, you've got to fill out your style profile. This involves sharing your fit and style preferences. Then you set the price range that suits your lifestyle—you're in charge. Ok, now it's time to request a delivery. You pay a \$20 styling fee for each shipment, which is credited toward anything you keep. Simples! Ok, one last thing. We have a try before you buy policy at Stitch Fix. This means you buy what you like, and then anything you don't like can send back no questions asked. Shipping and returns are free and easy. Voila!'. The right version's steps are: 01. FILL OUT YOUR STYLE PROFILE (Share your fit and style preferences and set the price range that suits your lifestyle—you're in charge.), 02. REQUEST A FIX® DELIVERY (You pay a \$20 styling fee for each shipment, which is credited toward anything you keep.), and 03. TRY BEFORE YOU BUY (Buy what you like, send back the rest. Shipping and returns are free and easy.).

7/ Use your customers' voice

Compare the feature page of Etsy and Amazon Handmade (two competitors in the handcrafted e-commerce space).

Etsy's voice reflects their customers independence, creativity and imagination. Amazon's voice sounds like their accounts department:

✖ Amazon Handmade

Artisan only

We have an Artisan application and **audit process** to ensure we're building a shop of genuinely handcrafted goods.

No hidden fees

Joining Handmade, creating your shop, and listing products is free. When you make a sale, Handmade will deduct a **12% referral fee**.

Custom Profile

Your Artisan profile has a **custom URL** to make it easy for Customers to find your shop.

- Artisan only
- Audit process
- 12% referral fee
- Custom URL
- Custom profile

✔ Etsy

A one-of-a-kind community

Etsy is a global online marketplace, where people **come together** to make, sell, buy and collect unique items.

Support independent creators

There's no Etsy warehouse – just millions of people **selling the things they love**. We make the whole process easy, helping you connect directly with makers to find **something extraordinary**.

Peace of mind

Your privacy is the highest priority of our dedicated team. And if you ever need assistance, we are always ready to step in for support.

- One-of-a-kind
- Come together
- Independent
- Selling the things they love
- Something extraordinary
- Peace of mind

Big thank you to Annie Maguire and [@copyhackers](#) where a lot of these ideas came from.

“7 practical ways to write copy that converts” ■ <https://t.co/jlUuYEipj5>

For more real world marketing examples ■ <https://t.co/7gnJQydfDz>

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Over and out - Harry