



THE SCHOLL GROUP

Advertising and Communications

## Why Copywriting is More Important Than Ever

Richard J. Scholl • July 8, 2010

Whether it's in a web site or on a billboard, we all wince when we read bad copy.

It may be bad because it's:

- Unclear
- Wordy
- Marred by grammar or spelling errors
- Irrelevant
- Amateurish
- Presumptuous—presumes audience will see benefit that isn't expressed

Typically, bad content isn't entirely the writer's fault. The worse copy is often written because little or no direction is provided to the writer. Compelling facts are essential as well.

This ammunition for impactful communication should be provided in a creative brief or positioning statement. When it isn't, the marketer minimizes the likelihood of success. When good direction and compelling selling points are provided, a good writer will be inspired and motivated to do their best—maximizing chances for success.

**By the way, if you'd like to see sample briefs and positioning documents, email me at [rscholl@theschollgroup.com](mailto:rscholl@theschollgroup.com).**

### **CLUTTERED ENVIRONMENT CREATES BIGGER CHALLENGE**

Now that we are bombarded with more marketing messaging than ever before—from TV to the web—it's more difficult to cut through the clutter and differentiate one's company or brand from the competition.

But good content, especially when exceptionally well written, is a differentiator—especially because it's so rare. Conversely, poor content (and writing) undermines credibility and consumer or client trust and interest.

### **WHAT TO DO**

Good strategy documents—the kind that provide creative direction, a unique selling proposition and everything needed to create killer content—take time. If they're weak, it will take a really experienced and skilled copywriter to develop content that has any chance of working.

So invest the time, energy and focus upfront. Otherwise, you may save time in getting your marketing out the door. But you'll probably waste money when the marketing doesn't work.

**Again, feel free to email Richard Scholl at [rscholl@theschollgroup.com](mailto:rscholl@theschollgroup.com) for sample documents that drive success.**