

How to write good advertising content?

To write successful advertisement content is to catch the attention of the customer at first sight as they flicker through the brochures and fliers like they flip through a magazine and not how they will read books with concentration. It need not be necessary that the customer reads each and every line of the advertisement; hence, each line should be effective and should pass out a message. So it's not only necessary to write logical matter, but it should also be creative enough.

Firstly, only relevant and specific matter should be written in the ad. Some content writers fear missing out information and write as much as they can. This will only disinterest the customers more and space will be wasted. The writing style should be related to the type of flier or brochure that is to be written. Its usual for the reader to read skipping lines in between and there is a possibility that they will read it from bottom to top. It always helps to use words that sell. But still, the content should be properly organized with the heading at the top, body in the middle and conclusion at the end. The main points can be written as sub-headings, in bold font. The body following the sub-heading should discuss the sub-heading and if it is related to any other sub-heading, even those points should be discussed. If the product is to be discussed from the technical point, it should not be so technical that it sounds like a foreign language to a common man.

Chunking is another technique that can be used. Chunking is writing small stories with conclusion at the end. They can either have or not have connection between themselves. Its better if they aren't connected, because it won't require the reader to go back to a previous chunk in order to understand the present chunk he is reading. This works quite well when there are pictures in the advertisement and the chunk illustrates the picture. The two-dimensional picture is speechless unless some well-chosen words talks about it and motivates the customers. Obviously, while chunking, sub-headings can be used to let out critical information. Another point to be considered is the product or company about which the content is based on. Suppose if the brochure is related to a corporate, the style of writing should be formal.

Spelling mistakes should be avoided to the maximum extent. They reflect poor quality and bring bad reputation to the client. The design should speak clearly and loudly about the organization being discussed. Unclear, cluttered and illogical information creates an illusion that the company also has the same characteristics. Catalogues are the only source of advertisement for some businesses, because of low investments. Such kind of business catalogues won't require much writing, just product description will do. Instead one can work on the font sizes, colors, etc.

The next step should be writing information about contacts so as to buy the product; detailed forms are big turn-off. Contact information, postal address and website URL should be clearly specified. Also include whether the business accepts cash, check or credit card. Another thing to be taken care of is the contact information, which is usually written on the forms, which have to

be mailed. It is better to write them on the advertisement also so that the customers can save it for future reference.

After the final content is written, it's the time for organizing it. Depending on the demand of the products, arrange them in hierarchy, especially when designing a catalogue because each of the products should get the consideration and attention they deserve.

It is a good habit to write down procedures, which have been applied to every kind of advertisements written. And also save the information like what customers were targeted with what kind of advertisements, to use to the same kind of logic the next time to similar customers. This helps to create a blueprint for a future job.