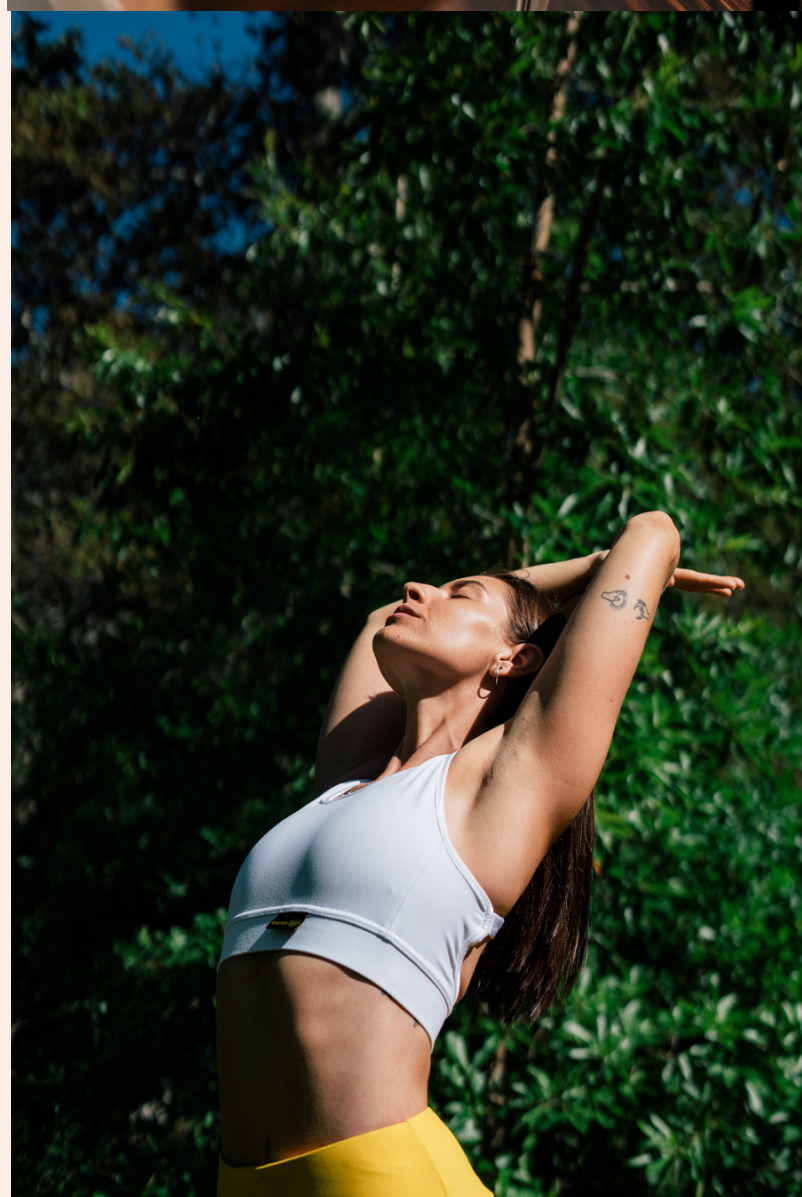




CREATIVE
COPYWRITING



BY AWARD FINALIST AFROBEAT
'BEST MUSIC BLOG' 2021,
FRANCETTA EVANS-ANFOM OF DATS
MUZIK CREATIVE COPYWRITING



HI THERE,

If you've made your way here, it's probably because writing, proofreading and editing your website copy, blog posts, email newsletters etc has been on your to-do list for a long time! Why not schedule a Content Check In call? Visit our website.

Well, I'm so glad that you've joined Dats Muzik Creative Copywriting community (email list) and got this 'Creative Copywriting' mini eBook!

As an award finalist Afrobeat 'Best Music Blog' 2021, here comes Dats Muzik Creative Copywriting, where I write website copy, blog posts, press releases, product/ event descriptions, do proofreading and editing for creative diverse, unrepresented and black-led businesses.

I write for emerging musicians, DJs to record labels. Architecture to Hair and Beauty, wellness to apps and tech companies + African inspired businesses. Does your business align with ours? Diversity, individuality, acceptance and inclusion.

Whether you are an entrepreneur, small business or large corporation in the UK or abroad, Dats Muzik Creative Copywriting is here for you!

Just schedule a FREE 15 minute Content Check In call.

An opportunity for us to connect, and for me to share my 3 top suggestions of what you should implement in your content today in order to increase conversions.



WRITE YOUR WAY TO MORE SUCCESS

Your website is the shop window to your product or services. Each page is where you're walking and you're taking your visitors on a journey through each section of your brand. Every word written is you talking to your potential clients and customers.

As a creative British, unrepresented, diverse or black led business, have you ever thought of words like this?
Have you ever thought of copywriting and content

writing like this?

It makes you think, doesn't it?

You have to

decide how much you want to talk to your customers....

1 website page will make visitors seem blah, like "Is that all? That's a bit dry"

4 or more pages gets your visitors excited. Get's them wondering what's next to come like 'Marry Poppins'

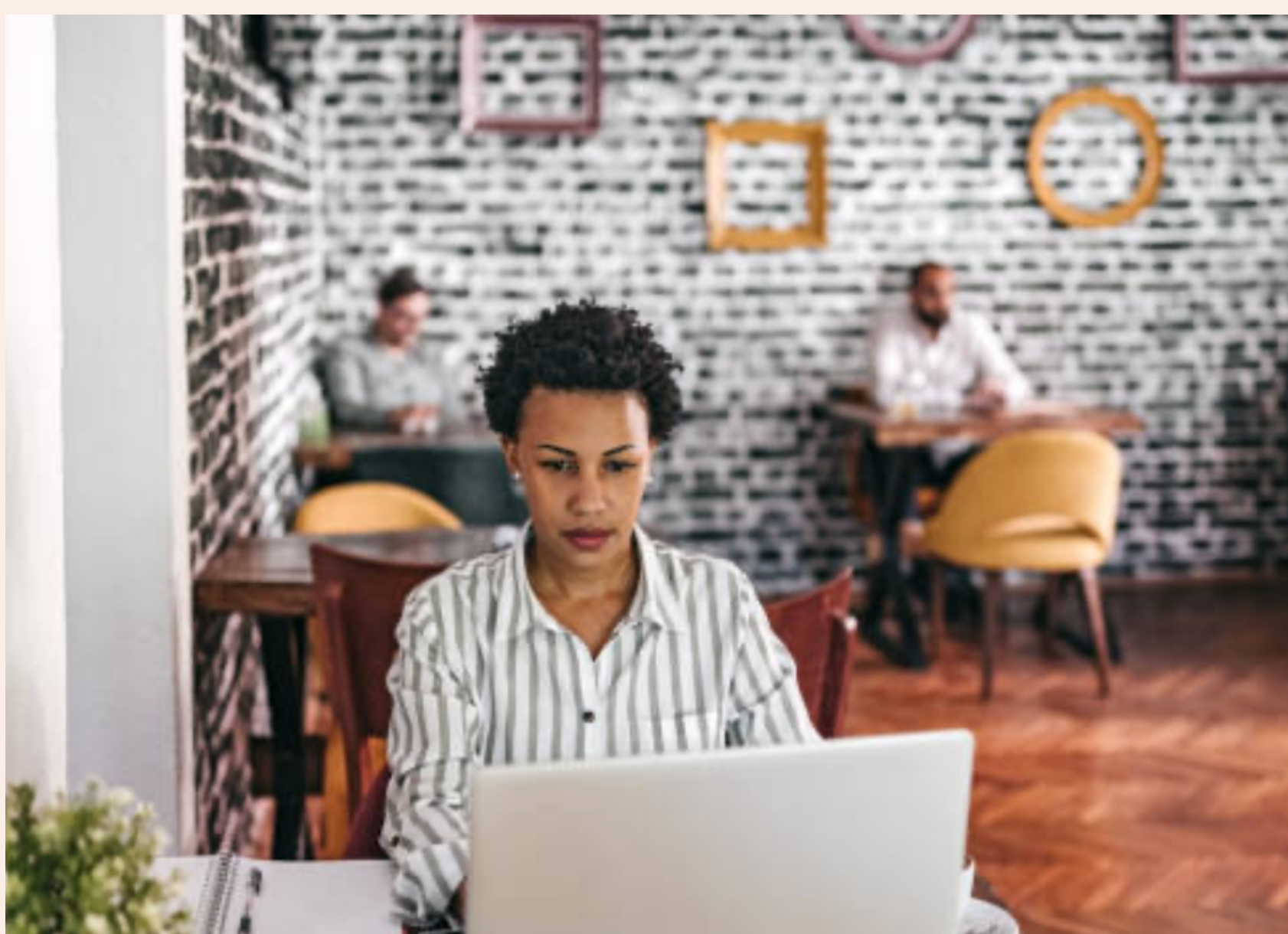


famous bag. You want to give them just enough. Leave the conversation at the sweet spot, where they'll buy and come back for more.

7 pages are too much. To customers, it feels like the conversation is going on and on and on. You want to keep them intrigued, build trust, make them become loyal fans and quickly purchase your services or products. Don't make it too long.

So what do you choose... 1, 4 or 7 pages and which of those are the most important to you? **Get some guidance from me with a Content Check In call.**

Now a blogging strategy.....



WHAT TO DO TOO HAVE A WINNING BLOG

By this point, you've started your blog and want the steps on how you can monetise it! First, you need to create some effective strategies for the regular writing of your content. The content should be unique, informative, and inviting to the readers and when you are successful with your blogging strategy, your visitors will become loyal readers and embody your brand!

In addition to the content writing (blog), you have to make strategies to organize your content.

Some people use a content calendar to plan but I plan 2 or 3 days in advance. I plan when I'm in a creative mindset, as my best ideas come then.

Everyone is different in how they organise but in the end, it's all about results, right?

Optimize your content, and share it via your social media channels. You won't regret it.



To reach the top position on the top 3 search engine websites (Google, YouTube and Pinterest), then you must apply SEO optimization to your blog in the following ways:

- On-Page SEO
- Off-Page SEO
- Technical SEO
- Backlinking
- Keyword research
- Social Media Marketing
- Search Engine Marketing

I'm sure you already know all of this but do you still need help? To move to the next stage, book a Content Check In call.

Let's talk about email newsletters.....



WHAT TO DO TOO KEEP YOUR EXISTING CLIENTS AND POTENTIAL NEW CLIENTS ON BOARD?

For you, the world of email newsletter marketing is outdated or you're not sure how to keep your community (followers, clients or customers) engaged, knowing that this is another important part of bringing awareness to your business.

Many businesses are of this opinion because of the tremendous changes in social media marketing but what if you lost all your social media followers? How would you be able to keep in touch if you don't have their email address? That's why building an email list is vital.

Remember when Facebook and Instagram crashed for 5 hours during October 2021? Were you panicking going "Oh my gosh, my business", "All my hard work, with my content, has gone?... Aaaahhh" or "My followers.... Aaaah".

Without people, you have no business. Without clients and customers, you have no business. So, keep them in the loop and updated about your business via weekly or monthly email newsletters.

Write as if you're having a conversation to that 1 friend. That's the fastest way to keep them coming back for more but easier said than done, right?

I'm sure you already know all of this but do you still need help? Still, need to know what to do or what to do to move forward? Then website copy, blogging strategy and email marketing is in need!

Before
You Say
Goodbye...



SCHEDULE A CONTENT
CHECK IN CALL ON
THE WEBSITE

www.datsmuzik.co.uk/creativecopywriting