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Sales Copy

An Audience Centered
Approach.



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Table of Contents

1. Introduction

2. About The Author

3. Chapter One

4. Content is King- Loving the Art of Content Creation-

5. Digital marketing- The Thick and Thin!

6. What is a Creative Dent?

7. A Marketer will spend on an Apportioned Budget- It is all Digital

8. AIDA as a Tool to make a Copy cling- especially in Copy-writing

9. Call to Action

Introduction

Congratulations on beginning your Journey. You can benefit from the book in various ways. Read it in a single sitting or come back to it. Let's begin.....

You downloaded the book because you have an interest in learning the latest techniques and ways to improve your digital marketing skills. The social media boom creates a long-term opportunity for marketers.

I will guide you throughout the book. It is simple to read and understand. The concepts are everyday learning. This is the right time to put on your reading glasses.

Key Subjects

A blog is a person's residual self-image after a phenomenal track of thought. An art form that adds an insurmountable value to the lives of the readers. A luminous line or school of thinking, that illuminates the mind and cognition of the audience. It is one of those sequences that enables us to understand our innermost desires and also reflects upon our alter ego or a second personality that exists in all of us.

- A solid approach to Digital Marketing?
- The techniques that will save you a lot of money and time?
- An insight into the topic and some marketing principles

Dear Proofreader, I welcome you to read and share my book. Learning is an ongoing process and from the cradle to the grave.

Rameez

About The Author

After spending 5 years as a researcher and Content Writer. The opportunity to start a Personal blog was a blessing.

Although we desire a complete package in life, we seldom understand. The amalgamate or the whole is something that you want to accept. Your life has different levels. In the game of life, you might want to pass each stage before progressing to the next level. Some include conquering interpersonal skills, communication, play that remarkable game of chess and win each time. You might have the opportunity to do well each time.

Persuasion

The act of Persuasion is the lifeblood of a creative communicator, who desires a change. The art of persuading in as inward as it is outward.

My view

Psychology may play a pivotal role in persuasion. It is an art and science of deploying a subliminal message in an empty slot of the subconscious mind. A reinforcement or a trigger that helps you take an action. A gentle nudge in the right direction, a word that has some valuable association or just a positive experience.

Rameez completed his MBA in Human Resource Management in 2010. He has read ever since. In 2018 he started off his blog to share his valuable reflections with a wider audience.

Chapter One

An overview of Digital marketing,
creativity, and why content is king?

[Browse](#)

Content is King- Loving the Art of Content Creation-

Content Writer

Content is King -A pacifist's concept of living in a city which is harsh and stunning. Karachi is a city in the heart of the land of opportunities. A jolly content writer can witness a caterpillar turn into a butterfly, and let it wander away with a Zephyr. A warm comfort, young innocence, and a small child smile.

The green apple falls from the tree, to emblazon a conspicuous event called the law of gravity. A unique pattern in writing, for a select few. Writers create a lucid image in the mind of their audience. An image or a picture occurring at a passim.

An excerpt from 'Great Expectations' by Charles Dickens...

"I looked at the stars, and considered how awful it would be for a man to turn his face up to them as he froze to death, and see no help or pity in all the glittering multitude".

Because "Content is King"

The Power and a force of an overwhelming urge to own is what makes advertising work. It comes from the market, and not from the content. A piece of writing cannot create a desire for any product. But, it can only

channelize and direct it (the urge to own).

One language kills itself in the span of 14 days. By the next 100 years, around 7,000 languages will vanish, as they become obsolete. What do you lose when a language goes silent?

A mascot walks into your life, bearing the glad tidings. "You can formulate a content strategy". Direct your online efforts, "monetize your ideas", and create a solid impact.

Why Write?

To become an outstanding writer, I reflect on my way to stay in research mode. A solution or a conclusion is a remarkable treasure to possess. A victory over a problem, which has haunted me for ages.

Believing in my ability and talents, and starving my superfluous doubts. When I talk about a coherent writing strategy, I mean a solid plan. A plan that concerns hard work, sweat, and sacrifice. A ceding of time, leisure activity, relaxation, and my territory of a comfort zone.

Furthermore, Convincing myself to school the mind to perfection. Groom it as a laborer and celebrate an accumulation of my great fortune. Dreaming and desiring will lead me to a conviction. To put my dream across, I am recording it.

As a practical dreamer, I am supposed to trigger my success. The power of faith will serve as a tool to reach my maximal potential. My mission is to write at least 2 hours a day. Processing, idea generation, and blogging.

Moreover, Self-control is a power that I need to exercise more often. Set an example for the people who love and appreciate me. Decision making without planning will lead to ruin and a mess. A pleasing personality is essential, along with some level of sympathy for the world.

Finally, I love to write. I will till the soil, but still, take out enough time to write because Content is King.



My Ezine Article: [7 Wealth Secrets](#)

Digital marketing- The Thick and Thin!

I suggest 5 ways to get inspired:

1. Feed your curiosity. ...
2. Learn to manage risks and find a balance. ...
3. Start to un-program your thinking. ...
4. Make creative exploration your M.O. ...
5. Scrutinize the unfamiliar.

It is an online advertising/marketing effort which utilizes the digital social media channels and platforms.

For Instance, in a world, which is full of uncertainties. It is paramount to have a strategy as a business owner. A blueprint, game plan, and a procedure to achieve your targeted financial goals and independence.

A significant business development effort, which channelizes the content resources and introduces the marketer to the target audience and vice versa.

It is a long-term process. A matter of years to get complete acquaintance with an audience. Which is focused on an instant gratification and a social and psychological need.

A talented team of individuals like a content artist, business development manager, digital marketer, social media manager, loyalty consultant, and researcher is essential to get the foot in the door. To make sure you have knocked the right door. Make a checklist of qualification questions.

Make sure you add a feedback and suggestions column. For a TQM and a continuous improvement recommendation.

Just create something out of nothing. That is what creativity is all about. Attracting an audience and catering to their needs.

Have a pleasing approach towards a client. A content business strategy has to be audience-centric and client oriented.

What is a Creative Dent?

To think outside the box, and see things differently, is a farce. You are told to comply, and by no means given a framework.

To begin with, creativity is a superpower, which allows the mind to tap into and explore, an uncharted land of emotion, hope, sacrifice, and wisdom.

Although, it is paramount to establish a mechanism to understand how your creative juices begin to flow. The most expedient form of the method is "self-exploration" or an online assessment test. The two sections of your cognitive brain include a logical and an emotional hemisphere. Further, self-analysis is a handy tool to increase your productivity, the end result makes it an incalculable asset. Consequently, this may ensue in an efficacious time management regime or a life changing experience.

The possibilities are limitless, you can be a videographer, artistic director, brand manager, graphic designer, a website designer, or an uninteresting person. The prime focus here is to force a holistic "Dent" on an object, create a unique picture in the mind, and discover the magic of solving complex problems.

Moreover, to create a framework, you will invest time, resources, and efforts into creating a pattern that works for you. For instance, if you are more productive in the morning, you may assign tasks which require a fresh perspective to finish.

Remember, "The steps are pivotal, and lead you to a solution." Creativity is just an extension to the momentous affairs in your routine.

Creativity is a non decrepit terminology, and if you define it in simple words "creativity is anything that differentiates you from others", it even has the potential to monetize your ideas.

The decision makers of today use critical thinking, creativity, and problem-solving together, to find solutions that otherwise do not exist. It is the essence of all things, and success depends on your finest creative resolution. Creativity ranges anywhere from an intellectually stimulating article, to a blog post which depicts the raw emotions of a writer. To warn the audience, once hit from a creative enlightenment, and you can never return to your prior reflections and the way of doing things. The key word here is an underlying curiosity, a desire to discover things. To unleash your true potential, it is suggested to analyze the bent, formulate a framework, and start working on things that you love doing. Even if your outcome is not at 100%, you can tweak the process and the results. Finally, wasting a beautiful mind is a soft mental crime.

I leave you with an innocent question, "Would you like to deprive the world from the magic of a capable mind?"

Article Source: <http://EzineArticles.com/97809...>

A Marketer will spend on an Apportioned Budget- It is all Digital

Nevertheless, Marketers of today know when to run emotional and stimulating ideas. They highlight your weakness and shortcoming. Considering some euphemism. Above all, Most of these marketing claims aren't convincing. Marketers know about your self-esteem needs. Brand managers and Advertisers know about positioning and re-positioning their brands.

In contrast, Think and change your behavior. Stop where ever you are and whatever you are doing. Do what I tell you to do. Right Now!

Catch them off-guard:

Moreover, For the marketers, must make the marketing script sound as natural as possible. For the esteemed readers, identifying the script is not that difficult. It is all mechanical in nature. The phraseology of the marketing script requires an organized creativity.

The smart-ass marketer:

Consequently, Will sell anything. There is a certain dark touch to this shade of marketing. Additionally, In 2017 the digital marketing becomes the greatest advertising investing medium. The same ad. will pop up, until you even out.

Blocking the unwanted ads:

There is a diversified book of applications which help the disgruntled customers. AdBlock is one of them.

The Marketing Budget for Social Responsibility or to give back decreases:

Likely, They say its the Br exit and their sustainability budgets tighten in 2017. Which is not a great excuse to halt the societal marketing argument. The data-processing millennials demand an increase in service. Which effects the budgeting procedures of the advertiser.

Stereotypes:

Similarly, With an ever increase in industrial wastelands, environmental pollution, and climatic change. However, It is paramount to compartmentalize the budget. And to lessen the up-market culture.

The outmoded way of marketing:

Now, there is a great focus on the client's experience. The analytics for engaging an audience and measuring the results. Artificial Intelligence and a High Def. video content are some of the tools that pass down to the audience.

The sentimental association with the analog:

Additionally, To reinforce the argument, an analog is the opposite of digital. It can be anything. The target audience may still have some affinity with their first iMac G3.

Finally, the Marketing effort has evolved during the last decade. Even though, The media channels have increased and so has the consumption of content. The Advertisers might want to reconsider their budgets. For a general well-being of the society.

Although this may be true: "Create Content. Publish Content. Amplify Content. Repeat!" Be that as it may, the Consumer is King.

AIDA as a Tool to make a Copy cling- especially in Copy-writing

AIDA stands for attention, interest, desire, and action. This principle may be applied to any marketing endeavor. Copy-writing is not an exception. For instance, while creating written content, which immediately catches the eye or grabs the attention of a reader. The possibility of taking an action may increase. Furthermore, guiding the reader through every step of the way.

By covering these four essential steps you can increase

- Website traffic,
- Get your article and service at the top,
- and get a message across.

Catchy headlines are the key to grabbing the attention of the reader. A soft push which says 'why not read what this guy has to say?' Even though, a purchase mightn't be the end result of a well-directed marketing copy. But, it turns out, that people hold that feeling and pass it on.

The advertiser reaches an audience which is genuinely interested in their service.



What is interesting? and how to encourage an audience to remain that way?

Sticking a hypothetical situation in your article is one of the best methods to hook an audience. To keep it that way, it is pivotal to make them understand why.

When can be the right time to present a positive reinforcement?

Additionally, you develop your credibility by relating to the audience through your story. This moment presents an advertiser with a number of

Demonstrate the benefits.

Moreover, once you persuade the consumer to a unique understanding, it is easier to convert them. To recap, you hook them up with a catchy headline, identify a problem, promulgate the solution and give them soft doses of a positive reinforcement.

Finally, Closing the deal is a logical step. A call to action may close the deal for you. The key is to make the process simple and efficient by using words which have a proven track record to stir up an emotion. Reinforce the emotion with a heartwarming story. Identify the disadvantages of not taking an immediate action. And use the AIDA to close the deal.

Call to Action

For an appointment or interview-
You can reach me at
creativepenperson@gmail.com
+923322373087.

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