

CONTENT WRITING



COPY WRITING

What's the Difference?

CONTENT WRITING

Provides valuable information to the reader.
Engages, educates, entertains



COPY WRITING

Sells a product or service.
Spurs reader to take an action

CONTENT WRITING

Comprehensive. Can range from **500-3000+** words



COPY WRITING

Short and crisp with a clear **CTA**

CONTENT WRITING

Research

COPY WRITING

CONTENT WRITING

Typically aids **long-term** strategy



COPY WRITING

Effectiveness can be measured in the **short-term**

CONTENT WRITING

Generates organic traffic



COPY WRITING

Converts organic traffic into leads

Contact AdLift to Create Content that Converts