



UNIVERSITY of CAMBRIDGE  
ESOL Examinations

# Cambridge English

## Getting writing right

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GROUP





# The Marketing Context

## Service Industry

- Good reputation
- Proven experience
- Impressive knowledge
- **Tangibility**



# The Copywriting Brief

- Who am I talking to?
- What does the copy have to say?
- What am I writing?
- How will success be measured?



## Who am I talking to?

- Identify target audiences
- Define appropriate voice
- Define your corporate style



## What do I want to say?

- Define core content
- Remember key messages:
- Business plan
- PR aims
- Marketing aims



# What am I writing?

## Brochures and leaflets

- Copy style must meet audience expectations
- Work with reader habits
- Headlines and sub-headings
- Photocaptions
- Pull quotes
- Back page



# What am I writing? Websites

- No linear order
- Limited word count
- Accommodating depth
- Updating copy



# What am I writing? Media relations

- **Press releases**
- Short
- About news
- Ready to edit from the bottom up
- **Longer articles**
- Consider a synopsis



# What am I writing? Newsletters

- Using templates
- Managing different authors
- Attracting the reader
- **Ezines**
- Truly essential content
- Immediately relevant or interesting



# What am I writing? Advertising

- ‘Selling’ a complex offer
- Challenging brief
- Expert help invaluable
- Brief copy – active style
- Use of quotes
- Drive interest towards web and other information sources



# What am I writing?

## Testimonials and case studies

- Proving reputation, experience and knowledge
- Follow a clear story for best results
- Generate quotes through interviews and feedback forms
- Always get copy approved



## Copywriting brief

### How is success measured?

- Use realistic objectives, linked to measurable outcomes
- Copy just one part of the package
- Check back against original brief
- Online tools for websites, ezines and digital magazines
- Call to action



## House Style

- Maintains consistency
- Saves time
- Defines corporate style
- Existing house styles can be adopted
- Boilerplates



# Getting Writing Right

Understand your:

- Audiences
- Messages
- Vehicles
- Outcomes

A better brief leads to a better outcome