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WRITING SELLING TEXTS FOR WEBSITES - SIMPLE TECHNIQUE OR ART?

Of course, writing texts, like a rhetoric, is a real art. Not everyone can gracefully compose sentences, to help a reader to get an aesthetic pleasure and inspiration. But we don't speak about artistic texts, classical literary style or publicism. We speak about technology, a set of techniques and methods.

Writing selling texts is a technology, the same as negotiating or direct sales techniques. This is a set of rules, tools and tactics that allow to convince and motivate the client to make a purchase.

Many people think that giving simple information about product or writing a letter with a set of cliches like "high-quality product at the lowest prices" sells. But not only a form and a content, but their symbiosis sells. A selling text must have a powerful core-offer. And it should be presented in a form that will cause the maximum response from target audience.

After mastering the technology of selling copywriting you master a technique of capturing attention, a system of argumentation, principles of offer formation and a call to action. Reading your text should cause a desire to buy.

It is good when an eloquence and a possession of the technique of writing of selling texts combine organically. But if you have no literary talent, it doesn't mean that you can not write commercial proposals and you will have to rely on templates.

Thus, we have got to a new term – conversion. It is a very important concept in selling copywriting, which is the main indicator of the effectiveness of the selling text on the site. This is an English term, which means a transition from one state to another. In marketing a conversion is inseparably linked to the notion of a sales funnel. The conversion rate indicates the percentage of users who just visited the site and those who became a regular customer. In turn, the sales funnel is some kind of a metaphor in marketing that reflects the process of forming a purchase: from the first contact of users with a brand to becoming a loyal customer.

Let's see a more complicated selling process using an example of an email-distribution. The sales manager sent out 100 e-mails addressed to potential buyers. 75 of

them reached email-boxes and the rest did not reach because of the incorrect address or automatically got into spam. Only 48 people opened the letters, and the rest deleted them after a quick glance over the heading. Only 34 letters were read to the end, others found the text too boring or long. 12 people eventually became interested in the trade offer and only 2 people made a purchase.

So only 2 of 100 potential buyers bought the proposed product. If you translate the result into percentages, you'll get 2% that will be an indicator of the effectiveness of the sales funnel or in other words the conversion rate.

Selling texts are especially important when it comes to, for example, a commercial offer, the first turn of a lending, a large advertising campaign. If a text is simple, informative, you will not get a desired promotion, but a text must sell. Therefore, it makes sense to entrust the writing of advertising texts to specialists with experience.

It is perfect if there is an opportunity to conduct A/B testing or split testing. You change one of the elements of your selling text, for example a title, and email letter again to the next 100 clients. Then you compare the results of the first and the second mailing. If the results don't satisfy you, you continue to follow this technique – you change another element in your selling text and email your text to 100 clients again.

We constantly change an element and repeat the experience. Each next mailing will have a different conversion rate, so that the results are compared again and the best option is chosen. Thus, over time you can achieve maximum effectiveness of the advertising text, sending the best possible option already throughout the subscription base.

Unprofessional copywriting as a rule has only an informative, descriptive character. Copyright for the site is absolutely incompetent if it is written with errors, non-unique, without a clear structure, not able to catch a reader by anything.

Unlike the selling copywriting, regular copywriting does not contain selling triggers:

- it doesn't contain competitive trade offer;
- it does not affect the pain, problems, needs of the target audience;
- it does not contain benefits for the potential client;
- it doesn't contain effective calls for action;
- it doesn't contain guarantees of results, convincing arguments, facts, figures.

If you act as a template or as an example of competitors, by offering a potential customer to read into the product descriptions and advantages of the company, sales will decline. It means that the text just does not sell. Selling texts make deals for you and even instead of you.

References:

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