The Conversion Copywriting Approach and Process

The core of what it means to write conversion copy.

Let's define it

Conversion copy is copy that moves the reader to "yes" using voice-of-customer data, frameworks, formulas and proven persuasion techniques.

I reserve the right to modify this definition at any point :)

Let's test it

Conversion copy lives in a world of A/B testing, which means it can and should be tested as part of a growth experimentation group.

Conversion copywriters, then, are members of growth teams and should be comfortable speaking the language of marketing experimentation.
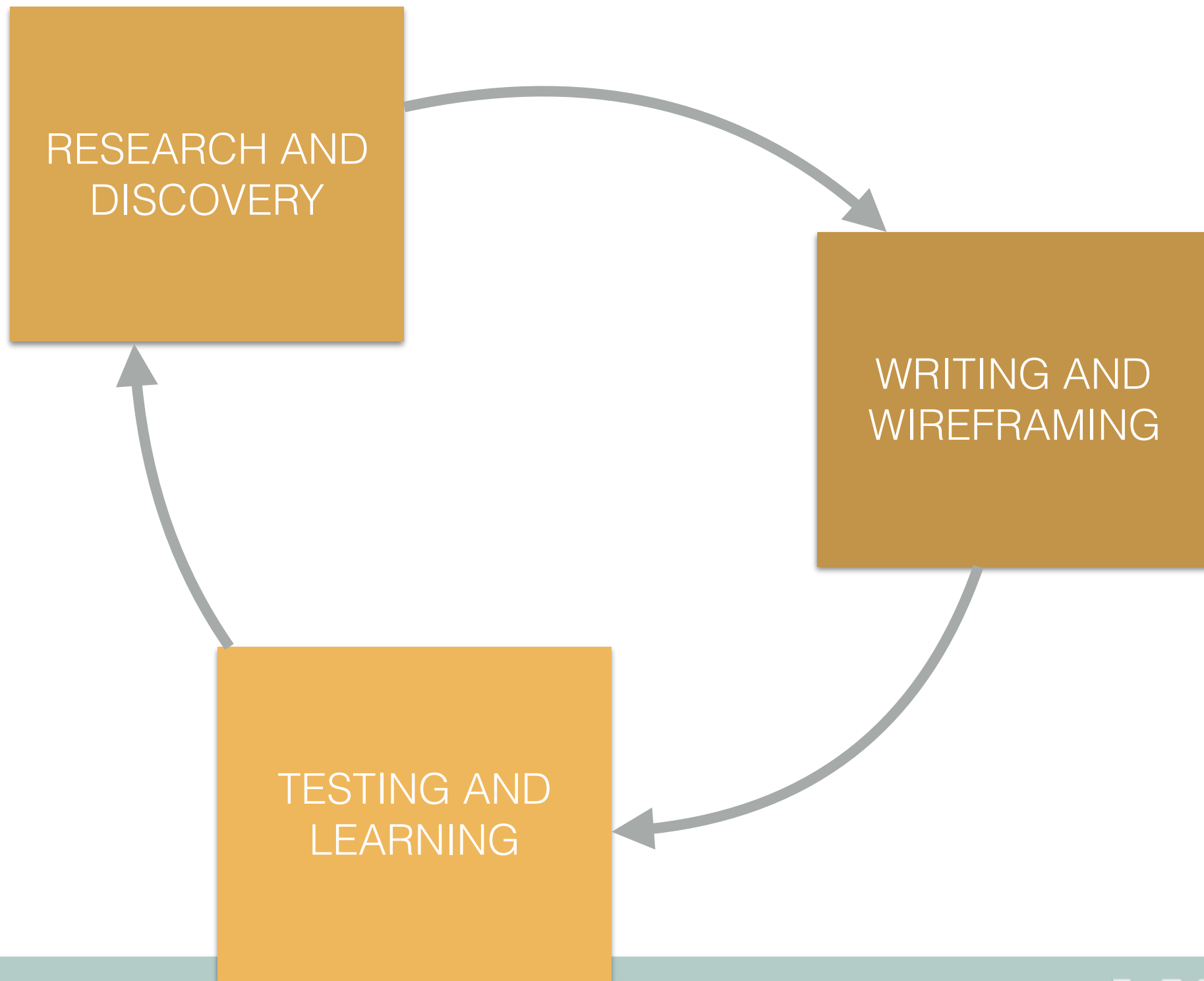
Learning is winning

Wins are fun, but learning is more important. Conversion copywriters cannot and should not EVER guarantee a "win" - there are far too many unknowns.
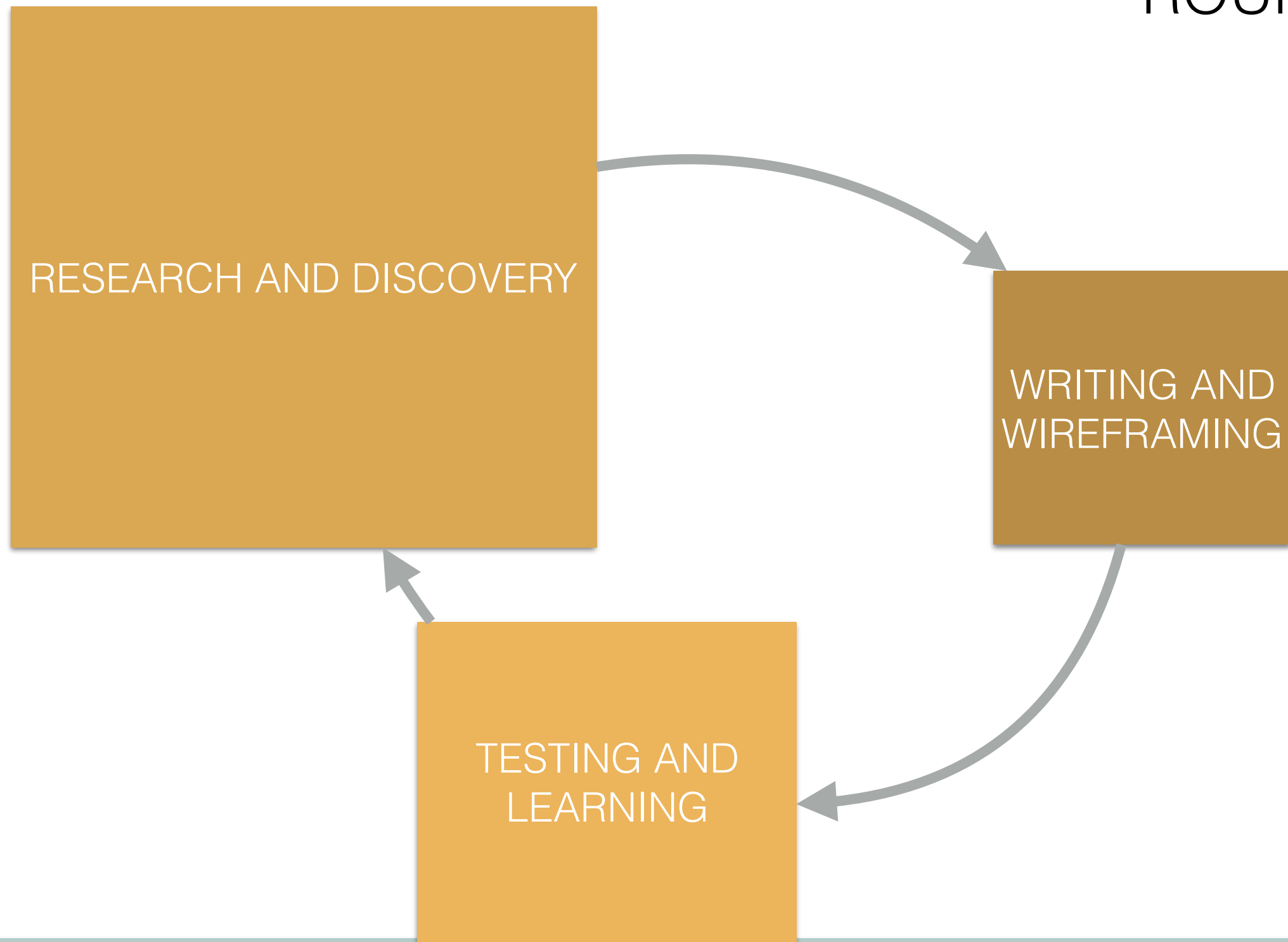
But we should always guarantee a learning.

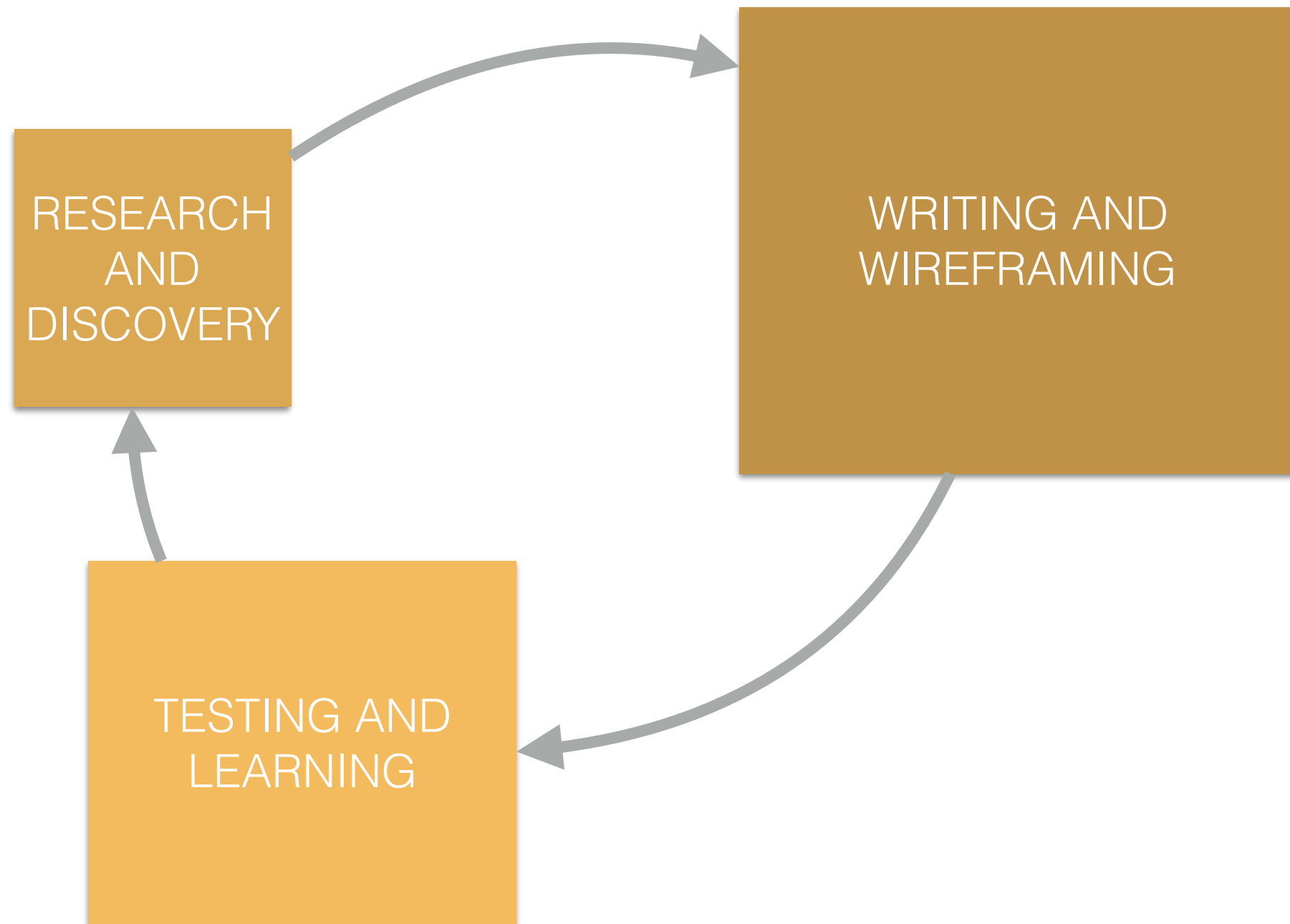And we should always base our next test on what we've learned.
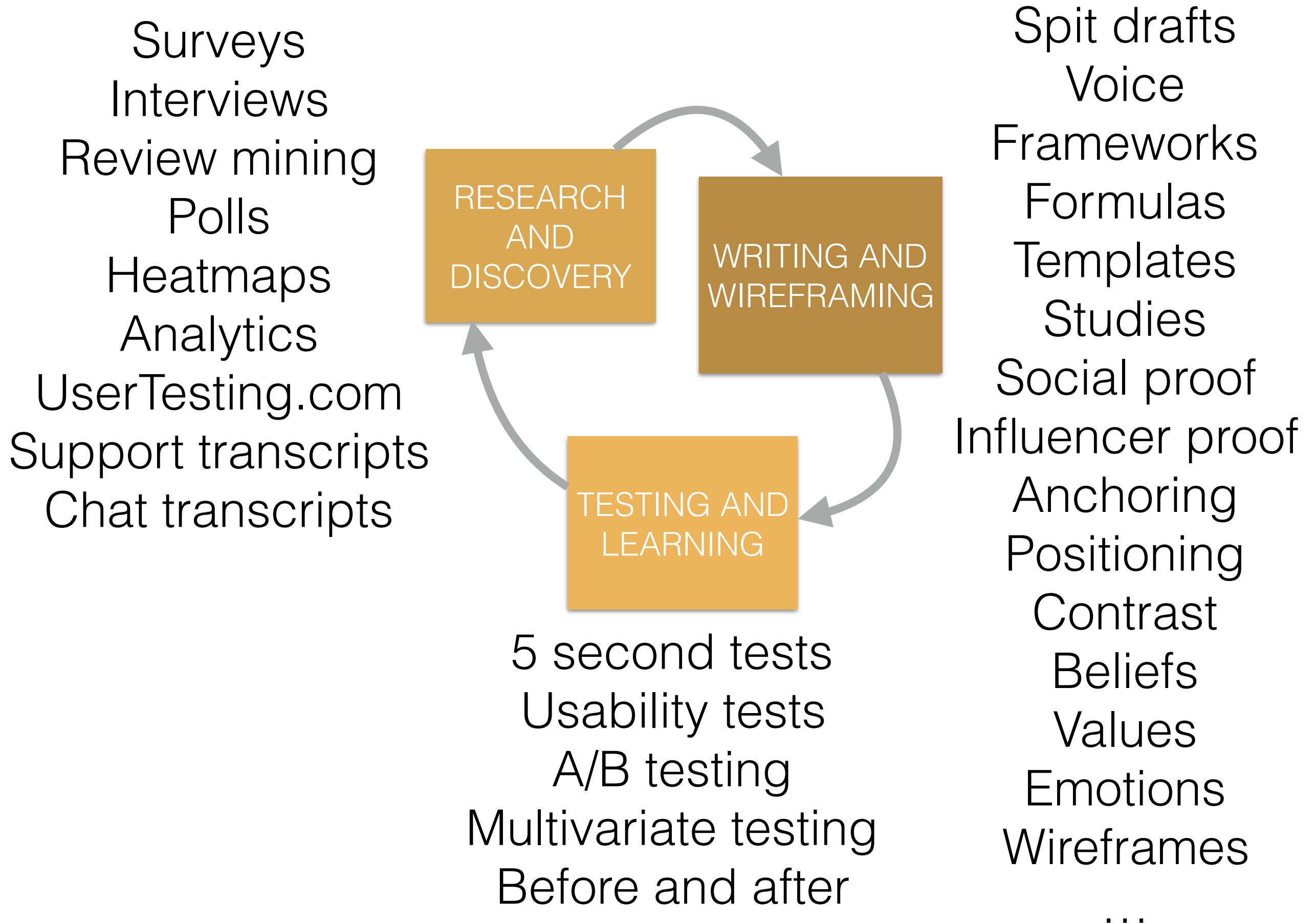
The conversion copywriting process

ROUND 1

RESEARCH AND DISCOVERY

WRITING AND WIREFRAMING

TESTING AND LEARNING

LANDING 10x PAGES

Let's unpack those components

Surveys
Interviews
Review mining
Polls
Heatmaps
Analytics
UserTesting.com
Support transcripts
Chat transcripts

Spit drafts
Voice
Frameworks
Formulas
Templates
Studies
Social proof
Influencer proof
Anchoring
Positioning
Contrast
Beliefs
Values
Emotions
Wireframes
…

RESEARCH AND DISCOVERY

WRITING AND WIREFRAMING

TESTING AND LEARNING

5 second tests
Usability tests
A/B testing
Multivariate testing
Before and after

Surveys
Interviews
Review mining
Polls
Heatmaps
Analytics
UserTesting.com
Support transcripts
Chat transcripts
5 second tests
Usability tests
A/B testing
Multivariate testing
Before and after

RESEARCH AND DISCOVERY

WRITING AND WIREFRAMING

TESTING AND LEARNING

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Voice
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Studies
Social proof
Influencer proof
Anchoring
Positioning
Contrast
Beliefs
Values
Emotions
Wireframes

…

RESULT: Informed, data-driven copywriting

Always be involved in the testing process

NEVER
just dive into the writing