

Why should we be your copywriter?

As your **Copywriter** Omega Publications will take your project and develop it into a marketing presentation that will reach your prospect and cause them to act.

People have differing beliefs about the role of a copywriter. Some believe that a copywriter's function is simple, while others perceive the role to be a complex and intricate part of a marketing campaign. We believe our role is to be a fundamental member of your marketing team.

In the basic function the copywriter must have a good command over the language and be capable to think out of the box in order to create crisp fresh copy to attract customers. There are some basic tasks and skills a copywriter must use to achieve these goals.

Writing good copy is a multistage process including;

Research work:

Content does not develop automatically. It requires a lot of preliminary research. We need to understand your product or service to get an idea of the project, the target audience and the theme of your marketing campaign. For this purpose, a copywriter has to study the project thoroughly, research and gather information through the internet, newspapers, magazines, etc. and then start structuring the entire content in a cogent manner.

Writing text:

This is the basic function of a copywriter. He has to develop ideas based on a particular project, and frame them into a solid content, which is attractive, meaningful, creative, short and precise. What people look for in content is the style, the substance, and the language used. One cannot expect a worn out copy to sell in the market. The copy must have allure and personality to catch and hold the attention of the reader.

Comprehending designs and concepts to make recommendations:

A copywriter should have the ability to work with your design or idea and determine what message needs to be presented. Grasping the essence of your product or service is an essential tool in conceptualizing a track for your marketing campaign and to develop these ideas into original content that will appeal to the audience.

Website Copywriting

Your website is the easiest and fastest way to advertise your services or product. But there is a catch: you have 3 to 5 seconds to grab a prospective client's attention. If your copy is not interesting, entertaining and fresh it's 1-2-3 and they're gone. Often a website visitor will base their entire opinion of your business on the experience they have while visiting your site. While this may seem a bit unjust but it's none the less true.

This makes your web copy all the more important in the online world we live in. More and more a customer's first and most enduring experience with your company will be through your website. And with millions of websites to choose from, the competition is fierce. The solution is to work with a professional web copywriter.

Website Copywriting refers to the process of creating and managing quality content on a website. Websites need to contain well written content, be easy to navigate. Your site **MUST** leave the visitor with the feeling of a pleasant fulfilling experience. Often this experience succeeds or fails through seemingly insignificant elements of your site like the ease of navigation and the straightforward delivery of your message.

A **website copywriter** is the one who is responsible for implementing effective website copywriting. He is responsible for creating content that is powerful enough to persuade web surfers to invest their time into your site. To do this the copywriter must;

- Possess good command over the language
- Have effective writing skills
- Identify the target audience
- Perform marketing research to gather marketing information

- Study and analyze the collected information, and eliminate the unnecessary and redundant material
- Develop creative and attention-grabbing content that appeals to the targeted audience
- Research material offered by the competition

Omega Publications is a small company with big ideas. We know you have big ideas too, and we want to share them and help you get your job done professionally and in a timely manner.

We work with business people. We're not a major agency; we are freelance copywriters. We can help you with your marketing campaign. You need to move your business forward. You need to get your job done. So that's exactly what we'll do for you. We are not looking for dozens of new clients, we're looking for you. Your job isn't small or insignificant. Your job is important to you, so it's important to us.

As a small independent shop we can offer;

- A more personal copywriting service
- A skilled copywriter doing your work
- One writer who really gets to know you and your organization
- A versatile copywriter who can meet all your copy requirements
- Lower overheads/ better value