

MODUL PERKULIAHAN ELEARNING

MATA KULIAH - MCJ 301 - PENULISAN ADVERTORIAL

PERTEMUAN 5 – *ELEARNING*

***WRITING TO SELL* DAN STUDI KASUS ADVERTORIAL – PRODUK OTOMOTIF**

Dosen

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(ID 7715)

Sumber penulisan modul:

Bly., Robert W. 2005. *The Copywriter’s Handbook. A Step-by-Step Guide to Writing Copy that Sells*. 3rd edition. New York: An Owl Book Henry Holt and Company. Halaman 46–55.

Catatan: Setelah mempelajari WRITING TO COMMUNICATE pada pertemuan sebelumnya, kali ini mari belajar tentang WRITING TO SELL, sebelum melanjutkan pada studi kasus ADVERTORIAL produk otomotif.

**WRITING TO SELL**

“The object of advertising is to sell goods,” said Raymond Rubicam of Young & Rubicam. “It has no other justification worth mentioning.”

For the beginning copywriter, this may be a new idea. If you’ve done other kinds of writing—magazine articles, news reporting, fiction, technical writing—you know how to express yourself in clear, simple English. You know how to write words that inform, and maybe even words that amuse or entertain. But now, you’re faced with a new challenge: writing words that convince the reader to buy your product.

This puts most writers on uncertain ground. There are many choices you have to make, and unless you’re experienced in sales or advertising, you don’t know how to make them.

For example, should you write a lot of copy, or is it better to write short copy? (If you write a lot of copy, will people read it? Or is it true that people won’t read ads with more than a couple of paragraphs?)

Do you need some clever gimmick, slogan, or sexy model to get the reader’s attention? Or should you concentrate on the product when you write?

If your product has a minor advantage over the competition, should you focus on that advantage? Or should you concentrate on the general benefits of using the product (which the reader gets from both your product and your competitor’s)? What do you do if there is no difference between your product and the competition’s?

How do you know whether what you’re writing will be convincing or interesting to the reader? If you think of two or three ideas for an ad, how do you pick the best one?

Let’s start finding out the answers to these questions.

**FEATURES AND BENEFITS**

The first step in writing copy that sells is to write about **benefits** and not about **features**.

A feature is a descriptive fact about a product or service; it’s what the product is or has. A benefit is what the product does; it’s what the user of the product or service gains as a result of the feature.

For example, I’m writing this book on a PC. A feature of the machine is that it allows me to edit and revise what I’m typing electronically, so I can move a sentence or add a word without retyping the whole page. The benefit of this feature is that I save a lot of time and can increase my productivity (and make more money) as a result.

Another example: A second feature of my PC is that it has a detachable keyboard connected to the main unit with a coil cable. The benefit is that I can position the keyboard for maximum typing comfort.

In their pamphlet “Why Don’t Those Salespeople Sell,” Learning Dynamics Incorporated, a sales training firm, cites poor ability to present benefits as one of ten reasons why salespeople fail to make the sale. “Customers don’t buy products or services,” the firm explains. “They buy what these products and services are going to do for them. Yet many salespeople describe only the features, assuming the customer knows the benefits.

Salespeople need to know how to translate features into benefits, and then present them in a customer-centered language. ”The same goes for copywriters. Novices tend to write about features: the facts, figures, and statistics at hand. Experienced copywriters turn those features into customer benefits: reasons why the reader should buy the product.

Here’s a simple technique for digging out a product’s benefits: divide a sheet of paper into two columns. Label the left-hand column “Features” and the right-hand column “Benefits.”

In the left-hand column write down all the features of the product. Some of these you’ll find in the background material you’ve collected on the product. The rest you can learn by examining and using the product or by talking with people involved with the product: customers, salespeople, distributors, engineers. Then, go down the list of features and ask yourself, “What benefit does this feature provide to the customer? How does this feature make the product more attractive, useful, enjoyable, or affordable?”

When you complete the list, the right-hand column will contain all the benefits the product offers the customer. These are the sales points that should be included in your copy.

Try this exercise with a common household product that you have nearby. Below is my features/benefits checklist for a No. 2 pencil. Can you add to this list or think of a stronger way to state the benefits?

|  |  |
| --- | --- |
| **Features** | **Benefits** |
| Pencil is a wooden cylinder surrounding a graphite core. Cylinder is hexagonal. One end is capped by a rubber eraser. Eraser is attached with a tight-fitting metal band. Pencil is 7½ inches long.Pencil is ¼ inch in diameter. Pencil is No. 2. Yellow exterior. Sold by the dozen. Also available in a box containing a gross. Made in the U.S.A.  | Can be resharpened as often as you like to ensure clean, crisp writing.Won’t roll off your desk.Convenient eraser lets you correct writing errors cleanly and quickly.Holds eraser snugly in place; no pencils ruined by eraser coming loose.7½-inch graphite core ensures long writing life.Slender shape makes it easy to hold and comfortable to write with.Graphite core is blended for just the right hardness—writes smoothly yet crisply.Bright, attractive exterior—stands out in a pencil holder or desk drawer.One stop to the store gives you enough pencils to last for months.Easier purchasing and lower price per unit for large-volume users such as business offices and schools.A quality product. (Also, buying American-made strengthens U.S. economy.) |

Now that you have a list of customer benefits, you must decide which sales point is the most important, the one you will feature in your headline as the “theme” of the ad. You also have to decide which of the other points you will include and which you will not use. And, you have to arrange these points in some sort of logical order.

Let’s take a look at a handy five-step sequence that can help you put your sales points in an order that will lead the reader from initial interest to final sale.

**THE MOTIVATING SEQUENCE**

Over the years, many advertising writers have developed “copy formulas” for structuring ads, commercials, and sales letters. The best known of these formulas is **AIDA**, which stands for **Attention**, **Interest**, **Desire**, **Action**. (in online, known The Dentsu Way: AISAS).

According to AIDA, the copy must **first get the reader’s attention**, then create an interest in the product, then turn that interest into a strong desire to own the product, and finally ask the reader to buy the product or take some other action that will eventually lead to a sale.

A second well-known formula is **ACCA**: **Awareness**, **Comprehension**, **Conviction**, **Action**. In ACCA, consumers are first made **aware** that the product exists. Then they must comprehend what the product is and what it will do for them. After comprehension, the readers must be convinced to buy the product. And finally, they must take action and actually make the purchase.

A third famous formula is **the 4 P’s**: **Picture**, **Promise**, **Prove**, **Push**. The copywriter creates a picture of what the product can do for the reader, promises the picture will come true if the reader buys the product, proves what the product has done for others, and pushes for immediate action.

Lately, others have come up with their own versions, and I might as well join the crowd. The “motivating sequence” presented below is a **five-step formula** for **writing copy that sells**

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1. **Get Attention**. This is the job of the headline and the visual. The headline should focus on the single strongest benefit you can offer the reader. Some copywriters try to hook the reader with clever phrases, puns, or irrelevant information, then save the strongest benefit for a big windup finish. A mistake. If you don’t hook the reader with the strongest benefit—the most important reason why he or she should be interested in what you’re selling—the reader won’t get past the headline.
2. **Show a Need**. All products, to some degree, solve some problem or fill a need. A car solves the problem of getting to and from work. An air conditioner prevents you from sweltering in summer heat. Toothpaste with fluoride keeps your teeth from getting holes in them. And mouthwash saves you the embarrassment of having bad breath. However, with most products, the need for the product may not be obvious or it may not be ingrained in the reader’s mind. The second step of writing copy that sells, then, is to show the reader why she needs the product. For example, many small-business owners do their own taxes and haven’t thought about hiring an accountant. But an accountant, with his superior knowledge of taxes, can take advantage of the latest tax regulations and shelters and save the business owner hundreds or even thousands of dollars in income tax. So an accountant seeking small businesses as clients might run an ad with the headline, “Would You Pay $1,000 to Save $5,500 a Year or More on Your Taxes?” This headline does double duty by grabbing attention with a provocative question and hinting at the need for professional help at tax time. Body copy could go on to explain how an accountant can save you enough money to justify his fee several times over.
3. **Satisfy the Need and Position Your Product as a Solution to the Problem**. Once you’ve convinced the reader that he has a need, you must quickly show him that your product can satisfy his need, answer his questions, or solve his problems.

The accountant ad might begin like this:

**WOULD YOU PAY $1,000 TO SAVE $5,500?**

Last year, a local flower shop decided to hire an accountant to do their income tax returns. They worried about the seemingly high fee, but realized they didn’t have the time—or the expertise—to do it themselves.

You can imagine how delighted they were when they hired an accountant who showed them how they could pay thousands of dollars less in income tax than they originally thought they would owe.

I am their accountant, and I’d like to tell you how the flower shop—and dozens of other firms whose taxes I prepare—have saved $1,000 . . . $2,500 . . . even $5,500 a year or more by taking advantage of legitimate tax regulations, deductions, and shelters.

This copy isn’t perfect. It needs some work. But it does get attention, shows a need (the need to save money!), and shows that the service being advertised can satisfy the need.

1. **Prove Your Product Can Do What You Say It Can Do**. It isn’t enough to say you can satisfy the reader’s needs—you’ve got to prove you can. You want the readers to risk their hard-earned money on your product or service. You want them to buy from or hire you instead of your competitors. How do you demonstrate your superiority over the competition? How do you get the reader to believe what you say?

Here are a few proven techniques for convincing the readers that it’s to their advantage to do business with you:

1. **Talk about the benefits of your product or service** (use the features/benefits list as the source of your discussion). Give the reader reasons to buy by showing the benefits she’ll get when she owns your product.
2. **Use testimonials**. In testimonials, others who have used the product praise the product in their own words. This third-party endorsement is much more convincing than a manufacturer praising his own product.
3. Compare your product to the competition’s. Show, benefit for benefit, how you are superior.
4. If you have conducted studies to prove your product’s superiority, cite this evidence in the copy. Offer a free reprint of the study to interested readers.
5. Show that your company is reliable and will be in business a long time. Talk about number of employees, size of distributor network, annual sales, number of years in business, growth rate.
6. **Ask for Action**. The last step in any piece of copy should always be a call for action. If the product is sold by mail, ask the reader to mail in an order. If the product is sold retail, ask the reader to clip the ad and bring it into the store.

If your ad doesn’t sell the product directly, then find out the next step in the buying process and tell the reader about it. For example, you might

offer a free brochure on the product, a demonstration, or a sample. At the very least, encourage the reader to look for the product in the future if he is not going to buy it today.

Make it easy for the reader to take action. Include your company name, address, and phone number in every piece of copy you write.

If you’re writing retail copy, include store hours and locations.

If you’re writing copy for a hotel or tourist attraction, include easy-to-follow instructions on how to get there, along with a clearly drawn map of the area.

If you want the reader to send in an order or write for a free brochure, include a handy coupon she can clip and mail.

If you want the reader to call, highlight your toll-free number in large type. And, if you take credit-card orders, be sure to say so and indicate which cards you accept.

Put order forms in catalogs, reply cards in mailers, dealer lists in industrial sales literature. Make it easy for your reader to respond.

And, if possible, give the reader an incentive for responding now: a price-off coupon, a time-limited sale, a discount to the first 1,000 people who order the product. Don’t be afraid to try for immediate action and sales as well as long-range “image building.” Ask for the order, and ask for it right away.

(harap dibaca di eBook dari Bly utk **False Logic** dan **USP** – Unique Selling Point)

**THE BFD FORMULA**

To reach your prospects on **all three levels**—**intellectual**, **emotional**, and **personal**—you must understand what copywriter Michael Masterson calls the buyer’s “Core Complex.” These are the **emotions**, **attitudes**, and **aspirations** that drive them, as represented by the BFD formula, which stands for **beliefs**, **feelings**, and **desires**.

1. **Beliefs**. What does your audience believe? What is their attitude toward your product and the problems or issues it addresses?
2. **Feelings**. How do they feel? Are they confident and brash? Nervous and fearful? What do they feel about the major issues in their lives, businesses, or industries?
3. **Desires**. What do they want? What are their goals? What change do they want in their lives that your product can help them achieve?

For instance, a company did this exercise using IT people, for a company that gives seminars in communication and interpersonal skills for IT professionals. Here’s what they came up with in a group meeting:

1. **Beliefs**. IT people think they are smarter than other people, technology is the most important thing in the world, users are stupid, and management doesn’t appreciate them enough.
2. **Feelings**. IT people often have an adversarial relationship with management and users, both of whom they service. They feel others dislike them, look down upon them, and do not understand what they do.
3. **Desires**. IT people want to be appreciated and recognized. They also prefer to deal with computers and avoid people whenever possible. And they want bigger budgets.

Based on this analysis, particularly the feelings, the company created a direct-mail letter that was its most successful ever to promote a seminar “Interpersonal Skills for IT Professionals.” The rather unusual headline: “Important news for any IT professional who has ever felt like telling an end user, ‘Go to hell.’ ”

Before writing copy, write out in narrative form the BFD of your target market. Share these with your team and come to an agreement on them. Then write copy based on the agreed-upon BFD.

Occasionally insights into the prospect’s desires and concerns can be gleaned through formal market research. For instance, a copywriter working on a cooking oil account was reading a focus group transcript and came across this comment from a user: “I fried chicken in the oil and then poured the oil back into a measuring cup. All the oil was there except one teaspoon.”

This comment, buried in the appendix of a focus group report, became the basis of a successful TV campaign dramatizing the selling point that food did not absorb the oil and therefore was not greasy when cooked in it.

Veteran ad man Joe Sacco once had an assignment to write a campaign for a new needle used by diabetics to inject insulin. What was the key selling point?

The diabetics Sacco talked to all praised the needle because it was sharp. A non-user would probably view being sharp as a negative. But if you have ever given yourself or anyone else an injection, you know that sharper needles go in smoother, with no pain. Sacco wrote a successful ad campaign based on the claim that these needles were sharp, therefore enabling easier, pain-free insulin injections.

Copywriter Don Hauptman advises, “**Start with the prospect, not the product**.” With BFD, you can quickly gain a deeper understanding of your

prospects before you attempt to sell them something. Stronger marketing campaigns usually follow.