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A guide to creating

B2B COPY THAT DRIVES DEMAND



B2B Marketing
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Silver
The B2B Marketing Awards 2019

A lot of B2B copy reads as more robotic than human. In attempting to convey authority and expertise, B2B marketers opt for overly formal language and a reliance on jargon. But they haven't stopped to think about the reader they're trying to reach.

Whoever your audience, the most important thing to remember is that all copy should be written for humans.

And humans (even the very rational ones) have emotions.

B2B marketers can evoke the emotional responses that increase sales when they take an emotive approach to creative. This includes writing copy that both engages the reader and conveys authority without becoming too formal.

Here are some of our top tips on how to best write for B2B. As you read through, you should find that they're all related to the key tenets of **simplicity**, **clarity** and **knowing your audience**.



Writing from your audience's perspective

Whether B2B or B2C, all copy should be customer focused. Customers want to be reassured that a seller is on their side. Make sure you understand their challenges and can clearly explain how your product or service will help them.

When writing copy, think through the following questions:

- **What problem does your reader want solving? What need(s) do they have?**
- **What feelings does this need create?**
- **How will your product or service address this need?**
- **What evidence can you provide to prove it?**
- **How will they feel when your product/service has addressed their need?**

Write to answer the above and you'll be much closer to creating a positive emotional connection with your audience. Engaging with their needs, evoking the relevant emotions (positive and negative), and providing evidence in the copy all helps build trust and ensures your writing reads as more than a sales push.

And don't forget about benefits!

Obviously, for B2B audiences any impact on the bottom line is worth highlighting. But aim to engage them with those more emotion-led benefits too. How will the product or service's outcomes make them feel? Will your offering...

- **give them peace of mind and lower their stress levels?**
- **inspire confidence in their use of everyday systems and processes?**
- **make them feel safer or smarter?**

Then let them know in the copy!



Engaging B2B readers:
How to make copy more conversational

When you're feeling the pressure to sound 'more B2B', it's tempting to write in a formal, serious tone that's reliant on industry jargon.

This tone also tends to reveal itself in long, drawn-out sentences, large blocks of text, and the use of words like "utilise" where "use" will do.

Making copy more conversational helps forge better connections with prospects by making the benefits you offer as clear as possible – positioning your brand as approachable **as well as** informative.

Some tips for conversational copy:

- **Use direct address: Connect with readers by addressing them directly with "you" and "your" pronouns. Use "we" and "our" when referring to your business/brand for a more conversational feel.**
- **Prioritise writing in the active voice over the passive voice. For example, "you gain several benefits" (a phrase written in the active voice) is more engaging to a reader than "several benefits are gained by you" (a phrase written in the passive voice).**
- **Use plain English. Your reader shouldn't have to go over anything twice for it to make sense. A good rule of thumb: if it sounds too much like writing, rewrite it.**
- **Keep it concise. Like a long, rambling anecdote, large blocks of text may confuse or frustrate your audience. Keep sentence and paragraph lengths under control (we'd suggest 5 sentences max. per paragraph) and vary the lengths of sentences within your paragraphs. Use subheadings and bullet points to break up information.**





Combining emotions and evidence in your copy

Getting the right balance of human-focused messaging with concrete evidence in your copy is key to creating the emotional connections that sell. You want to craft copy that conveys authority but that also compels your audience to keep reading.

Here are some of our best tips on how to achieve just that:

Use jargon correctly...

If we're keeping copy simple, does that mean getting rid of technical language entirely?

Not quite. You want your B2B copy to prove your authority and build trust while still being clear and transparent. One way to do this is to confidently use technical terms that are relevant to your industry and audience.

A little appropriate jargon goes a long way ... but don't make it a crutch. Over-relying on technical terms makes your copy less human and less readable.

Prove your claims

Is your product special? Better than the competitors? Fast? Smart? Cost-effective?

Whatever claims you're making in the copy, back them up.

The B2B audience wants concrete evidence and examples. From social proof like customer testimonials to statistics and research from named sources, proof points will show your reader that you don't just talk the talk.

Grab attention (and hold it)

B2B customers are often time poor. Before you give them the logical reasons to choose your product or service, your copy needs to snatch their attention.

This may start with a clear, bold headline. It continues with copy that gets to the point and immediately addresses your audience's needs.

Remember: you can be taken seriously without sounding formal. Blend your facts and stats with a more conversational tone to create engaging copy that holds the attention.



Conclusion

So, in the spirit of keeping things as clear as possible, let's sum up our key points.

Here are our top tips for writing better B2B copy:

- **Build trust by writing with your audience's perspective in mind**
- **Write to engage as well as inform**
- **Make use of the emotions underpinning your prospects' needs and your product's benefits**
- **Keep copy conversational to make those benefits as clear as possible**
- **Use plain English – if it sounds too much like writing, rewrite it!**
- **Include relevant technical language to show authority (just don't make it a crutch)**
- **Back up claims with proof points to inspire trust and reliability**

And remember the mantra that underpins everything in this guide:

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Want better results

from your B2B copy?

Get in touch today to find out what our marketing and copywriting services can do for you.

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