

Marketing Matters Answers To Common & Not So Common Marketing Conundrums

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What Matters This Month

Woeful Words Are Rampant On The Web.

Brazen Beating of Our Own Drum

We recently donated our services to the **Dave Smith Youth Treatment Centre** and helped them roll out a new logo, web site and more. To see what we came up with, visit www.mcgillbuckley.com.



*Given that there is a writer behind this monthly newsletter, it was only a matter of time before the subject of writing for the web became one of the monthly topics. Truth be told, this subject has been hovering around the keyboard since our first issue of **Marketing Matters** for a very simple reason; most of the web, email and interactive writing out there is downright awful.*

By allowing ourselves this rant, we're not suggesting that words are more important than design or technology but; that they are at least as important and need to be considered from the get go. Far too often the words are an afterthought (if they are thought at all) and, boy, does it show.

So, in the interests of making the Internet a place where writing plays an important and much needed role, we're happy to offer the first in a series of tips on writing more effectively for the web.

Recognize That Words Matter.

Nick Osborne, one of the leading authorities on online writing says on the liner notes for his latest book, "Bells and whistles may grab a customer's attention but words make the sale." Sadly, far too many marketers have forgotten this. Caught up in the technical considerations and back end requirements they forget that, at some point, you better say something that makes your customers want to buy.

Online Writing Is Different. Cutting and pasting from a brochure, product sheet or annual report doesn't work. Just like writing a television ad is different from writing a print ad or news release, writing for the web requires a different style and great understanding of the medium.

If you're spending the money to build a web site or send out a newsletter, take the time to write originally and appropriately for the medium.

Tell Your Writer Everything. Start with a thorough brief that details the purpose of the writing and the audiences to whom the writing is directed. Make sure the writer understands the structure of the site or email newsletter by giving him or her a copy of the proposed architecture or design. Then, load them up with all the background information you can get your hands on. Great online writing doesn't start in a vacuum; it starts with lots of information.

Make Time For Great Writing. User-friendly design and glitch-free programming aren't done overnight and neither are words that will move your customers. Your writer needs the time to understand the needs, get inside the heads of the audience and pick just the right words.

Free Starter Kit!

If you struggle with asking the right questions of your customers, we'll send you "Twenty Questions You'll Be Glad You Asked Your Customers" for free. To request your copy, visit www.mcgillbuckley.com/specialoffer.html.

McGill Buckley Ideas Matter.
Intercreative Marketing

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About Us: McGill Buckley is an integrated marketing and communications firm with bountiful knowledge and abundant experience in a wide variety of consumer and business to business categories. We help marketers develop more compelling messages and work with them to deliver those messages with greater impact and better results. For more information on our company, please contact **Stephen McGill at (613) 728-4199 ext. 22.**

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