

KPIs

In learning, as a rule of thumb, the more you repeat something, the higher likelihood that you'll remember it.

Go back and listen to something over and over again.

Everything in this course will be repeated on purpose, it allows you to understand concepts and how they connect.

Take notes. After taking notes, teach it to someone else.

Copywriters always need to keep these points in mind:

- They're here to make companies money
- A company is a value-giving machine
- Building a funnel
- Understand the avatar (who is the person who has a problem)
- How the avatar wants a unique solution, not just a general solution.

KPI = key performance indicators.

If you write an email newsletter, but the increase in revenue is 0%, they will probably fire you.

There are real stakes in the business world.

Why are copywriters paid more than other industries?

Because they can pull the lever of revenue, increasing it.

Administrative work is difficult if you're trying to make the company more money.

Copywriters are often on the front lines of the business, they're the ones representing the company to their customers.

Copywriters get immediate feedback.

KPIs to pay attention to:

- Marketing
- Sales
- Lifetime value

Marketing:

Paid ads → google ad words, Facebook paid ads, DMs (the modern version of cold calling)

SEO (Search Engine Optimization) is a unique way to get organic viewers without resorting to ads.

In each of these, the end goal is to get a click, or someone to show up.

Sales:

- Landing page, opt-in, checkout page (where they spend money)
- Then there's an upsell page (bundling to increase average order value)
- Do you want them to pay 5 dollars or 50 dollars?
- Product → Your duty is to increase the lifetime value

What you normally want as a copywriter is to decrease the cost per click.

Medium-sized companies want cost-per-click. They want to pay a dollar and get two dollars back immediately.

Large companies are more interested in cost per view, where they're just trying to get brand awareness.

Major KPIs you want to pay attention to :

- Decrease cost per click
- Decrease cost per view
- Decrease cost per lead (opting in)
- Decrease cost per acquisition (CPA, sometimes called cost per order) (usually refers to how much it took to get someone to buy something.)
- Increase average order value (AOV) (5 dollars vs 100 dollars)
- Increase lifetime value (by selling them more things through emails or social media)

More KPIs:

- Sales percentage
- How do you get from cost per acquisition to AOV, relative to the percentage of people that buy the product?

If you want to get more specialized, take the internet marketing course.

Some clients want more likes, shares, follows on social media = very similar to cost per view.

Real internet businesses are more interested in revenue than in views.

Copywriting is a tool to make companies more money, to make companies more money you need to understand how a business works.

Questions:

How can you tell that you're a successful copywriter?

Which types of companies prefer cost-per-view ads?