



Total Profiles: 26

My Collaborators

+ New Target

My Products

Generate Content

Filter by

Type

Role

Generation

Project

Map



Bennett
female, 48 years old

View

uiux



Thompson
female, 39 years old

View

uiux



machinist
male, 41 years old

View

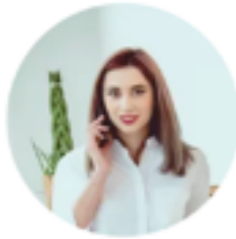
b2b



Wednesday
female, 44 years old

View

b2c



lawyer
female, 30 years old

View

b2b

Customized



Marketing Manager
female, 32 years old

View

b2b



Marketing Manager
female, 28 years old

View

uiux



tech ceo
female, 27 years old

View

b2b



CEO
female, 41 years old

View

b2b



CFO
male, 54 years old

View

b2b



SDR
female, 23 years old

View

b2b



Designer
female, 27 years old

View

b2b

View More

Who They Are

What They Do

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ICP ChatBot

Customize



Copywriter

Millennials like this are usually warm, outgoing and talkative. They make friends easily and are often popular and well-liked because they are attuned to the emotions of others. They tend to be guided by their intuition and live for tomorrow. Their friends consider them loyal and trusting, and appreciate them because they will go along with just about anything. They care deeply for family and friends, and often have a wide circle of friends because they see the potential in just about everyone. They are often inspiring leaders who act as catalysts for individual and group growth.

Age: 35**Level:** Professional**Department:** Advertising**Job:** Advertising Copywriter**Company Type:** Ad Agency**Buying For:** Company**Role:** Decider**Country:** US**Needs:**

- Be happy
- Be popular
- Be accepted

Nature:

- Proactive
- Very persuasive

Orientation:

- People-oriented

Process:

- Heuristic
- Charismatic
- Relies on "sixth sense," "gut reactions" and hunches

Typical Sales Cycle:

- Average

Can It Be Shortened?

- Unlikely

Are Decisions Final?

- Yes

Sales Dos:

- Consider the betterment of the group
- Focus on positive
- Be direct

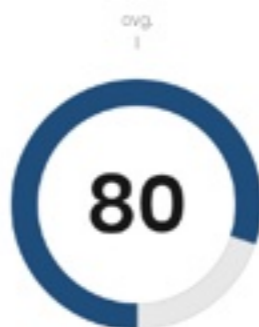
Sales Don'ts:

- Piss them off
- React negatively
- Try to fence them in

Personality Traits & Characteristics



Agreeableness



Openness



Impulse Control



Doing vs. Thinking



Extroversion

Professional Life



Copywriter

Who They Are

What They Do

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Customize

Priorities & Pain Points

Company KPIs

Description

Priorities:

- Copywriting
- Market Research
- Editing and Proofreading
- Client Collaboration
- Deadline Management

Pain Points:

- **Creative Burnout:** Managing creative burnout due to continuous content creation.
- **Client Expectations:** Meeting diverse and sometimes challenging client expectations.
- **Deadlines:** Working under tight deadlines.
- **SEO Optimization:** Keeping up with SEO trends to write effective web content.
- **Industry Adaptability:** Adapting writing style to various industries and audiences.
- **Feedback and Revisions:** Handling client feedback and making multiple revisions.
- **Intellectual Property Rights:** Navigating intellectual property rights and plagiarism issues.



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Copywriter

[Who They Are](#)[What They Do](#)[How To Reach Them](#)[ICP ChatBot](#)[Customize](#)[Priorities & Pain Points](#)[Company KPIs](#)[Description](#)

Company Type:

- Ad Agency

Company Size:

- Any

Sector:

- Marketing and Advertising

Description:

- The marketing and advertising industry involves promoting products, services, and brands to target audiences.

Campaign Performance:

- **Impressions and Reach:** Track the total number of times ads are displayed and the unique users who see them.
- **Conversion Rate:** Measure the percentage of ad clicks that result in a desired action, such as a purchase or sign-up.
- **Click-Through Rate (CTR):** Measure the percentage of users who click on an ad after seeing it.
- **Cost per Acquisition (CPA):** Calculate the cost of acquiring a new customer or lead through advertising.

Media Buying:

- **Cost per Thousand Impressions (CPM):** Calculate the cost per thousand impressions of ad placements.
- **Media Placement Efficiency:** Assess the efficiency of media buying and ad placement strategies.

Client Satisfaction:

- **Client Engagement:** Measure how engaged clients are with the agency's efforts.
- **Client Retention Rate:** Measure the percentage of clients retained over time.
- **Client Referral Rate:** Track the number of new clients acquired through referrals from existing clients.

New Business:

- **New Client Acquisition:** Track the number of new clients acquired.
- **Pitch Win Rate:** Measure the success rate of pitches and proposals for new business.

Financial Performance:

- **Total Revenue:** Measure total revenue.
- **Total Billings:** Measure total billings.
- **Cost of Goods Sold (COGS):** Measure the cost of producing each new piece of business.
- **Profit Margin:** Calculate the agency's profit margin after deducting all expenses.
- **Intellectual Property (IP) Monetization:** revenue generated from licensing design-related intellectual property.

Employee Satisfaction:

- **Employee Engagement:** Measure how engaged employees are with their work.
- **Employee Productivity:** Measure how productive employees are.



Copywriter

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Priorities & Pain Points

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Description

Job:

- Advertising Copywriter

Description:

- A copywriter is someone who writes with the intent of educating, persuading or influencing their audience, often with the goal of selling a product or service. Copywriters have an understanding of their audience and know how to sway decision-making with words and suggestions.

Employment By Industry:

- Self-Employed, Multi-industry or Unclassified (66.24%)
- Professional, scientific, and technical services (11.58%)
- Information: broadcasting, motion pictures, publishing, telecommunications, and internet (9.86%)
- Educational services; state, local, and private (2.25%)
- Other services (except public administration) (2.19%)
- Administrative and support and waste management and remediation services (1.46%)
- Management of companies and enterprises (1.2%)
- Government (1.06%)
- Retail trade (1%)
- Finance and insurance (0.67%)
- Healthcare and social assistance (0.67%)
- Wholesale trade (0.6%)
- Manufacturing (0.34%)
- Transportation and warehousing (0.27%)

Sector:

- Arts, Design, Entertainment, Sports, and Media Occupations

Category:

- Writers And Authors

Category Size:

- 151200 (US)

10-yr Growth Rate:

- 3.7%

Typical Education Level:

- Bachelor's degree

Employment by Industry

Tools & Technologies

Trends

Software

Source: U.S. Department Of Labor Statistics



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Employment by Industry

Tools & Technologies

Trends

Software

Tools & Technologies Used (By Category):

- photocopiers, desktop computers, notebook computers, personal computers, teleconference equipment, flash memory storage card, videoconferencing systems

Source: U.S. Department Of Labor Statistics

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Employment by Industry

Tools & Technologies

Trends

Software

Occupational Trends:

- Content Marketing: Copywriters are creating content for digital marketing, including blogs, social media, and video scripts.
- SEO Optimization: Writing for search engine optimization (SEO) and understanding keyword strategies is a key skill for copywriters.
- Diversity and Inclusivity: There's a growing emphasis on creating inclusive and diverse content that resonates with a broader audience.

Source: U.S. Department Of Labor Statistics

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Employment by Industry

Tools & Technologies

Trends

Software

Software Used (By Category):

- document management software, video creation and editing software, graphics or photo imaging software, web page creation and editing software, desktop publishing software, presentation software, customer relationship management crm software, web platform development software, data base user interface and query software, sales and marketing software, data mining software, word processing software, office suite software, spreadsheet software, electronic mail software, project management software, data base management system software, instant messaging software

Source: U.S. Department Of Labor Statistics

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Demos & Events

In:

- Mutual connection or shared interest or group affiliation

Angle:

- Appeal to curiosity
- Be upbeat, positive
- Be active/action-oriented

How Quickly Should You Respond To Replies?

- Respond within 48 hours, if possible

First Contact:

- Call

Use Emojis In Messages?

- Yes

Grammar & Punctuation:

- Casual

Interact On Social?



Follow



Like



Comment



Share

Industry:

- Marketing and Advertising

Relevant NAICs Codes:

- Advertising, Public Relations, and Related Services (5418), Graphic Design Services (54143), Public Relations Agencies (54182), Marketing Research and Public Opinion Polling (54191), Marketing Consulting Services (541613)

Simple LinkedIn Search

Note: age, gender, and other factors removed from search parameters to match LinkedIn search criteria: **YOU MUST BE LOGGED INTO LINKEDIN.**



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Voice:

- Authority

Tone:

- Social

Messaging Subtext:

- Buying is the right thing to do

Stress:

1. Technologically Advanced
2. Innovative
3. Novel/New

Highlight:

- Superiority Of Features

Quote/Reference:

- Experts

Be Prepared To Provide:

- Minimal information

Use FOMO?

- Yes

Suggested Subject Lines:

1. Data/technical:

ex: Why personality-based sales is 46% more effective

template: Why [KEY PRODUCT BENEFIT] is [STATISTICAL IMPACT] [BETTER, FASTER, CHEAPER, ETC.]

2. Intrigue/curiosity:

ex: The one thing that will improve your conversion rates (hint: it's not cold-calling)

template: The one thing that will improve [EXISTING PAIN POINT OR NEED] (hint: it's not [OBVIOUS SOLUTION])

3. Personal narratives:

ex: The time I had to do a demo underwater

template: The time I had to [INDUSTRY-SPECIFIC ACTIVITY] in [AN UNUSUAL LOCATION OR CIRCUMSTANCE]

Suggested Themes:

- Knowledge
- Understanding the world
- Achieving your goals
- Being recognized for intellectual achievements
- Self-empowerment





Copywriter

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- Prospecting
- Messaging
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- Funnel
- Demos & Events

Adoption Curve Entry Point:

- Early-majority



Need To Consider
Other Options

Nurturing Sequence:

- 1

Share category-related links from influencers to get likes, shares and comments
- 2

Post real-world stories and personal anecdotes that illustrate relevant use cases
- 3

Re-post critical ratings that help demonstrate the overall superiority of key features
- 4

Share an open-ended invitation to check out an exclusive co-branding initiative, collab or partnership
- 5

Share 3rd-party academic studies that present both pros and cons, and feature experts

Key Question Content Should Answer:

- Is it good?



Copywriter

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By Stage:

Awareness ^

Owner

KPIs

Buyer Journey

Suggested

1. Marketing

- Site Traffic, Ad Impressions, Keyword Searches, Inbound Links, Fans, Followers, Cold Open Rates

- Problem Identification

- Ads
- Blog Posts
- Category/Value Prop "How To's..."
- Classes & Certifications
- Cold Outreach
- Collabs/Co-Branding Partnerships
- Links & Redirects From Influencers
- Paid Search
- ROI Assessments
- SEO
- Social Media
- Videos (Transformational)



Interest ^

Evaluation ^

Consideration ^

Conversion ^

Retention ^



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By Stage:

Awareness

Interest

Owner

- Marketing
- Sales

KPIs

- Page Views (Product), Bounce Rates, Time-On-Site, Click-Through Rates, Likes, Shares, Follows, Opt Ins, Demos (Virtual or IRL)

Buyer Journey

- Solution Exploration

Suggested

- Academic Studies
- 2-Sided Product Assessments
- Blog Posts
- Case Studies
- Category/Value Prop "How To's..."
- Classes & Certifications
- Customer Stories
- Events
- FAQs
- Industry/Category-Specific Third-Party Research
- Landing Pages
- Links & Redirects From Influencers
- Paid Search
- Panels
- Head-To-Head Product Comparisons
- ROI Assessments
- SEO
- Social Media





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By Stage:

Awareness

Interest

Evaluation

Owner

KPIs

Buyer Journey

Suggested

- 1. Sales
- 2. Marketing

- Page Views (Product), Page Views (Process), Page Views (Use Cases), Page Views (Pricing), Page Views (FAQ), Bounce Rates, Time-On-Site, Click-Through Rates, Shares, Opt Ins, Demos (Virtual or IRL)

- Requirement Building

- Academic Studies
- Case Studies
- Category/Value Prop "How To's..."
- Classes & Certifications
- Demos
- Events With An Transformational Theme
- FAQs
- Industry/Category-Specific Third-Party Research
- Landing Pages
- Panels
- ROI Assessments
- Sweepstakes
- Videos (Transformational)





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By Stage:

Awareness

Interest

Evaluation

Consideration

Owner

- 1. Sales
- 2. Finance

KPIs

- Page Views (Product), Page Views (Process), Page Views (Use Cases), Page Views (Pricing), Page Views (FAQ), Bounce Rates, Time-On-Site, Click-Through Rates, Shares, Opt Ins, Retargeting, Demos (Virtual or IRL)

Buyer Journey

- Supplier Selection; Quotes, Pricing & Negotiation

Suggested

- Academic Studies
- Case Studies
- Category/Value Prop "How To's..."
- Collabs/Co-Branding Partnerships
- Demos
- eBooks
- Links & Redirects From Influencers
- Networking Events
- Presentations
- Pricing Pages
- Product Pages
- Videos





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By Stage:

Awareness

Interest

Evaluation

Consideration

Conversion

Owner

KPIs

Buyer Journey

Suggested

- 1. Sales
- 2. Finance
- 3. Ops
- 4. Customer Success

- Purchase Orders, Invoices, Sales

- Purchase; Delivery

- Academic Studies
- Category/Value Prop "How To's..."
- Collabs/Co-Branding Partnerships
- Critic Ratings
- Demos (Product vs. Competitors)
- Links & Redirects From Influencers
- User/Customer Reviews





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Demos & Events

By Stage:

Awareness



Interest



Evaluation



Consideration



Conversion



Retention



Owner

- 1. Customer Success
- 2. Marketing

KPIs

- Usage (Volume, Frequency), Churn, Upsells, Page Views (How Tos, Learning Center, etc.), Page Views (Product Upgrades), Click-Through Rates, Shares, Referrals

Buyer Journey

- Post-Sales Support

Suggested

- Contests
- Best Practices Emails
- FAQs
- Help Desk Notifications
- Loyalty Offers
- Satisfaction Surveys
- Social Media
- Support Articles
- Sweepstakes





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Demos & Events

Suggested Tone:

- Subjective/personal

Listener Or Talker?

- Talker

Guide? Or Self-Guide?

- Guide



Focus On:

- Superiority Of Features

For Virtual Demos:

- Provide specific log in time

Rundown:

1.
Start with "why we're here"

2.
Use an emotional hook

3.
Highlight technologically advanced/innovative features

4.
Show them they'll be able to control choices like add-ons, upgrades, timing, billing cycle, etc.

5.
Ask them if they have any feedback

Suggested Event Type:

- Social

Why This Person Might Attend:

- See and be seen/elevate or maintain status

Event Size:

- Large

RSVP:

- Ask for a "Yes!" by a specific date

Events & Activities To Consider:

- Co-branding Initiatives, Collabs, Partnerships
- Findings & Discoveries Seminars
- Cause-Charity Marketing
- Contests
- Public Sampling
- Sweepstakes
- Complimentary Assessments





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Customize

What would you like to chat about?

Tell me about your day?

My day starts with a cup of coffee and checking emails. Then, I brainstorm ideas with the team, write copy for advertisements, attend client meetings, and collaborate with designers. I end my day reviewing work and setting tasks for the next day.

Type here and hit "enter"

Warning: Response times can vary depending on answer complexity, site traffic and other factors. Always check responses as AI can hallucinate, get facts wrong, be insensitive, or just stop generating mid-stream. We have done our best to control for these rarities, but... you know... it still happens, so please keep this in mind when using this tool.

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