

Unnecessary words

Marketing copy

You have 15 seconds to deliver a message. What will you say? Still thinking... DING!!! Time's up. Writing concise, efficient prose is possibly the most necessary and challenging task for marketing copy. Research suggests that at least 50% of an ad has to be visible, for at least one second, to count as an impression, and the average ad has to be shown for 14 seconds to have any chance of engagement (Dughi, 2017). This means a copywriter must be precise, concise, and focused when creating any significant impact with the audience. There are multiple ways to accomplish this; for brevity, I'll share my three most commonly used techniques.

The first way to remove unnecessary words is to look for redundant phrases. For example, "a brief moment" can be shortened to "moment"; "Each and every" can be reduced to either "each" or "every," and "free gift" can be shortened to "gift." The second way to remove unnecessary words is to look for implied phrases. For example, "First and foremost," is already implied before any introduction. Phrases such as, "I feel that," "I think," or "as far as I'm concerned," are also implied and serve as fillers that should be removed. Finally, eliminating prepositional phrases is an excellent way to remove unnecessary words. For example, "in our current situation," "at the present moment," and "at all times" can be reduced to "here," "now," and "always."

Of course, there are many other techniques and rules to follow when removing unnecessary words. Marketing instructor, Ian Lurie, at LinkedIn, provides a shortlist of phrases and suggests speaking in possessive and active voice when writing. Some writers avoid nominalizations, and others heavily rely on adverb substitutes. There is no one-way to remove unnecessary words, so its best to keep in mind one thing—you have 15 seconds. Say something that matters.

References

- Dughi, P. (2017, Jan 25). *How long does a digital ad really need to be visible on screen to get counted as a one-second viewable impression?* Retrieved from medium.com:
<https://medium.com/digital-vault/how-long-does-a-digital-ad-really-need-to-be-visible-on-screen-to-get-counted-as-a-one-second-3382aae0ec9b#:~:text=On%20average%2C%20to%20be%20looked,average%20viewability%20is%2037%20seconds.>
- Lurie, I. (2014, May 30). *Learning to Write Marketing Copy*. Retrieved from LinkedIn.com:
<https://www.linkedin.com/learning/learning-to-write-marketing-copy/rewriting-existing-copy>