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# I-RoLE 2023

INTERNATIONAL CONFERENCE OF  
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:  
EMANCIPATING THE LANDSCAPE  
OF RESEARCH IN LINGUISTIC,  
LANGUAGE AND LITERATURE**

**13 - 14 MARCH 2023**

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## **KLICK! A CONTENT WRITING SERVICE**

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### **ABSTRACT:**

KLICK! content writing service was a project set up for assignment for the subject Professional Communication Exercise (ELS304). The chosen scope for this assignment is E-Content Publishing (ELS155), New Media Language (ELS105), and Creative Writing (ALS252). The objective behind the creation of this service is based on the observation that brand owners struggled to put out fresh and new content as a way to market their brand. Hence, the objective is to help write high-quality content for them for an affordable rate. The need for this content-writing service was also further analysed through interviews with business owners and anonymous surveys. The results of the survey showed that the majority of them agreed that the brand's content, in truth, affected their decision-making while shopping and the result of the interview, agreed that they need content writers to promote their business effectively. Hence, this showed that content writing service is in great need, especially when it comes to the marketing aspect of the product.

Keywords: Content writing, content creation, social media publishing, social media

### **1.INTRODUCTION**

KLICK! Content writing service was a project set up for assignment for the subject Professional Communication Exercise (ELS304). The chosen scope for this assignment is E-Content Publishing (ELS155), New Media Language (ELS105), and Creative Writing (ALS252), which were the subjects that were in the past semesters of the Diploma in English for Professional Communication (LG120). First and foremost, the process of creating, editing, and releasing material in a digital format is known as content writing. This material may take the form of blog posts, scripts for videos or podcasts, ebooks or whitepapers, press releases, explanations of certain product categories, copy for landing pages or social media postings, and more. Often, the usage of SEO (Search Engine Optimization) writing is also adapted in content writing to increase the visibility of a page when people search for certain products or services (Mikolajczyk, 2022). Through continuous observations, many brand owners have trouble producing content due to factors such as having little to no time to do so and not having enough ideas or creativity to put out content for their audience. It can be concluded that digital marketing relies heavily on content writing therefore the main objective is to explore the possibilities of generating profit through writing content for marketing purposes.

#### **1.1 Project Objective**

Several thorough analyses have been made to assert and identify the purpose and objectives of this project. The outcomes from the said analysis can be divided into two categories, the first one is to explore the possibilities of garnering profits through writing content

for digital marketing and the latter is to help more brands reach more audiences and grow bigger after using this service.

Generating profits by writing content is achievable by putting up a service that helps people with putting out content. These can vary from helping brands organize their ideas before publishing them into well-written content or producing a range according to the brands' needs and purpose. Depending on the brand's specialities and their approaches to digital marketing, they might need different types of content to fit their image or according to the audience's liking. It can go from writing a caption for their social media posts, writing articles for a website or writing scripts for a podcast. The possibilities are endless and each of them offers a better outlook on how fun this job can be. Afterwards, revenues from doing those jobs can be collected thus proving that profits can indeed be garnered from creating this service.

In addition, another objective is to help brands grow bigger and reach more audiences after using the service. By offering an affordable service, brands are more likely to reach out and achieve good results from my content writing service. Impactful content writing will bring more audience to their brand and eventually increase their avenue through positive engagements. It is proven that content writing that focuses on SEO can generate more sales leads for any business (Fiver, 2022). Combining good content writing that revolves around SEO will increase traffic and lead to higher chances of getting revenue for their business.

## 1.2 Entrepreneurial Activities

A profit-generating project should have entrepreneurial opportunities to be successful and profitable. This project aimed for three main goals which are profitability, long-term satisfaction and networking as these goals are achievable with the right amount of hard work and approach to attracting the right client.

The most vital element needed to ensure a business thrives is profitability. For this project, profit will be generated through the content writing service as it is undoubtedly considered crucial to content creators with insufficient time to generate creative ideas. Hence, it is **KLICK!** Content Writing Service is created to generate original and creative proposals before delivering them to the client.

Besides that, long-term satisfaction also plays a crucial part in ensuring the longevity of this project. Long-term satisfaction will persuade existing clients to choose **KLICK!** Content Writing Service again in the future and indirectly make the existing clients introduce or suggest this service to other people. This goal can be achieved if the service provided fulfils all the client's needs and is up to their expectations as well as keeping the rate budget-friendly.

Lastly, networking is valuable to any business professional but especially entrepreneurs. It offers critical opportunities, knowledge, and support that can be the difference between a venture that succeeds and one that fails. This goal co-exists with the long-term satisfaction of a client in ensuring that they will introduce this service to other people thus opening the possibilities of branching out this service to other potential clients.

## 2. METHODOLOGY

For this study, the sample size is a total of 30 respondents, aged 15-51 who answered the anonymous survey. It is an online public survey that provides evidence that content writing is indeed beneficial in terms of persuading the audience towards your brand. This method helps better understand the public's opinion on content writing and how it affects their perceptions of a brand. Other than that, an interview was also conducted, where 5 respondents, all aged 21 and also small business owners, agreed to be interviewed. This interview is required to gain more in-depth data regarding the relevance of hiring content writers for their business and other follow-



up questions. This interview, which was done in private and face-to-face focuses more on smaller groups of participants to obtain a more detailed understanding of the importance of content writing in business.

### 3. RESULTS AND DISCUSSION

Based on the accumulated results, 80% of the respondents are aged 18 to 21 years old, 6.6% of the respondents are below 18 and the remaining 13.3% are above 26 years old. The purpose of this study is to know the need of creating a content writing service and how important it is to consumers.

#### 3.1 Relevancy of curated content in social media and its effectiveness to consumers.

Social media has various uses and one of them is shopping. To attract more customers, brands need to curate their content to appeal to their consumers. These vary from videos, pictures, testimonies and many more. These are all provided by content writers hence showcasing the importance of having a content writer for businesses. Based on the results of the survey shown in Figure 3.1, 83.3% of respondents agreed that they checked on the content of the brand before making a purchase. While in Figure 3.2, respondents were asked if the brand contents influenced their decision in purchasing and 80% of respondents answered yes to that question.

Do you often look at the brand's profile before making any purchase?

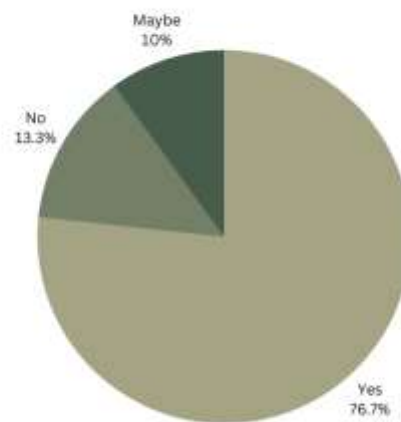


Figure 3.1.

Does the brand's contents influence your decision when shopping online?

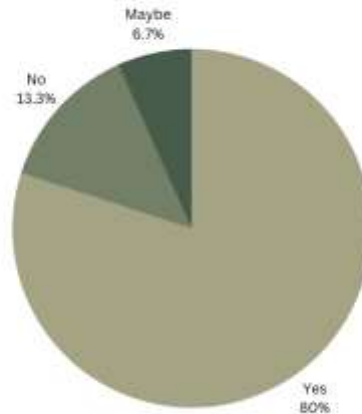


Figure 3.2

Good content writing is reflected when you succeeded in pulling in potential customers after viewing the content. It can be a dealbreaker that affects the purchasing power that the customers hold. In the survey, the respondents were asked how likely they are to purchase an item based on the brand's content and 14% answered likely. This showed that good content will bring in customers and increase the engagement of your brand.

How likely are you going to buy a product based on the brand's contents?

30 responses

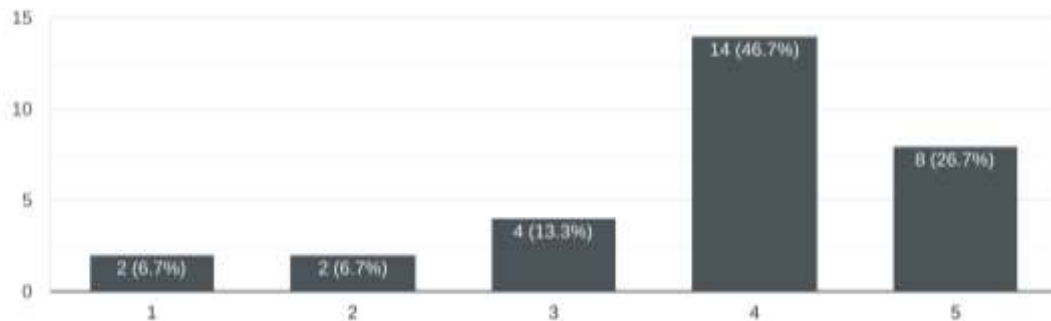


Figure 3.3

In Figure 3.4. 36.4% of the respondents will recommend a brand based on its brand. A good content writer with creative ideas will make your brand memorable to consumers and purchasers are more likely to recommend your brand to others thus creating a networking chain.



How likely are you going to recommend a brand based on it's contents?

22 responses

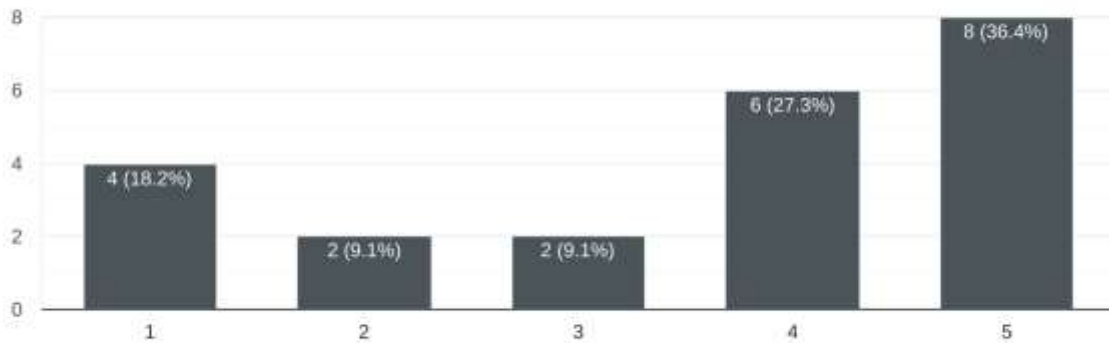


Figure 3.4

As the result shown in Figure 3.5, it is clear that content writing is an important part of business especially when it comes to content for marketing. Despite showing various results in terms of how brands' content affects their decision-making, 77.3% of the respondents agreed that high-quality content writing is important to brands and in Figure 3.6, 66.7% of them agreed that without good content writing, a brand could not grow effectively and could take a longer time, compared to brands that implemented high-quality content writing in their marketing.

How important do you think a good content writing is to a brand?

22 responses

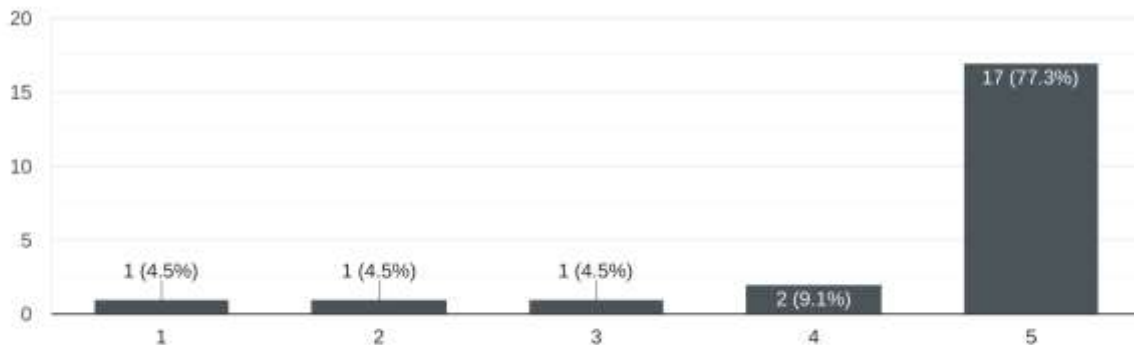


Figure 3.5

Do you think a brand can grow without a good content?

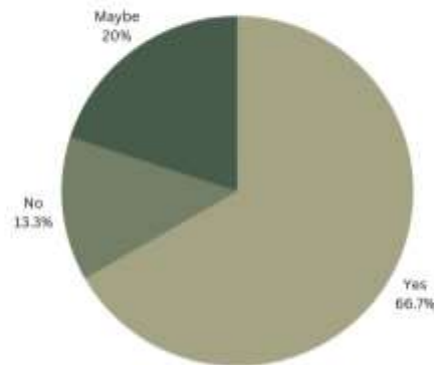


Figure 3.6

From the survey results, it can be deduced that curated content on social media affects consumers' decision-making before purchasing things. All of this boils down to whether the content is creative enough to pull consumers in or otherwise. Therefore, it is a content writer's responsibility to come up with unique ideas for a brand to flourish and stays relevant in the market

### 3.2 Significance of having a content writer for a business and its benefits.

Below illustrates an overview of the interview in which the respondents were chosen from small business owners who fit the theme of this study. The interview was conducted on a small scale where only 5 respondents were chosen to gain a granular understanding of the importance of content writing to a business. It will be focusing on the main reason why business owners choose to have content writers for their businesses. The questionnaire only consists of one question:

Do you think having a content writer will be good for your business? Why?

**Respondent 1** shared how they preferred the content to be provided since they only stuck to the same idea regarding their content.

“Yes, I have been doing the same content but some company or brands provides content writing and marketing materials for their resellers/dropships so we can just post that in our account. I think it is safe for me to say that having a content writer is a need for every business” (1)

**Respondent 2** on how tricky it is to produce content based on what their audience wants.

“Yes, since I am writing a book therefore it is hard to promote my book: whether through my personal account or create a personalized social media account for the book and my own brand. Its really hard to determine what my audience want and to produce customized content to attract them” (2)

**Respondent 3** clearly showed dependency on content writing for their business.



“Yes, because I think I am not creative enough to create my own content in order to promote my project. I am very busy with my book and I think it will be easier if the marketing content is prepared for me. Less time worrying and more time for my book” (3)

**Respondent 4** shared the reason why they think content writing is important to their business.

“It is hard to gain interest if you don’t have good content, it is harder when you are a small business. Having a content writer will ease the burden for me however the cost of hiring one is also another factor to be considered” (4)

**Respondent 5** shared their concerns about making fresh and new content with their busy schedule.

“Sort of. Having to consistently post new and fresh content is not an easy task to do and with my busy schedule, it is almost an impossible task” (5)

#### 4. CONCLUSION

To conclude, content writing is an important aspect of business for it to prosper. Evidently, from the survey and interviews conducted, it can be deduced that hiring a content writer is important to produce good content that will attract potential customers. It can be concluded that digital marketing relies heavily on content writing therefore my objectives are to explore the possibilities of generating profit through writing content for marketing purposes and creating this service with the hope of helping brands to grow tremendously through content writing can be possibly done.

#### ACKNOWLEDGEMENT

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