

The Most Important Trait Print and Online Catalog Copy Should Share

Recently, I trained a group of copywriters who write for an established equine catalog marketer.

The training was a real “nuts and bolts” kind of session, covering the basics of catalog copywriting for both print and online catalogs.

When the training ended, I asked the trainees to fill out a quick survey so I could get their opinion on how the session went. One of the responses got me to thinking.

Someone commented that the Web copywriting portion of the training seemed to repeat what I had taught earlier in the print copywriting section.

I thought this was an interesting observation.

Yes, the Internet and print catalogs are two different mediums that in some ways require different approaches to customers, but from a copywriting perspective, the desired end result is still the same – to make sales. So naturally, many of the techniques used in print catalog copy would be successful when applied online.

For example:

- A great, attention-grabbing headline is a great, attention-grabbing headline no matter where it appears.
- Focused, benefit-rich copy sells well in your online catalog pages as well as in print.
- Hurried, intense, online shoppers appreciate clear and compelling copy just as much as their more relaxed, less inspired, print catalog counterparts.

The bottom line here is regardless of the channel you’re selling through; your copy should still **sell**. Whether the copy appears on your Home page, a product description page, or on the inside cover of your catalog, it should always focus on the task at hand; giving your customer a reason to buy.