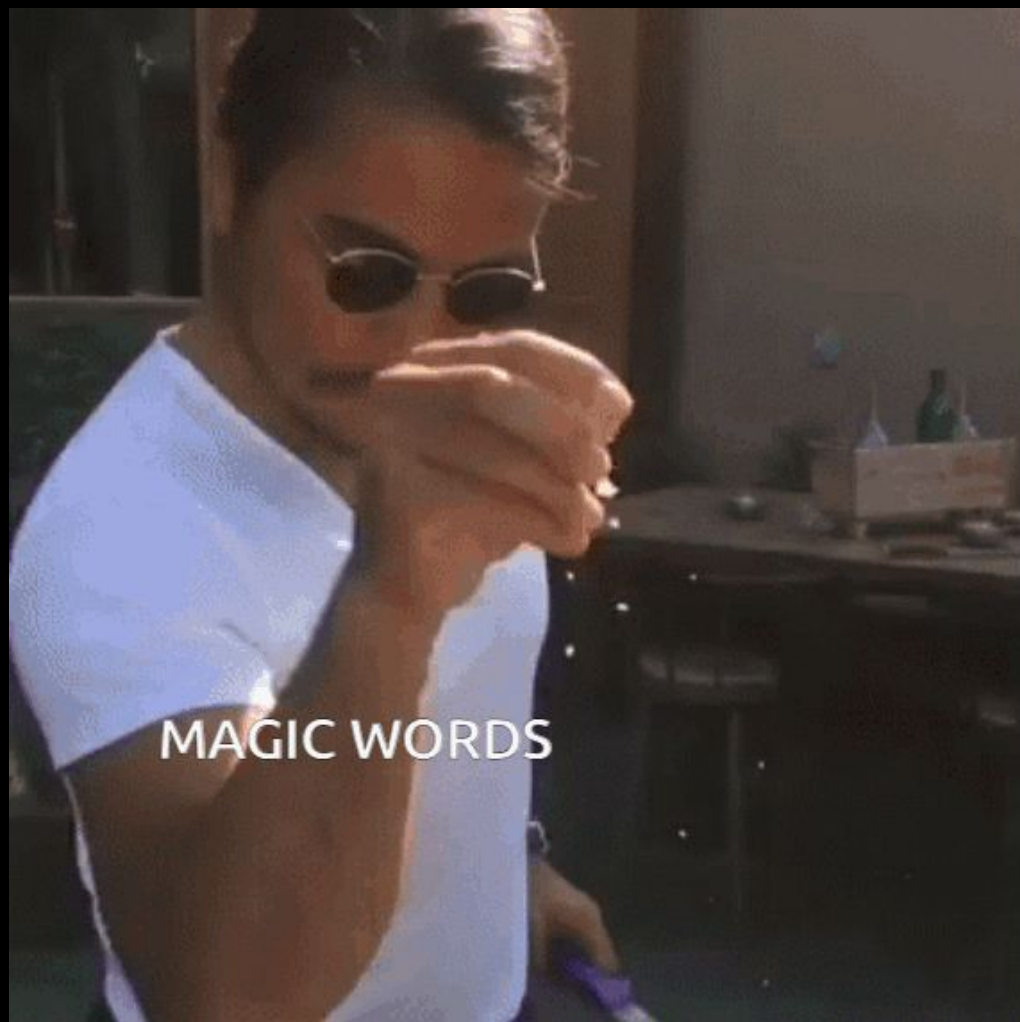


**Your copy  
is \*not\*  
your problem**

**It's all social media's fault**

# Social media be like...

- 100+ Magic words you *\*HAVE\** to use  
(or your copy won't convert and it's all your fault)
- 3,000 Big money making copywriting formulas  
(Follow me + DM me to get exclusive access!!)
- 2M+ High converting hooks  
(That made me \$2B in sales in 24 hours... now buy my course)



MAGIC WORDS



**YOUR AD,  
LP, WEBSITE,  
EMAIL CAMPAIGN**



**COPY**

**So what are we trying to fix  
(by updating the copy)?**

An iceberg floating in a dark blue sea. The tip of the iceberg is above the water line and contains seven labels for negative metrics. The much larger base of the iceberg is submerged below the water line and contains a single label for a positive metric. The iceberg is rendered in various shades of blue, from light to dark.

**HIGH BOUNCE RATE**

**POOR CONVERSIONS**

**LOW CTR**

**LOW SCROLL RATE**

**LOW ENGAGEMENT**

**LOW POST-DEMO  
CONVERSIONS**

**HIGH RETURN RATE**

**COPY?**

**Here's what happens  
when we only look at  
optimizing the copy...**



**#1 You accidentally strip out  
critical brand elements**

**#1 You accidentally strip out  
critical brand elements**

**#2 You accidentally “stretch  
the truth” for performance**

# **#1 You accidentally strip out critical brand elements**

Which leads to:

- Poor engagement and poor brand awareness/recognition
- Fails to help the company/client capture the interest of customers who aren't yet in-market
- Makes C-suite and marketing mad

## **#2 You accidentally “stretch the truth” for performance**

Which leads to:

- Poor close rates post-demo (which makes sales mad)
- High return/refund rates (which makes finance mad)
- Low customer satisfaction/NPS (which makes product and customer success mad)



*Hey, Your Worship, I'm only trying to help.*

An iceberg floating in a dark blue sea. The tip of the iceberg, which is above the water line, is light blue and contains seven white rectangular labels with black text. The base of the iceberg, which is submerged, is a darker blue and contains one white rectangular label with black text. The labels on the tip represent negative metrics, while the label on the base represents a positive metric.

**HIGH BOUNCE RATE**

**POOR CONVERSIONS**

**LOW CTR**

**LOW SCROLL RATE**

**LOW ENGAGEMENT**

**LOW POST-DEMO  
CONVERSIONS**

**HIGH RETURN RATE**

**COPY?**

**HIGH BOUNCE RATE**

**POOR CONVERSIONS**

**LOW CTR**

**LOW SCROLL RATE**

**LOW ENGAGEMENT**

**LOW POST-DEMO  
CONVERSIONS**

**HIGH RETURN RATE**

**COPY?**

**BROKEN  
USER  
JOURNEY**

**POOR  
UX**

**BAD  
OFFER**

**TARGETING  
WRONG  
AUDIENCE**

**DESIRE  
MISALIGNMENT**

**#1 Broken user journey**



**AKA “One of these things is not  
like the other”**



♪ One of these things  
is not like the other. ♪

# #1 Broken user journey

AKA “One of these things is not like the other...”:

- Ad / Email → Landing page
- Landing page → Sales page
- One web page → Another web page

# #1 Broken user journey

This COULD be the copy, but it could also be...

- Mismatching colors or branding
- Mismatching offer (BOGO vs. 50% off)
- Wrong destination (didn't end up where they expected)

# #1 Broken user journey

What this means is...

- The user gets confused
- The user loses trust
- The user bounces, doesn't click through, or doesn't convert

# #1 Broken user journey

How to fix it:

- Create a Figma or Miro board and paste screenshots of all the key user touchpoints across their potential journeys
- If you have existing user journey maps then great! – map your screenshots to those
- See where things are out of whack and make those tweaks (this is a *\*real\** eye opener for so many people)

## **#2 Poor UX**

**AKA "Bugs... bugs everywhere"**



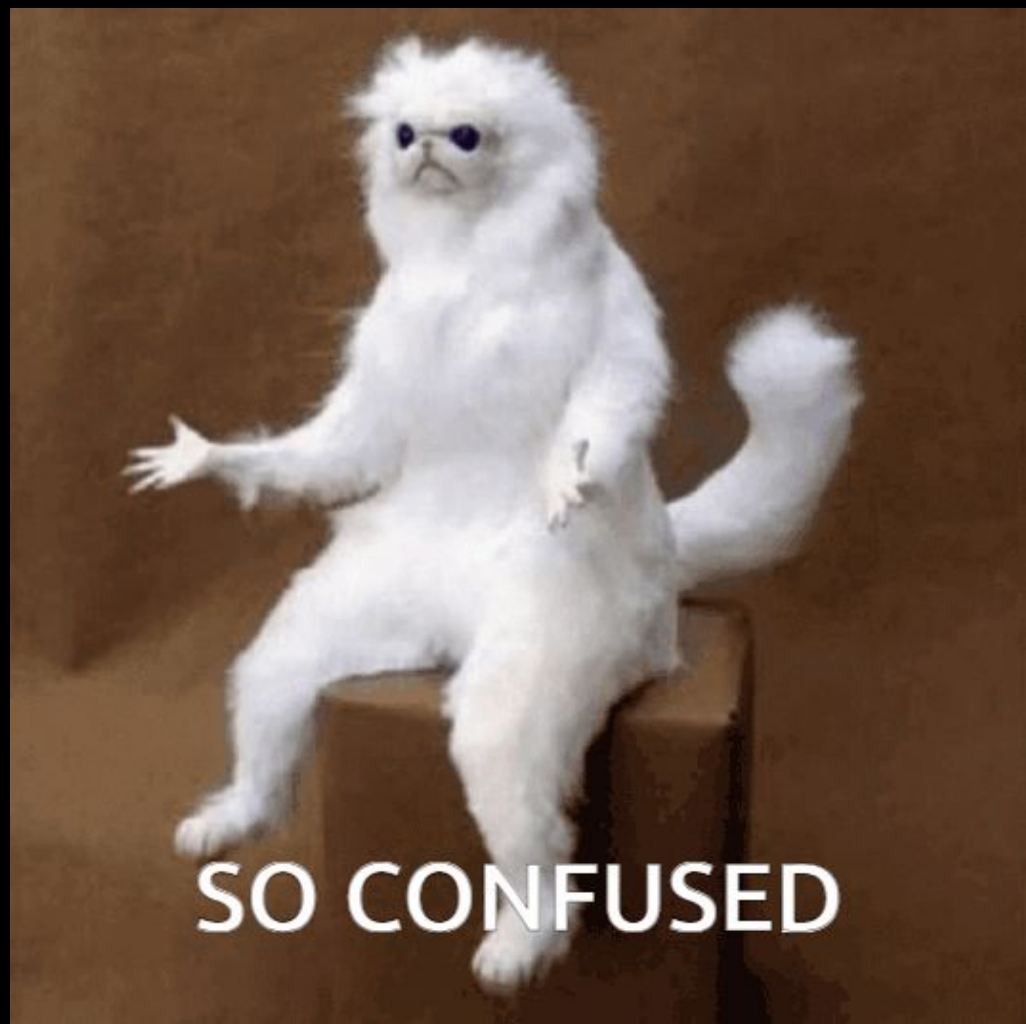
**BUGS.**

**BUGS EVERYWHERE.**

# #2 Poor UX

AKA “Bugs... bugs everywhere”:

- Links not working in ads or emails
- Mobile experience is terrible
- Creatives/images not loading properly
- Can't put a coupon code in
- Can't find a button, etc. etc. etc.



# #2 Poor UX

What this means is...

- The user gets frustrated
- The user thinks the company/product/brand is bad (by association)
- The user loses motivation
- The user doesn't click through or convert

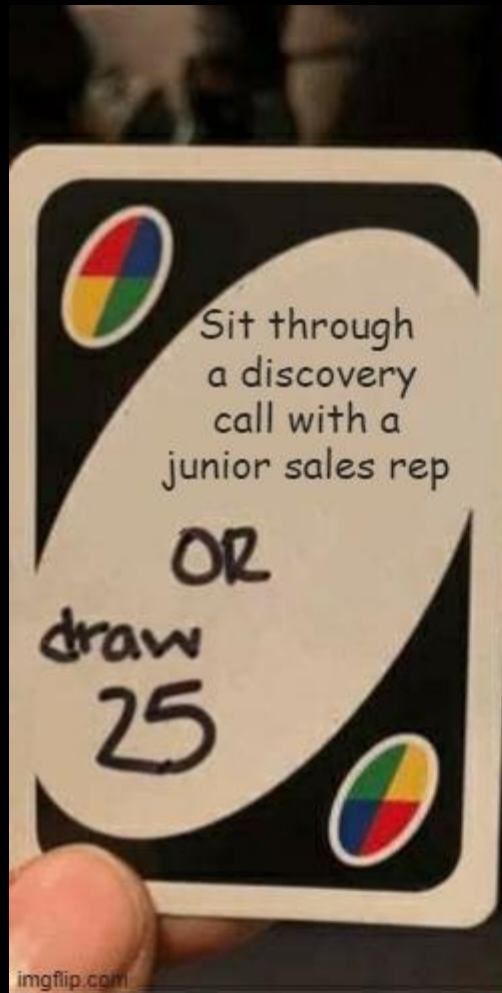
# #2 Poor UX

How to fix it:

- Check your analytics platform – where are people dropping off?
- Check it yourself in different browsers (incl. incognito) and different devices
- Record user/page sessions and do usability sessions – so you can clearly see where people struggle and where they get stuck so you can fix it

**#3 Wrong target audience**

**AKA “We’re not reaching the right people”**





# #3 Wrong target audience

AKA “We’re not reaching the right people”:

- Made guesses & assumptions instead of doing research
- Title/position is wrong
- User doesn’t have the power or authority to make a conversion decision
- The people who want/need what you have aren’t seeing it

# #3 Wrong target audience

What this means is...

- Won't build brand recognition or awareness
- Zero to low conversions
- Ton of wasted media spend

# #3 Wrong target audience

How to fix it:

- Go back and talk (again) to Sales & Customer Success – who are they speaking with in demo calls? Who's on the buying team? Who's pulling the trigger on the purchase, or who owns the budget and needs convincing?
- Make sure your targeting is set up right in your ad and marketing platforms so the right audience is seeing the right ads/emails and is going to the right pages

# **#4 Desire misalignment**

**AKA “We guessed what people  
wanted...”**



**\*AWKWARD  
SILENCE\***

# #4 Desire misalignment

AKA “We used buyer personas based on demographics only...”:

- Images and creatives don't reflect the audience
- Not including technical details when the audience is technical or sophisticated
- Thinking users need to be convinced they have a problem when they're already “Most aware with high intent”

# #4 Desire misalignment

What this means is...

- Zero scrolling & high bounce rate
- Few to zero click throughs
- Few to zero conversions and purchases



# #4 Desire misalignment

How to fix it:

- JTBD customer interviews! Understand what they really wanted (beyond “a fixed windshield”)
- Ask Sales/Customer Success what questions people are asking them (pre-purchase and post-purchase) so you can uncover what’s most important to them

**#5 Bad offer**

**AKA “Nobody wants what you’re selling”**

**BAD OFFER**

**COPY**

# #5 Bad offer

AKA Nobody wants what you're selling:

- No bullets here.
- This speaks for itself.
- "You can bring a horse to water but you can't make it drink."

# #5 Bad offer

What this means is...

- Few to zero click throughs
- Few to zero conversions
- Few to zero purchases
- High return/cancel/churn rate if people do convert

# #5 Bad offer

How to fix it:

- Social listening: search on Reddit/SM platforms/forums where people talk freely to see if something was missed
- Run wider audience surveys (\*not\* focus groups!)
- Interview people who returned the product/cancelled – why did they do it?
- ...and gently tell the client/company to re-evaluate what they're selling

# Your Copy Is **\*Not\*** Your Problem

- 01** Copy isn't a cure-all for a wide range of conversion problems. And in fact, trying to optimize the copy only won't lead to quick wins – it can lead to disastrous consequences for your company/client.
- 02** There are 5 key issues that appear to be copy problems but are really **something else entirely**. Broken user journeys, poor UX, market misalignment, poor targeting, and a bad offer can't be fixed by copy alone.
- 03** The good news is that these problems **\*can\*** be fixed. It just takes a little patience. So the next time you see a social media post saying "use these magic words to drive more conversions"... well, you'll know better than to listen to hacks.







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