



New Web Copywriter Blog Discusses New Opportunity In The Evolving Web For Marketers.

Hans Klein Copywriting, March 23, 2008

URL: <http://www.pr9.net/business/marketing/7679march.html>

The web is morphing and opening up new opportunities for marketers. A new web copywriter blog discusses how marketers can use these current changes to boost sales, which also happens to benefit consumers.

PR9.NET March 23, 2008 - Greensboro, NC - In the past year, the web medium has seen a dramatic transformation. Video, social networking, and community organized content have skyrocketed in popularity.

The old days of text-only websites appear to be fading.

These changes open a world of new opportunity for marketers. Hans Klein, a web copywriter and publisher of a new copywriting blog (<http://www.CopyThatDeliversResults.com>) says, "Web 2.0 sites such as YouTube.com, MySpace.com, Squidoo.com and many others are allowing businesses to connect and establish personal relationships with consumers on a mass scale never seen before. Those that take advantage of these emerging sites in the right way are profiting, while those that do not are beginning to lag behind."

Due to spam, email has taken a nose dive in effectiveness as compared to just a short time ago. False spam complaints, over-crowded email inboxes, and ruthless filters are the cause.

This means new methods of communicating are a lifesaver to give web entrepreneurs a much needed edge. There are three key strategies web marketers should know to take advantage of the evolving web medium:

1. Build relationships through new social networking sites to pre-sell your customers. If you cultivate a following and connect with your customers through these sites, your conversion rates will skyrocket. More successful product launches await.
2. Take advantage of opportunities to encourage participation in your website content. You then gain benefits of increased readership, customer engagement (more repeat sales), and fresh content for the search engines.
3. Pre-sell and bring people into your business by providing valuable content. The new web often rewards quality, free content. There are growing opportunities for it to spread virally.

The bottom line is that marketers are gaining a larger incentive for building stronger relationships with customers over the web. The result is a more user-friendly web for consumers.

Hans Klein is a direct-response web copywriter and his web copy has generated countless tens of thousands of dollars in sales. He covers the top of sales copy on the web in his blog: <http://www.CopyThatDeliversResults.com>. Arrange for an interview with Hans Klein for more insights on the topic of copywriting on the web. Direct Line: 336-254-8282. Email: HansKleinCopy@gmail.com.

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About Hans Klein Copywriting

Hans Klein is a web copywriter specializing in creating and designing direct-response sales message to get results. He publishes a blog revealing proven copywriting and marketing secrets to boost your response. Visit it now at: <http://www.CopyThatDeliversResults.com>.

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