

Good
Words
Brighter
Journeys

Mastering COPYWRITING

Introduction to Copywriting

DTA20152

by Mohammad Hanizeam Bin Abdul Moin

IDEAS

AUDIENCE

STRATEGY

PERSUASION

CONVERSION

Write
Connect
Inspire
Convert ☺

Discover
More
Than a Stay

EXPLORE NOW →

Beautiful Places
Better Stories

People. Places. Possibilities.

- ✓ Attract
- ✓ Engage
- ✓ Persuade
- ✓ Convert

Great
Copy
Creates
Opportunities!

Memorable Stays.
Lasting Impressions



PRACTICAL



REAL CASE



ACTIVITIES



TIPS & BEST

Mastering

COPYWRITING

Introduction to Copywriting

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MASTERING COPYWRITING, INTRODUCTION TO COPYWRITING (DTA20152)

Good Words
Brighter
Journeys ♥

ABOUT THIS BOOK

Mastering Copywriting

Introduction to Copywriting

DTA20152



Course Aligned Learning Support Material

This eBook introduces students to effective copywriting with a focus on teaser copywriting. It is designed for DTA20152 Digital Entrepreneurship and can be used as self-learning notes, classroom reading, and assessment preparation.

The content connects copywriting theory with practical examples from tourism, hospitality, food, and social media business contexts. Each chapter includes explanation, examples, practice prompts, and reflection questions.

Learning outcomes covered: describe copywriting, explain the importance of copywriting, elaborate audience characteristics, and discuss effective copywriting with emphasis on teaser technique.



How Students Should Use It



READ
THE CHAPTER



SCAN
THE QR VIDEO



COMPLETE
THE ACTIVITY



APPLY THE METHOD
TO A REAL PRODUCT
OR SERVICE



“ Effective copywriting
turns ordinary products into
memorable experiences. ”

Good Words
Brighter Journeys

TABLE OF Contents

More than 20 pages of notes, examples, activities, QR videos, and rubric

Ideas
Connect
People

People. Places.
Stories.

Experiences
That Stay

Write
Connect
Inspire
Convert



Scan QR codes
throughout the book
for extra learning
videos!

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Introduction to Copywriting

Good Words
Create
Great
Journeys ♡

Why Words Matter in Digital Entrepreneurship

1 What is Copywriting?

Copywriting is **persuasive writing** created to influence an audience to take a specific action. The action may be to click, comment, register, book, purchase, subscribe, or simply remember a brand.



Write the Journey
People Want
to Experience ♡

2 Copywriting in Digital Entrepreneurship

In digital entrepreneurship, customers often meet a business through words before they meet the product. A caption, headline, product description, poster, or website section can shape the first impression.



A simple caption
can open the door to
a bigger journey. ♡

3 Key Points



Copywriting combines **creativity, marketing strategy, and customer psychology.**



Good copywriting makes a product feel **valuable, relevant, and easy to understand.**



In tourism and hospitality, copywriting sells experiences such as **comfort, memories, adventure, and relaxation.**

4 Mini Example



Weak Copy

"We sell island packages."



Strong Copy

"Escape the city and enjoy a peaceful island day trip with crystal-clear water and local food."



5 Class Discussion



Find one online advertisement. Identify the following elements:

- 1 The headline
- 2 The offer
- 3 The action requested from the customer



Great copy
turns places into unforgettable stories. ♡

Describe Copywriting

Definition, Purpose and Basic Function

5.1.1

1 Definition of Copywriting

Copywriting is **persuasive writing** created to influence an audience to take a specific action. It is written with a **clear marketing objective**, using words that attract attention, build interest, create desire, and encourage a response.

WORDS
THAT
INFLUENCE
ACTION

2 Purpose of Copywriting

Copywriting is used to achieve several important purposes in business:



Inform

Give clear and simple information about the product or service.



Persuade

Influence the audience to choose the product or service.



Create Interest

Make the product feel relevant, valuable, and desirable.



Drive Action

Encourage the audience to take action such as click, book, buy, register or sign up.

3 Basic Function of Copywriting

A copywriter chooses words based on the audience, product benefit, platform, and desired response. The message must be short enough to catch attention but strong enough to create interest.



Understand the audience

Know who you are talking to.



Highlight benefits

Show what the audience will gain.



Use the right tone and style

Match the platform and purpose.



Create a clear call to action (CTA)

Guide the audience to the next step.

4 Mini Example



Weak Copy

We sell island packages.



Strong Copy

Escape the city and enjoy a peaceful island day trip with crystal-clear water and local food.

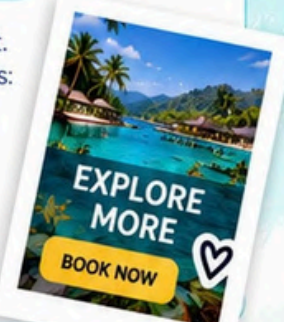


5

Class Discussion

Find one online advertisement. Identify the following elements:

- 1 The headline
- 2 The offer
- 3 The action requested from the customer



“Good copy turns a simple offer into a reason to say ‘yes’.” ♥

Types and Forms of Copywriting

Where Copywriting Appears in Business

5.1.1

3.1 Understanding Different Forms of Copywriting

Copywriting can be divided into different forms depending on the platform and purpose. A social media caption may use a conversational tone, while a hotel website may use a professional and reassuring tone.

Students should understand that copywriting changes according to the customer journey. Awareness copy grabs attention. Consideration copy explains value. Conversion copy pushes action.

Lightbulb icon: Different platforms. Different styles. Same goal persuasion! ♥

♥ Different Platforms Same Goal Persuasion ♥



3.2 Main Types of Copywriting



Advertising Copy

Used in posters, banners, billboards and paid ads to grab attention.



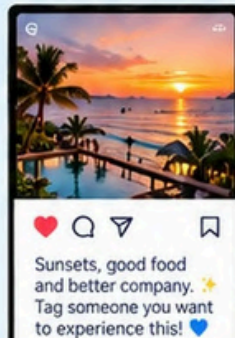
Digital Copy

Used in websites, landing pages, search ads and blog titles.



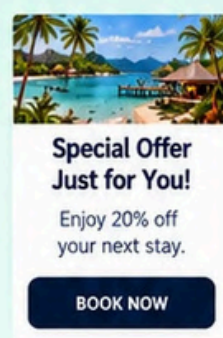
Social Media Copy

Used in captions, reels, stories and short-form content.



Email Copy

Used in newsletters, promotions and follow-up messages.



Product Description Copy

Used in online stores, e-commerce platforms and menus.



3.3 Copywriting and Customer Journey

Copywriting supports different stages of the customer journey.



Awareness Copy

Grabs attention and makes people notice the product or service.

"Escape to a hidden paradise in Sabah."



Consideration Copy

Explains value and gives more information.

"Enjoy comfortable stays, local experiences and breathtaking views."



Conversion Copy

Persuades the audience to take a specific action.

"Book now and enjoy exclusive rates today!"



3.4 Activity

Look at the examples below. Identify the type of copywriting (advertising, digital, social media; email or product description).

- 1 Travel fair poster _____
- 2 Hotel website homepage _____
- 3 Instagram caption _____
- 4 Email promotion _____
- 5 Restaurant menu item _____

Good copy connects people to places. ♥

Importance of Copywriting

Why Good Copy Makes a Big Difference

5.1.2

1 Why Copywriting is Important

Copywriting is important because it helps a business communicate its value, attract the right audience, and persuade people to take action. In a competitive market, clear and creative copy can make a product or service stand out and be remembered.

GOOD COPY CREATES OPPORTUNITIES

More Than a Stay A Memory

BOOK NOW

Good Words Stronger Brands Happier Customers

People don't just buy products. They buy experiences.

2 Benefits of Effective Copywriting

Effective copywriting gives many benefits to a business, especially in tourism and hospitality.



Attracts Attention

Grabs the interest of the right audience quickly.



Creates Interest

Highlights the unique value and benefits of the product or service.



Encourages Action

Persuades people to book, buy, register or sign up.



Builds Brand Image

Uses consistent and positive messages to create a strong brand identity.



The right words can turn a stay into a lifelong memory.

3 Importance in Tourism and Hospitality

In tourism and hospitality, copywriting plays a key role in:



Selling Experiences

Communicates the feeling, atmosphere and memories guests will gain.



Highlighting Facilities and Services

Explains what makes the property or package special.



Reaching the Right Market

Uses words that match the needs and interests of target customers.



Building Trust and Loyalty

Creates positive impressions and encourages repeat visits.

HOTEL

TOURS

FOOD & BEVERAGE

EVENTS

MEMORIES

4 Example in Tourism and Hospitality



Weak Copy

We have comfortable rooms and good facilities.



Strong Copy

"Wake up to a stunning ocean view in our comfortable rooms, designed for a relaxing and unforgettable stay."



5 Class Discussion



Look at a tourism or hospitality advertisement. Discuss with your group and identify how the copywriting helps to:

- 1 Attract attention
- 2 Create interest
- 3 Encourage action
- 4 Build brand image

Analyse the words. Find the strategy. Share your ideas!

Great copy brings guests today and loyal customers tomorrow.

Audience Characteristics: Demographic

Understanding Who Your Audience Is

5.1.3

1

What are Demographics?

Demographics refer to the **basic and measurable characteristics** of a target audience. These characteristics help us understand who our customers are and allow us to create more relevant and effective copywriting.



2

Common Demographic Characteristics

Demographic factors include:



Age

Different age groups have different needs and interests.



Gender

Male, female or others may respond to different types of messages.



Income Level

Influences purchasing power and type of products or services.



Education Level

Affects language style and message complexity.



Location

Local or international audience may have different preferences.



Occupation

Students, professionals, business owners or retirees have different needs and lifestyles.

3

Why Demographics Matter in Copywriting

Understanding demographics helps you:



Choose the right message for the right audience.



Use suitable language and tone.



Highlight the most relevant benefits.



Increase the chance of getting a positive response.

4

Examples in Tourism and Hospitality



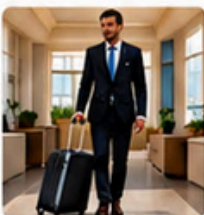
Students (Age 18–25)

- Use fun, casual and short copy.
- Highlight adventure and affordable prices.



Families (Age 30–50)

- Use friendly and reassuring copy.
- Highlight safety, comfort and family-friendly facilities.



Business Travellers (Professionals)

- Use professional and clear copy.
- Highlight convenience, location and facilities for work.



Retirees (Age 60+)

- Use simple and clear copy.
- Highlight relaxation, comfort and special packages.

5

Class Activity

Choose one tourism or hospitality product or service (e.g. hotel, tour package, café). Identify the demographic characteristics of your target audience.

Think about:

- 1 Age
- 2 Gender
- 3 Income level
- 4 Education level
- 5 Location
- 6 Occupation

Different People
Different Needs
Different Messages

Know your audience to create the right message.

Different people.
Different messages.
Better experiences.



The better you know your audience, the easier it is to write words that connect.

Audience Characteristics: Psychographic

Understanding What Your Audience Wants

5.1.4

1 What is Psychographic?

Psychographic refers to the **psychological and behavioural characteristics** of a target audience. It helps us understand their lifestyle, values, interests, personality, and attitudes, so we can create copy that connects emotionally.



PEOPLE BUY WITH EMOTIONS

It's not just what they are, but what they care about

2 Common Psychographic Characteristics

Psychographic factors include:



Lifestyle

How they live, spend their time and what activities they enjoy.



Values

What is important to them, such as health, family, sustainability or luxury.



Interests

Hobbies and topics they are passionate about.



Personality

Traits such as adventurous, relaxed, social or independent.



Attitudes

Their opinions and feelings towards certain products, services or issues.

Different lifestyles.
Different passions.
Different messages.



Understand their lifestyle to create relevant messages.

3 Why Psychographics Matter in Copywriting

Psychographics help you write messages that:



Create Emotional Connection

Speak to their dreams, aspirations and personal values.



Increase Relevance

Use language and tone that match their lifestyle and interests.



Influence Decisions

People are more likely to take action when they feel the message matches who they are.



Build Stronger Brand Loyalty

When customers feel understood, they are more likely to return and recommend.

4 Examples in Tourism and Hospitality

The same destination can be promoted differently based on psychographic characteristics.



Adventure Seekers

"Explore hidden trails and experience the real Sabah."

- Love outdoor activities
- Seek new experiences
- Value adventure and freedom



Relaxation Seekers

"Unwind in a peaceful island paradise."

- Prefer comfort and relaxation
- Value quality time
- Enjoy nature and beautiful scenery



Family Travellers

"A safe and memorable holiday for the whole family."

- Prioritise safety and comfort
- Look for family-friendly facilities
- Value bonding time

5 Class Activity



Choose one tourism or hospitality product (e.g. hotel, resort, tour package). Describe the psychographic characteristics of your target audience and write a short promotional message based on their lifestyle, values and interests.

Great copy speaks to the heart, not just the features.

Consider:

- ✓ Lifestyle
- ✓ Values
- ✓ Interests
- ✓ Personality
- ✓ Attitudes



The AIDA Model

A Simple Framework for Effective Copywriting

5.2.1

1 What is the AIDA Model?

The AIDA model is a well-known copywriting framework that helps guide the audience from **awareness** to action. It consists of four stages: **Attention**, Interest, Desire and Action. This model is widely used in marketing, including in the tourism and hospitality industry.



A simple step-by-step guide to turn readers into customers.

ATTRACT
ENGAGE
CONVINCE
CONVERT

2 The Four Stages of AIDA

A

Attention



Grab the audience's attention with a strong headline or image.

Example:

"Discover a Hidden Island Paradise!"

I

Interest



Keep the audience interested by sharing relevant information and benefits.

Example:

"Enjoy crystal-clear waters, local cuisine and unique experiences."

D

Desire



Create a desire by showing the value, emotions and what they will gain.

Example:

"Imagine relaxing on a private beach with your loved ones."

A

Action



Encourage the audience to take action, such as book, visit, call or sign up.

Example:

"Book your dream getaway today!"



Turn interest into unforgettable experiences.

3 Why Use the AIDA Model in Tourism and Hospitality?

The AIDA model helps create clear and persuasive messages that guide potential customers through the decision-making process. It is especially useful in promoting tourism products such as hotels, resorts, tour packages and events.



Build Awareness

Helps your message stand out in a crowded market.



Create Engagement

Keeps the audience interested and wanting to know more.



Increase Bookings

Persuades potential customers to take action.



Suitable for Various Platforms

Can be used in social media, websites, brochures and email marketing.

Right Message
Right Emotion
Right Action

4 Complete Example in Tourism and Hospitality

Let's look at an example of a social media post for a resort using the AIDA model.



Escape
Recharge
Belong

A

Attention

"Escape to a tropical paradise!" (Striking headline and beautiful image)

I

Interest

"Enjoy luxurious rooms, crystal-clear waters and exciting island activities."

D

Desire

"Create unforgettable memories with your loved ones."

A

Action

"Book your stay now and get 10% off your next trip!"

5 Class Activity

Find a tourism or hospitality advertisement (online or printed). Identify the AIDA elements in the ad and write them in the table below.

A	Attention	
I	Interest	
D	Desire	
A	Action	

"The AIDA model turns words into journeys, and readers into real customers."

AIDA Model

A Simple Framework for Effective Copywriting

5.2.1

1 What is the AIDA Model?

The AIDA model is a simple copywriting structure that guides customers from noticing the message to taking action. It is useful for advertisements, captions, landing pages, posters and product promotions, especially in the tourism and hospitality industry.



A simple step-by-step guide to turn readers into customers.

Guide Customers From Awareness to Action

2 The Four Stages of the AIDA Model

A

Attention



Grab the audience's attention with a strong headline or question.

I

Interest



Keep the audience interested by sharing relevant information and benefits.

D

Desire



Create a desire by highlighting the value, emotional appeal and practical benefits.

A

Action



Tell the audience what to do next with a clear call to action.

From interest to unforgettable experiences.



Inspire Create Desire Drive Action

3 Key Points to Remember



Attention

Stop the scroll with a strong headline or question.



Interest

Explain the offer in a way that matters to the audience.



Desire

Highlight emotional and practical benefits.



Action

Give one clear next step.

4 Example in Tourism and Hospitality



A

Attention

Need a quick weekend escape?
(Strong headline to grab attention)

I

Interest

Join our 2D1N Island package.
(Relevant information)

D

Desire

Includes boat, lunch and stunning sunset view.
(Highlights value and benefits)

A

Action

Message us today!
(Clear next step)

ISLAND TOURS

HOTEL STAYS

FOOD EXPERIENCES

MEMORABLE MOMENTS

The right words at the right time can turn interest into real bookings.

Headline and Hook

The First Step to Grab Attention

5.2.2

HOTELS
CAFÉS
ISLAND TOURS
RESORTS
ADVENTURES

Great Hooks Create Big Opportunities

1 What is a Headline and Hook?

A headline or hook is the first part of the copy that captures attention. In social media, the first few words are very important because users scroll quickly and decide within seconds whether to continue reading.

Good hooks are specific, relevant and curiosity-driven. They may use questions, problems, bold promises, numbers, or emotional triggers.



Make people stop scrolling! ♥



A strong hook turns curiosity into clicks. ♥

2 Types of Hooks

Different types of hooks can be used depending on your message and target audience.



Question Hook

Use a question to make people think and feel curious.



Curiosity Hook

Tease something interesting to make people want to know more.



Problem Hook

Highlight a common problem that your product or service can solve.



Benefit Hook

Focus on the benefits and value for the customer.

123

Number Hook

Use numbers to make your message clear and attractive.



The right hook can turn scrolls into bookings. ♥

3 Key Points to Remember



Keep it short and clear.



Make it relevant to your audience.



Use creative and emotional words.



Match the hook with the content that follows.

A strong hook creates curiosity, and curiosity leads to action. ♥

4 Examples in Tourism and Hospitality

Here are some examples of headlines and hooks for a café drink or hotel promotion.



Café Drink Promotion

- "Craving a cooler day?"
- "This weekend's deal will surprise you!"
- "Tired of the same coffee?"
- "Refresh your mood with our tropical drinks!"
- "3 Must-Try Drinks at Our Beach Café!"



Hotel Promotion

- "Wake up to a sea view!"
- "Your perfect island escape is just a click away."
- "Tired of planning trips that cost too much?"
- "Save time with our ready-made travel package."
- "5 Reasons to Stay at Our Seaview Resort!"

5 Practice



Write five different hooks for a new café drink or hotel promotion. Use different types of hooks (question, curiosity, problem, benefit or number).

Benefits, Proof, and CTA

Move from Explanation to Action

5.1.4

1 Features vs Benefits

Customers do not only want to know what a product has. They want to know **how the product helps them**. That is why copywriting should translate features into benefits.



FEATURES
What the product has.



BENEFITS
How it helps the customer.

2 Proof Builds Trust

Proof helps reduce customer doubt. Proof can include reviews, ratings, testimonials, awards, photos, numbers, before-after results, or guarantees. After that, the CTA should be simple and direct.

People trust real experiences! ❤️



Reviews

Real feedback from customers.



Ratings

Scores from platforms (e.g. 4.8/5).



Testimonials

Positive stories from real guests.



Awards

Recognition and achievements.



Photos

Real images of the product or experience.



Numbers

e.g. 500 guests, high occupancy.



Before-After Results

Show improvement or transformation.



Guarantees

Build confidence and reduce risk.



Real people.
Real experiences.
Real trust. ❤️



Show the proof.
Build confidence. ❤️

3 Examples



Feature: Free breakfast.



Benefit: Start your morning without extra cost.



Feature: Near airport.



Benefit: Save travel time before your flight.



Proof: Rated 4.8 by 500 guests.



CTA: Book before Friday to enjoy the promo rate.



Turn features into benefits, add proof, then give a clear call to action.

4 CTA Examples



Message us now. Scan to register. Book your seat today.
Claim your discount before 10 PM.



5 Quick Practice



Choose one feature from a hotel, tour package or café. Convert it into a benefit and write one CTA for it.

Teaser Copywriting

Create Curiosity, Build Anticipation

5.2.3

1 What is Teaser Copywriting?

Teaser copywriting is a promotional technique that reveals only part of the information to create curiosity and anticipation. It is often used before product launches, event announcements, new menu releases, or limited promotions.

A teaser works because people naturally want to complete missing information. However, it must still be relevant and connected to the brand. A teaser that is too vague may confuse the audience.



Say enough to attract interest, but not everything! ♥

Sometimes the best stories start with a little mystery. ♥

Good Things Are Coming... ♥

2 Why Does Teaser Copywriting Work?

Teasers are effective because they:



Create Curiosity

People want to know more and look for the missing information.



Build Anticipation

Makes the audience excited and look forward to what is coming.



Increase Engagement

Encourages likes, comments, shares and followers.



Work Well for Promotions

Useful for product launches, events, new menu releases or limited offers.



Create curiosity. Spark interest. Bring people back for more. ♥



3 Key Points to Remember



Keep the message short and mysterious.



Use suspense words such as **soon**, **tomorrow**, **secret**, **reveal**, or **coming**.



Do not reveal everything too early.



Create a follow-up post that completes the message.

A good teaser makes people think, talk and come back for the next post. ♥

4 Teaser Example



Why it works?

- ✓ Short and mysterious
- ✓ Creates curiosity
- ✓ Uses a time element (this Friday)
- ✓ Targets a specific audience (coffee lovers)
- ✓ Does not reveal everything
- ✓ Builds anticipation for a follow-up post



Teasers turn simple promotions into exciting stories. ♥

5 Quick Practice



Write a teaser for one of the following:

- a new café drink
 - a hotel promotion
 - an upcoming event
 - a new menu release
- Use a short and creative sentence. Do not reveal everything!

Teaser Campaign in Stages

Plan Your Teaser from Curiosity to Action

5.2.4

DISCOVER

EXPLORE

RELAX

UNWIND

Build the story step by step and keep your audience excited! ♥

A good teaser tells a story, not everything at once. ♥

Build interest day by day. ♥

From curiosity to action! ♥

Step by step, create curiosity, share clues, reveal the offer and end with a clear action. ♥

Same message. Different stages. Bigger impact! ♥

1 What is a Teaser Campaign in Stages?

A teaser campaign should be planned in stages. The first stage creates curiosity. The second stage gives clues. The third stage reveals the offer. The final stage asks the audience to act.

For students, a teaser campaign can be simple: three social media posts, one poster, one caption set, and one call-to-action. The important part is to make the message consistent.



2 The Four Stages of a Teaser Campaign



Stage 1: Mystery Post

Create curiosity with a short and mysterious message.

Example:

"Something exciting is coming..."



Stage 2: Hint Post

Give a clue but not the full detail.

Example:

"Here's a hint... Are you ready?"



Stage 3: Reveal Post

Introduce the product or event.

Example:

"Our new menu is finally here!"



Stage 4: Action Post

Ask customers to book, buy, scan or register.

Example:

"Book now and enjoy the special offer!"

3 Key Points to Remember



Plan the message in stages.



Keep the content consistent.



Use simple and clear messages.



Choose the right timing for each post.

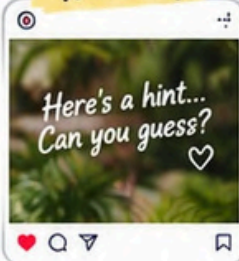
4 Timeline Sample

Monday



Stage 1: Mystery Post
Create curiosity.

Wednesday



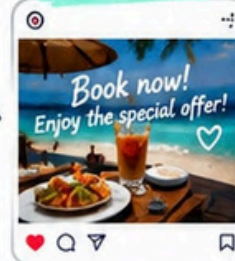
Stage 2: Hint Post
Give a clue.

Friday



Stage 3: Reveal Post
Introduce the offer.

Saturday



Stage 4: Action Post
Ask customers to act.

5 Quick Practice



Create a teaser campaign for a hotel, tour package or café.
Write four short posts for each stage (mystery, hint, reveal and action).

Case Study: Tourism Package

1 Scenario

A local travel agency wants to promote a Kota Kinabalu island-hopping package. The weak message says:
Island hopping package available. RM120 per pax. Book now.

The improved message uses experience, benefit, and CTA:
Escape your routine with a full-day island adventure. Swim, relax, and enjoy lunch by the sea from only RM120. Limited weekend slots - message us to book.



Same place, different message. Which one makes you want to go? ♥

Sell the experience, not just the room. ♥



Explore Kota Kinabalu Islands ♥

2 Weak vs Improved Copy

Weak Message



"Island hopping package available. RM120 per pax. Book now."

Improved Message



"Escape your routine with a full-day island adventure. Swim, relax, and enjoy lunch by the sea from only RM120. Limited weekend slots - message us to book."



Swim, Relax, Explore ♥

3 Why the Improved Copy Works



Creates a stronger picture in the customer mind.



Explains both emotional benefits and practical details.



The CTA is clear and time-sensitive.



Suitable for local tourists, students, and families.



4 Student Analysis

Identify the Attention, Interest, Desire, and Action parts in the improved copy.

Attention

Escape your routine with a full-day island adventure.

Interest

Swim, relax, and enjoy

lunch by the sea from only RM120.

Desire

Limited weekend slots - message us to book.

Action

Turn features into exciting experiences that people want to be part of! ♥

Case Study: Café Product Launch

Using Teaser Copy for Social Media

5.2.5



1 Scenario

A cafe is launching a new chocolate dessert. Instead of posting the full menu immediately, the cafe uses a three-day teaser approach.



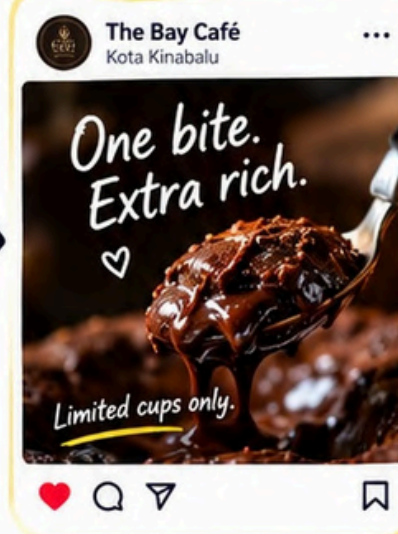
Build curiosity
one post
at a time. ♥

2 Three-Day Teaser Campaign

Day 1 Create Curiosity



Day 2 Give a Clue



Day 3 Reveal the Product



3 Key Points to Remember



The teaser creates curiosity before the product is revealed.



The second post gives clues without showing everything.



The reveal post includes product name, availability, and timing.



The final CTA can be: Visit us today or pre-order via WhatsApp.

A great
teaser turns
hunger into
excitement! ♥

4 Class Task



Create a three-post teaser campaign for a new drink, dessert, room package, or student event.



Step-by-Step Copywriting Process

From Research to Testing

1 The Copywriting Process



Good research leads to great copy and happier guests! ♥

Good Copy Creates

2 Before You Write

Identify the key information before you start writing.



Product
What are you promoting?



Target Audience
Who are you talking to?



Key Benefit
Why should they care?



Platform
Where will you publish it?



Tone
What is the style (e.g. friendly, professional)?



Desired Action
What do you want them to do? (e.g. book, visit, buy)



Know your audience. Write for their journey. ♥

3 Key Points to Remember



Research the audience and competitors.



Choose one main objective.



Write several headline options.



Develop the body copy using benefits and proof.



End with a clear CTA and test the result.



More than a stay, it's a memorable experience. ♥

4 Copywriting Checklist

Before submitting, ask yourself these questions:



Is the message clear?
Can the audience understand it easily?



Is it persuasive?
Does it show benefits and create interest?



Is the CTA obvious?
Can the audience clearly see what to do next?

5 Quick Practice



Choose one tourism, hospitality, food, or digital product.
Complete the five-step copywriting process: Research → Plan → Write → Edit → Test.
You can present your work as a short social media post, poster, or caption set.

Clear message. Persuasive copy. A clear action. Better results! ♥

Common Mistakes in Copywriting

What Students Should Avoid

5.2.6

1 The Big Problem

Many copywriting mistakes happen because the writer focuses too much on the product and too little on the audience. Good copy is not about showing off vocabulary. It is about making the audience understand and act.

Another common mistake is writing without a clear CTA. If the audience does not know what to do next, the copy loses its purpose.

Product Focus (WRONG)



- Room size
- Facilities
- Technical details

Audience Focus (RIGHT)



- What they will experience
- How it benefits them
- Clear next step

It's not about the product, it's about the people. ♥

Good copy is not about showing off vocabulary. It's about making people understand and act. ♥

2 5 Common Mistakes



Too many words with no clear point.

Our resort offers beautiful beaches, amazing rooms, and many facilities for all guests....



Weak headline that does not attract attention.

Welcome to our resort.



Writing features only without benefits.

Air conditioning, free Wi-Fi, king size bed.



Using false or exaggerated claims.

The best resort in the world!



No CTA or too many CTAs in one message.

Book now! Visit our website! Call us! Follow us! Don't miss it!

3 Why These Mistakes Hurt



Lack of Clarity

The audience gets confused and loses interest.



Not Relevant

The message does not match what the audience needs.



Loss of Trust

Exaggerated claims can make the brand seem unreliable.



No Action

Without a clear CTA, the audience does not know what to do next.



Clear message. Happier guests. ♥

4 Editing Tip



of the words from your first draft. Most copy becomes stronger after editing.

Shorter. Clearer. Stronger. Better results. ♥

5 Quick Practice



Rewrite the following weak caption into a shorter, clearer and more persuasive version with one CTA.

Our hotel offers comfortable rooms, a nice swimming pool, a restaurant, and friendly staff. It is a great place to stay when you visit Kota Kinabalu.



Your improved copy:

Tools and Digital Trends

Using Digital Tools to Create Better Copy 5.2.7

1 How Digital Trends Are Changing Copywriting

Digital copywriting changes with audience behaviour. Short videos, social commerce, live selling, AI writing tools, and mobile-first content have influenced how copy is written and consumed.

Tools can help generate ideas, check grammar, design visuals, and analyse trends. However, tools should support the writer, not replace thinking. Students must still apply strategy and ethics.

2 Useful Tools for Copywriting

Canva



Design posters, social media posts, and eBook pages.

ChatGPT



Write a short headline for a hotel promotion.

Brainstorm headlines, rewrite drafts, and generate campaign ideas.

Google Trends



Travel Malaysia



Identify popular search interests and current trends.

Grammarly



Great experience at our resort.

experience

Improve grammar and readability.

3 Key Digital Trends



Short Videos

Reels, TikTok and YouTube Shorts need short and catchy copy.



Social Commerce

Copy should be clear and direct for in-app shopping.



Live Selling

Use simple, real and engaging copy to encourage action.



Mobile-First

Write short, easy-to-read copy for mobile screens.



AI Writing Tools

Useful for ideas and drafts, but always review and personalise the copy.

4 Important Reminder



A tool can suggest words, but the student must decide whether the copy fits the audience and objective.

5 Quick Practice



Choose one tool (Canva, ChatGPT, Google Trends or Grammarly). Create a sample post, headline or short caption for a tourism, hospitality, food or student event.

Use tools wisely.
Think strategically.
Keep it real
and ethical.

Ethical Copywriting

Build Trust, Create Better Experiences

Honest copy builds long-term trust. ♥

1 Why Ethical Copywriting Matters

Copywriting is persuasive, but it should not manipulate customers through false claims. Ethical copywriting protects customers and builds long-term brand trust.

In tourism and hospitality, misleading copy can create disappointment because customers directly experience the service. If the copy promises luxury, safety, or premium quality, the business must deliver it.



Trust turns first-time guests into loyal customers. ♥

2 Key Principles of Ethical Copywriting



Avoid false scarcity

Do not say "Only 1 room left" if it is not true.



Be honest about benefits

Do not exaggerate results or benefits.



Use clear pricing and conditions

Include important details such as price, dates, and terms.



Respect people and culture

Respect culture, religion, privacy, and customer dignity.



Use real testimonials

Share real reviews only with permission.

3 Examples in Tourism and Hospitality



Unethical Copy (Not Recommended)

"Only 1 room left!" (when it is not true)
"The best resort in the world!" (exaggerated)
"Guaranteed to lose weight in 7 days!" (false claim)
"5-star service at a budget price!" (misleading)



Ethical Copy (Better)

"Limited rooms available this weekend."
"A popular resort with beautiful sea views."
"Enjoy healthy meals and activities during your stay."
"Comfortable rooms, great service, and affordable rates from RM299 per night."



Honest copy creates better travel experiences. ♥

4 The Benefits of Ethical Copy



Builds customer trust.



Creates positive reviews and word of mouth.



Reduces complaints and misunderstandings.



Supports long-term business growth.

Be honest. Be responsible. Create positive experiences. ♥

5 Class Discussion



Why can misleading advertising damage a small tourism business faster than a large company?



Tourism and Hospitality Copy Samples

Turn Features into Experiences

1 What Makes Tourism & Hospitality Copy Different?

Tourism and hospitality copywriting should help customers imagine the experience. The copy often focuses on relaxation, convenience, memory, comfort, discovery, and service quality.

Students should compare weak copy with improved copy to see how words influence perception.

Sell the experience, not just the room. ♥

More than a stay, it's a memorable experience. ♥

Great copy helps people see, feel and imagine the experience before they arrive. ♥

2 Examples for Different Businesses



Hotel

"Sleep better tonight in a quiet room designed for comfort."



Restaurant

"Taste Sabah on one plate - fresh, local, and full of flavour."



Tour package

"Spend less time planning and more time exploring."



Event venue

"Host your meeting in a space that feels professional and welcoming."

3 Why Strong Copy Works



Helps customers imagine the experience.



Creates positive emotions such as relaxation, excitement and comfort.



Builds trust and increases the chance of booking, visiting or purchasing.



Highlights the unique value and service quality of the business.



Good copy turns interest into bookings. ♥

4 Rewrite Task



Change this weak copy into strong copy:

Our homestay has three rooms and parking.



Use words to create a clearer and more attractive picture of the experience. ♥

Student Activities



Practice, Create, and Improve

Put your ideas into action! ♥

1

Teaser caption

Write one teaser caption for a new hotel package. Maximum 20 words.



Create curiosity and make them want to know more! ♥

Example:
"Something special is arriving soon...
A new stay experience you won't want to miss.
Stay tuned!"

2

Audience match

Choose one audience segment and explain what words or benefits would attract them.



Families

Safety, comfort,
fun activities



Students

Affordable price,
unique experience



Couples

Romantic, relaxing,
memorable moments



Business travellers

Convenient location,
professional service

3

AIDA rewrite

Rewrite weak copy using Attention, Interest, Desire, and Action.



Turn this weak copy into a strong, persuasive one! ♥

Weak copy:

"Our tour package includes a boat, lunch and snorkelling."



Your AIDA copy:

Attention: _____

Interest: _____

Desire: _____

Action: _____

4

Peer review

Exchange captions with a friend and comment on clarity, creativity, and CTA.



- ✓ Is the message clear?
- ✓ Is it creative and interesting?
- ✓ Is the CTA obvious?
- ✓ Any suggestions for improvement?



Good copy creates better experiences. ♥

Questions for Students

MCQ and short essay practice

Check your understanding and apply what you have learned!

✓ Learn
✓ Practice
✓ Think
✓ Apply

1

Multiple Choice Questions

Choose the best answer (A, B, C or D).



- 1 The main purpose of copywriting is to:
A. decorate text
B. persuade action
C. write long essays
D. avoid marketing
- 2 A teaser copy mainly aims to:
A. reveal everything
B. create curiosity
C. confuse customers
D. remove CTA
- 3 AIDA stands for:
A. Action, Idea, Design, Audience
B. Attention, Interest, Desire, Action
C. Audience, Interest, Detail, Action
D. Attention, Image, Desire, Advertisement
- 4 Which is a benefit-focused statement?
A. Room has air-conditioner
B. Stay cool and comfortable throughout your visit
C. We have beds
D. Building has paint
- 5 Which factor is an audience demographic?
A. Age
B. Dream
C. Fear
D. Lifestyle

2

Short Essay Questions

Write your answers in the spaces provided.



- 1 Describe copywriting and give two examples. (4 marks)
- 2 Explain three reasons copywriting is important for digital business. (6 marks)
- 3 Elaborate four audience characteristics that copywriters should consider. (8 marks)
- 4 Discuss how teaser copywriting can be used before launching a new product. (10 marks)

Final Project Task



Create a teaser campaign for a real product or service

Turn your ideas into a real campaign! ♥

1 Final Project Task

Students must create a teaser copywriting campaign for one tourism, hospitality, food, or digital product. The campaign must include three teaser posts, one reveal post, one poster design idea, and one short explanation of the target audience.

The final submission may be prepared as a mini portfolio, poster set, Canva link, or printed campaign sheet depending on lecturer instruction.



Great ideas can attract real customers! ♥

- ✓ Create
- ✓ Plan
- ✓ Design
- ✓ Write
- ✓ Share

2 Campaign Requirements



Three teaser posts

Create curiosity before the product is revealed.



One reveal post

Announce the product with a clear CTA (call to action).



One poster design idea

Show a visual concept or poster mock-up.



One short explanation

Explain the target audience.



Creative copy brings destinations closer to people. ♥

3 Submission Requirements



Product/service name



Target audience profile



Campaign objective



Three teaser captions



One reveal caption with CTA



Visual concept or poster mock-up



Short reflection on why the copy is effective

Submission format

The final submission may be prepared as a mini portfolio, poster set, Canva link, or printed campaign sheet depending on lecturer instruction.



Mini portfolio



Poster set



Canva link



Printed campaign sheet

4 Suggested Themes

Choose one of the following themes or your own idea.



A new cafe menu



Sabah island package



Boutique hotel room promotion



Homestay package



Campus event



Student business product

Real products.
Real audiences.
Real impact. ♥

QR Learning Videos



Scan, watch, and complete the reflection task

Watch.
Learn.
Get inspired.
Put it into
action! ♥

1

Copywriting for Beginners



Scan to watch



2

AIDA Model Explained



Scan to watch



3

Teaser Campaign Example



Scan to watch



4

Video reflection task



After watching, students must write one teaser copy, identify the AIDA stage used, and explain why the copy is effective in not more than 50 words.



TRAVEL
EXPLORE
DISCOVER
GROW

Inspiring ideas
everywhere! ♥



- ☒ Watch
- ☒ Learn
- ☒ Reflect
- ☒ Create

24

Student Assessment Rubric

Total: 28 marks | Score 1 to 4 for each criterion

Criterion	1 - Weak	2 - Fair	3 - Good	4 - Excellent
Content relevance	Limited link to topic	Basic understanding	Relevant and clear	Highly relevant and accurate
Audience analysis	Unclear audience	Basic audience identified	Good audience profile	Specific and insightful audience profile
Teaser creativity	Not engaging	Some curiosity	Creative and suitable	Highly engaging and memorable
AIDA application	Not applied	Partly applied	Mostly applied	Clear and effective AIDA flow
Language clarity	Many errors	Understandable	Clear with minor errors	Polished and persuasive
Visual presentation	Untidy	Basic layout	Attractive layout	Professional Canva-style design
Overall impact	Weak campaign	Moderate impact	Effective campaign	Strong potential to attract action



Lecturer marking note

Use raw marks only if preferred. If applying stricter marking, reduce only when evidence is weak, unclear, or not aligned with the rubric.

25. Suggested Answers

For lecturer review and self-checking

Answers

1 MCQ Answers

1

B

2

B

3

B

4

B

5

A

2 Short Essay Guide

1

Describe copywriting and give two examples. (4 marks)

- Copywriting is persuasive writing used to encourage a specific audience action.
- Examples: advertisements, captions, landing pages, email promotions.

2

Explain three reasons copywriting is important for digital business. (6 marks)

- Attracts attention.
- Builds trust.
- Communicates value.
- Increases sales.
- Strengthens brand identity.

3

Elaborate four audience characteristics that copywriters should consider. (8 marks)

- Demographics.
- Psychographics.
- Buying behaviour.
- Pain points.
- Language preference.
- Platform behaviour.

4

Discuss how teaser copywriting can be used before launching a new product. (10 marks)

- Creates curiosity before the product reveal.
- Builds anticipation and excitement.
- Can use suspense, timing, short messages, and staged hints.
- Followed by a reveal post with a clear CTA.

References and Learning Sources

Supporting sources for Mastering Copywriting – DTA20152

1

Kotler, P., & Armstrong, G. *Principles of Marketing*.

2

Sugarman, J. *The Adweek Copywriting Handbook*.

3

Heath, C., & Heath, D. *Made to Stick*.

4

YouTube learning videos linked through the QR section for supplementary learning.



Learning Sources

These references support further reading and provide additional knowledge on copywriting, marketing, and communication. The YouTube learning videos linked through the QR section provide supplementary learning to help you understand the topic better.

AR VIDEO ACTIVITY

Scan the marker to play the learning video

SCAN WITH ASSEMBLR



ASSEMBLR +
©

Visualize information better
in Augmented Reality

Assemblr is an app that
empowers you to
discover, create, and share
Augmented Reality experiences.

Scan
Explore
Learn
Get Inspired!

Learning
comes to life
with AR! ♥

How to Play the AR Video

1



Open
Assemblr
on your device.

OR



Open your
camera app
on your device.

Option 1:
Use Assemblr App

Option 2:
Use Camera
(No App Needed)

2



Scan the marker
above.

3



Watch the
learning video.

4



Complete the
reflection task
after watching.

Watch. Learn. Reflect.
Apply to your copywriting skills!

PART 2

AR VIDEO ACTIVITY

Scan the marker
to play Part 2
learning video.



SCAN WITH ASSEMBLR



ASSEMBLR +

Visualize information better
in Augmented Reality

Assemblr is an app that
empowers you to
discover, create, and share
Augmented Reality experiences.

Scan
Explore
Learn
Get Inspired! ❤️

Learning
comes to life
with AR! ❤️



How to Play the AR Video (Part 2)

1



Open Assemblr
on your device.

Option 1:
Use Assemblr App

OR



Open your
camera app
on your device.

Option 2:
Use Camera
(No App Needed)

2



Scan the marker
above.

3



Watch the
Part 2 learning
video.

4



Complete the
reflection task
after watching.

Watch. Learn. Reflect.
Apply to your copywriting skills!

PART 3

AR VIDEO ACTIVITY

Scan the marker to
play Part 3
learning video.



SCAN WITH ASSEMBLR



ASSEMBLR +

Visualize information better
in Augmented Reality

Assemblr is an app that
empowers you to
discover, create, and share
Augmented Reality experiences.

Scan
Explore
Learn
Get Inspired! ❤️

Learning
comes to life
with AR! ❤️

How to Play the AR Video (Part 3)

1



OR



Open Assemblr
on your device.

Open your
camera app
on your device.

Option 1:
Use Assemblr App

Option 2:
Use Camera
(No App Needed)

2



Scan the marker
above.

3



Watch the
Part 3 learning
video.

4



Complete the
reflection task
after watching.

Watch. Learn. Reflect.
Apply to your copywriting skills!