



Institute of  
Business Administration  
Karachi

*Leadership and Ideas for Tomorrow*



Center for Executive Education  
Institute of Business Administration

**WEBINARS SERIES BY  
CENTER FOR EXECUTIVE EDUCATION-IBA**

# Introduction to Copywriting

An interactive One hour webinar on the basics  
of copywriting & creative business writing



**JUNE 27, 2020 | 3:00 PM-4:00 PM (PST)  
| @ZOOM**

Registration Link: <https://tinyurl.com/webinarcw>

[besdp@iba.edu.pk](mailto:besdp@iba.edu.pk) | 021-38104700 ext 1801 |

<https://sdp.iba.edu.pk/>

# Why Copywriting?

The demand for good copywriting and content for B2B companies is exploding. To help sell their products and services, B2B and B2C companies need to produce great content on a regular basis, everything from emails, landing pages, and blog posts to case studies and white papers.

**But almost all companies and freelance websites are struggling to find great copywriters!**

## *Why ?*

Unfortunately, most of the content being published is either rewritten, spun or written with half heart with no deep purpose in mind. Its valueless and meant to fill spaces. Real copywriting goes deep into a person's soul and persuades him to take action.

It stays with you for a long time and is supposed to directly talk to the target audience and solve their problems. People in Pakistan have confused copywriting with content writing.

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This short webinar will aim to identify those differences and hopes to open eyes of the participants on the wonderful opportunities available in the world of copywriting

# Outlines of Topics

## Introduction to Copywriting

1. What is copywriting?
2. Difference between copywriting and content writing.
3. Where copywriting is used?

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## Elements of Copywriting

1. Structure of a copy.
2. 'We' vs. 'You'.
3. Determining the target audience.

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## Phases

1. Pre-writing?
2. Writing.
3. Post-writing

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## Next Steps

1. Finding copywriting work
2. How to learn more about copywriting



## Target Audience

- Students
- Home-based professionals
- Entrepreneurs
- Web designers & graphic designers wanting to earn extra revenue
- Advertising professionals
- Content writers wanting to shift to copywriting
- People interested in working in media

# Speaker's Profile

## Laila Essa - Bilal

Laila Essa - Bilal is the Co- Founder and Chief Copywriter of Creative Nigari, a copywriting agency based in Karachi, Pakistan. Copywriting is her passion and reason to get up every morning!

With an experience of around 7 years working for international creative and advertising agencies, she has worked with the biggest brands in the world. Her expertise is in conceptualization of the big idea, slogan / tagline creation and writing great copy for both B2B and B2C. She mostly write for website, digital ads, company profiles, video script and social media. I also do English <> Arabic translation / transcreation.

Some of her projects in which she contributed her words:

- Google - Arabia
- Microsoft - Arabia
- Uber Eats
- Amazon Souq
- European Union
- Netflix
- Baskin Robbins
- Ford
- Mercedes
- Marriott
- Adidas
- Qatar Airways
- PlayStation
- Saudi Ministry of Communication & IT
- Mohammed Bin Rashid Library, Government of Dubai
- Emirates NBD

