The Webscout

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The language of marketing

For this Webscout, I decided to leave the path of scientific writing and enter the land of marketing, which goes overall with the theme of post-approval medical writing. However, I will not limit this Webscout to medical marketing and instead take a more general view on language and writing in a marketing context.

Of course, there are numerous examples of marketing-specific terms or words common to marketing with a very specific meaning. The marketing dictionary on the website **Common Language in Marketing: The Global Resource for Defining Marketing Terms and Metrics**

http://www.marketing-dictionary.org/

is a good place to start. It is an open-source encyclopaedia that includes the most important terms used in marketing and is intended for 'anyone interested in the exciting world of marketing'.

But marketing is not solely the terms and definitions. Language is powerful and is exploited to convey marketing messages and influence people. A brand-specific language and tone can be more than helpful to differentiate a product from competitors as described in an article on the website **Marketing Week**

http://www.marketingweek.co.uk/analysis/essential-reads/whats-the-language-of-your-brand/4007277.

According to **Wikipedia**, 'brand language is the body of words, phrases, and terms that an organisation uses to describe its purpose or in reference to its products.'

http://en.wikipedia.org/wiki/Brand_language

'Brand language is used in marketing to help consumers connect specific words or ideas to specific companies or products'. An article on the website **brandchannel**

http://www.brandchannel.com/features_effect.asp?pf_id=281

states that the tone of voice should be consistent not only in marketing messages targeted at customers but also in internal communications.

Sometimes, or rather quite often, marketing messages are completely overblown and rather turned into a meaningless nonsense. The website **Corporate Gibberish Generator™**

http://www.andrewdavidson.com/gibberish/

lets you create your own marketing messages. Sure, this is just fun but, honestly, advertising texts like the rubbish it creates really exist. So how do you know whether your marketing message works? Take the 'Aunt Agnes test' as suggested on the website **MindShare Consulting**

http://mindshareconsulting.com/behind-your-marketing-language/.

Which terms and phrases should be avoided in order not to alienate but rather attract potential customers? An article on **greatwriting blog**

http://blog.greatwriting.com/2013/11/bad-marketing-language.html

gives specific examples of bad marketing language. And which should you use? As explained on the website **about money**

http://advertising.about.com/od/copywriting/a/The-10-Most-Powerful-Words-In-Advertising.htm,

the 10 most powerful words include 'health', 'results', and 'safety'.

But effective marketing writing is not only about the words you use. According to an essay on the **University of Mississippi** website

http://home.olemiss.edu/~egjbp/comp/ad-claims.html,

adwriters usually use a basic set of techniques. When you are able to identify the technique in a claim, you can get an idea of how much truth lies in it. The examples given look quite familiar – you can find claims like them every day. Try out their technique on some of the claims that come to mind. You will never look at advertisements the same way.

Did this Webscout section help you or do you have any questions or suggestions? Please feel free to get in touch and share your thoughts.

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