

# EDDY ANDREWS EXPLORES THE COPYWRITING TRENDS EVERY BUSINESS SHOULD FOLLOW

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The opening half of 2022 has been incredibly challenging for businesses across every sector. However, as the second half gets underway, experienced copywriter [Eddy Andrews](#) believes that effective copywriting is going to be crucial in ensuring that businesses can stand out from the crowd and drive more consumers towards their products. To help companies, Eddy Andrews has just announced the six key trends organisations should adopt for the remainder of 2022.



The right copywriting is essential for businesses of all sizes. Whether it is creating a compelling website or delivering marketing materials that captivate audiences, it is often one of the most critical aspects of any organisation. Research has shown that [74% of web readers](#) pay attention to grammar and spelling, yet despite this importance, countless businesses are failing to grasp the opportunity compelling copywriting offers.

Talented copywriter Eddy Andrews has been committed to helping small businesses secure their future through compelling and engaging copy. Now, the experienced writer is excited to announce the key trends that companies should adopt for the second half of 2022 to succeed.

The first, and the one Eddy Andrews believes to be the most important, is to focus on being more informative. Every day, we are bombarded with messaging from various companies, and it can be very easy to begin to feel overwhelmed with content. That is why any business that wants to stand out from the crowd will need to ensure that their copywriting is providing insightful and useful information every time.

Of course, to do that, copywriting will need to have big data to back this up. Companies will need

to be able to back their information up, using real-life statistics and up-to-date information to be as persuasive as possible.

Technology has helped to transform the world around us, but while AI is helping to create huge advancements in certain sectors, it is not an answer for copywriting. Many businesses are opting for AI writing solutions to produce their content, but readers can quickly identify articles written by a machine, which can be very off-putting. That is why Eddy Andrews believes another major trend will be a shift away from this and a larger focus placed on genuine copy created by experienced writers.

Speaking on the announcement, Eddy Andrews said, "The world is moving at such an incredible pace, it can be tough to keep up to date with the latest trends and patterns. These three predictions are what I believe to be the most important aspects to adopt for every small business looking to improve its copywriting and stand out from the crowd for the remainder of 2022.

Of course, these are just three of many trends that organisations should adopt, so if you want to find out more, then get in touch to find out more."

For businesses looking to learn more about Eddy Andrews and the wide array of copywriting services that he can provide, visit <https://eddyandrews.com/> for your free consultation.

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