

CAREER

CONTENT WRITING OR COPYWRITING

Which path should you choose?

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Writers, today, wear many hats — as educators, trainers, and even persuaders. Among these roles, two terms often get tossed around interchangeably: content writing and copywriting. But are they the same?

Content writing: Informing and engaging the reader

At its core, content writing focuses on informing and entertaining a reader. A blog post that helps you understand personal finance, a newsletter that breaks down climate news in simple terms, or a how-to guide that solves a problem you were stuck on all fall under the content writing umbrella. Done right, content writing brings the audience closer to a brand. It's less about selling and more about informing, educating, or entertaining.

Faria Nowshin, a former content writer, shares her first journey with writing blog posts about food, nutrition, and daily life problems. "At first, there was a mixture of excitement and uncertainty. Excited because finally I could give voice to my ideas, but I was also confused about the whole process and how it works," she recalls. "After a few days, I understood how my research and explained articles could help people in their daily lives."

Copywriting: Persuading the reader

On the flip side, copywriting is about persuasion. It's written in a way to make you click on a link or website, purchase a product or service, or sign up for a newsletter or updates. You will find copywriting in product descriptions, Facebook ads, website banners, and email campaigns. Every word produced during the copywriting process is purposeful because it sells an idea, a product, or a feeling, often with just a few words and within a few seconds. If you've ever come across a product description that made you want to impulsively purchase a product, a copywriter is doing their job right.

Amrin Hossain, currently working as a junior copywriter at a creative agency, had a different entry point. "Copywriting was never on my radar," she admits. "But once I started writing ad captions for local brands, I realised how powerful a single line can be."

Amrin's copywriting journey began when she was tasked with writing campaign taglines. "That's when it clicked; I realised how much thought goes into even the shortest lines," she says, reflecting the creativity and effort that goes into writing an ad copy.

The skills you need

A good content writer thrives on research, clarity, and consistency. One should know how to make the content

interesting and digestible for the readers. Familiarity with search engine optimisation (SEO) is often essential for content writers as modern-day content needs to engage and also rank on search engines.

K Masham Fahim, a seasoned freelance content writer, echoes how his journey evolved from lifestyle blogs to SEO-driven pieces. "Familiarity with SEO is essential to create a hook and maintain reader interest," he says. "Storytelling with skills like searchability and clarity goes hand in hand today."

Shabbir Ahmed, Founder & Strategic Planner at Target Arc with over four years of experience in both copywriting and content writing, recalls, "I started writing in school with short stories, horror fiction, and even screenplays. But as I chose my major in Marketing, I realised that storytelling can have a purpose," he explains. "That's when I leaned into copywriting, where creativity meets strategy."

Prior to this, Shabbir worked as a freelance content writer, creating blog posts and articles for small and medium-sized enterprises (SMEs) and personal brands. He reflects, "Content writing taught me discipline and depth. I had to research and communicate ideas clearly, not just creatively."

After working on numerous digital campaigns and online video content (OVCs), Shabbir discovered that his true passion lay in copywriting. Over time, he recognised that his interest and skill in this area indicated that

copywriting was his calling.

Both soft and technical skills are essential in today's landscape. Content writers need to be patient researchers who convey clarity in every sentence. Tools like Grammarly, Google Suite, Semrush, and SEOptimer are invaluable for ensuring quality and readability.

On the other hand, copywriters must understand consumer psychology and learn to write with emotion. Tools such as Hootsuite, Notion, and different social media analytics tools can help refine the brand message to resonate emotionally with their audience.

Which one should you pursue?

If you enjoy deep analysis and breaking down complex ideas into accessible reads, content writing might be your path. It requires consistency, attention, and an understanding to explain things clearly. If you wish to be a keyboard psychologist with ideas for writing catchy captions and ad posts to get more clicks, copywriting is for you.

In Bangladesh, as the demand for online presence is growing, the career prospects are promising in both domains. Many startups and agencies have separate teams for the content and copywriters.

Freelancing has broadened opportunities for writers. Platforms like Fiverr, Upwork, and LinkedIn enable writers to pitch their services globally. There is a high demand for niche writers in areas such as fintech, healthcare, and beauty. Many students start their careers as interns, ghostwriters, or social media assistants, gradually building a portfolio that allows them to progress into full-time roles or freelance contracts.

Salaries for entry-level positions can vary significantly. Fresh graduates can expect to earn between BDT 8,000 and BDT 15,000, while those in mid-level to professional roles can earn anywhere from BDT 25,000 to BDT 50,000, particularly in startups or agencies. Freelancers can expect similar pay ranges if they are working locally. Those working directly with foreign clients or agencies can expect to earn even more.

Both content writing and copywriting offer rewarding career paths, each with its own demands and appeal. While these two roles may seem contradictory — with content writing focusing on clarity and copywriting aiming for persuasion — their roles can adapt based on the target audience.

As the demand for digital communication grows, so do the opportunities in both fields.

Whether the goal is to sell or educate, the core remains the same: connecting with people through words.

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