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THE SPECIFICS OF THE COPYWRITER AND REWRITER'S ACTIVITIES AND THE IMPACT ON COPYWRITING EXCHANGES

The article examines the professional activities of copywriters and rewriters, their role in the text production process, and the functioning of modern copywriting exchanges. The purpose of the study is to identify the theoretical and practical differences between copywriting and rewriting and to analyze their significance in the digital content market. The article describes the characteristics of platforms (exchanges) where different types of copywriting are carried out, such as informational, image-based, advertising, SEO copywriting, SMM copywriting, and rewriting. The study also analyzes the operational mechanisms of content exchanges, their advantages and limitations, and the current trends in the development of the digital content market in Kazakhstan. The research methodology includes a review of scholarly literature, a comparative analysis of content platforms, and the results of a sociological survey. The findings indicate a growing demand for high-quality Kazakh-language content and highlight the need to develop a national copywriting infrastructure. The results of the study are of practical relevance for specialists in media, PR, and digital communications.

Keywords: copywriting, rewriting, media, content exchanges, PR.

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Копирайтер мен рерайтер қызметінің ерекшелігі және копирайтинг биржаларына әсері

Мақалада копирайтер мен рерайтердің кәсіби қызметінің ерекшеліктері, олардың мәтін өндіру үдерісіндегі рөлі және заманауи копирайтинг биржаларының қызметі жан-жақты қарастырылады. Зерттеудің мақсаты – копирайтинг пен рерайтингтің теориялық және практикалық айырмашылықтарын айқындау, сондай-ақ цифрлық контент нарығындағы олардың маңызын талдау болып табылады. Мақалада ақпараттық, имидждік, жарнамалық, SEO-копирайтинг, SMM-копирайтинг және рерайтинг сияқты копирайтинг түрлері бойынша жұмыс істелетін биржалардың ерекшеліктері сипатталады. Авторлар контент биржаларының жұмыс істеу тетіктерін, олардың артықшылықтары мен шектеулерін талдай отырып, Қазақстандағы цифрлық контент нарығының даму үрдістеріне назар аударады. Зерттеу әдістері ретінде ғылыми әдебиеттерді талдау, контент платформаларын салыстырмалы зерттеу және сауалнама нәтижелері қолданылған. Зерттеу қорытындылары қазақ тіліндегі сапалы контентке деген сұраныстың артып келе жатқанын және ұлттық копирайтинг инфрақұрылымын дамыту қажеттілігін көрсетеді. Мақала нәтижелері медиа, PR және цифрлық коммуникация саласындағы мамандар үшін практикалық маңызға ие.

Түйін сөздер: копирайтинг, рерайтинг, медиа, контент биржалары, PR.

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Специфика деятельности копирайтера и рерайтера: влияние на биржи копирайтинга

В статье рассматриваются особенности профессиональной деятельности копирайтеров и рерайтеров, их роль в процессе создания текстового контента, а также функционирование современных копирайтинговых бирж. Цель исследования заключается в выявлении теоретических и практических различий между копирайтингом и рерайтингом и анализе их значения на рынке цифрового контента. В статье описываются особенности бирж, на которых выполняются различные виды копирайтинга, такие как информационный, имиджевый, рекламный, SEO-копирайтинг, SMM-копирайтинг и рерайтинг. Анализируются механизмы работы контент-бирж, их преимущества и ограничения, а также особенности развития цифрового контентного рынка в Казахстане. В качестве методов исследования использованы анализ научных источников, сравнительное изучение контент-платформ и результаты социологического опроса. Полученные выводы свидетельствуют о растущем спросе на качественный казахоязычный контент и необходимости развития национальной копирайтинговой инфраструктуры. Материалы статьи представляют практический интерес для специалистов в сфере медиа, PR и цифровых коммуникаций.

Ключевые слова: копирайтинг, рерайтинг, медиа, контент-биржи, PR.

Introduction

A copywriter is a communication specialist responsible for producing written materials-such as articles, social media posts, and promotional texts-aimed at informing, persuading, or influencing a target audience. The effectiveness of copywriting depends on the author's ability to understand audience needs, apply strategic communication methods, and use linguistic resources accurately and appropriately. In contemporary practice, copywriters also contribute to content planning, editing, proofreading, and collaboration with marketing or subject-matter experts.

Despite organizational differences in defining the scope of work, the core function of a copywriter remains the creation of meaningful, coherent, and engaging texts. Within the professional environment, copywriting can generally be divided into two segments:

low-cost, short-term tasks performed through online content exchanges, typically characterized by limited income potential; high-value, professionally crafted copywriting that integrates creativity, linguistic precision, and marketing expertise. The latter category, as noted by industry practitioners, is more often associated with long-term collaboration and higher remuneration. As Dmitry Kot emphasizes, «Proven experience creates a good image in front of the customer and partner… The task of a copywriter is not to make you laugh, but to please you with a warm text, to give respect» (Kot, 2022).

There are three main types of copywriters:

Table 1

A copywriting agency	The agency's copywriters will hold positions serving multiple employers, and they usually work full-time. It is often necessary to carry out complex and creative projects to help an employer create their own style. As part of this role, a copywriter can work on various projects, including website content, social media posts, and advertising texts.
Corporate copywriters	Corporate copywriters usually have permanent jobs and write about the products or services offered by the specific corporation they work for. These posts are usually consistent on the topic and require a little creativity. As part of this role, you will need to collaborate with the marketing, product development, and sales departments to align the content with the company's branding and goals. Unlike agency copywriters, the texts are not very diverse and are focused on the company's products and services.
Freelance copywriters	A freelance copywriter offers maximum freedom in terms of topic, project type, and time commitment. The schedule is very flexible, and freelance copywriters can work as little time as possible. Depending on your freelance copywriting experience, it allows you to set rates, choose flexible work schedules, and work with a diverse set of clients in different industries. This helps you create a strong portfolio that further increases your chances of working with high-paying clients.

Source: Compiled by the authors.

In many organizations, communication strategies determine the specific expectations placed on copywriters. Some require lengthy analytical articles, while others prioritize short, visually oriented content for digital platforms such as Instagram and Facebook. Social media has therefore become a central component of brand communication, increasing demand for specialists capable of generating both creative and strategically oriented content. However, insufficient awareness of copywriting complexity often leads companies to undervalue professional labor, contributing to reduced wage levels in the market and the proliferation of low-paid entry-level positions.

Rewriting represents a related but distinct professional activity. It involves generating a new version of an existing text while preserving the original ideas and meanings. Through the use of alternative vocabulary and syntactic structures, content uniqueness increases, and when combined with SEO practices, rewritten texts can improve website visibility in search results. As noted by Kennedy Dan and Welsh-Phillips Kim (2015), «Rewriting involves transforming source material using other linguistic tools… the originality and quality of the text depend both on customer requirements and on the performer's skill level».

Materials and methods

During the writing of the article, an in-depth study of many existing copywriting methods based on scientific concepts was conducted. As a result of the analysis of various methodological methods, definitions and examples concerning the five basic formulas of writing the text are given. Based on the analysis method, the essential structures of the commercial text are revealed. Using the AIDA formula based on the copywriting exchange, he surveyed 196 Hong Kong young people about the diet of stars on social media and found that many turn to celebrity advice (Wong I. H.S.; Fan C.M.; Chiu D.K.W.; Kevin K.W., 2024). Similarly, each of the copywriting formulas can be written down by placing an order on the copywriting exchanges. When studying the research methods, the following copyright exchanges were used: Advego, ETXT, Textsale, Copylancer, Neotext, Textbroker, Smart-Copywriting, Contentmonster.

Scientific methodology

The academic concept of copywriting is based on the study of the types and features of trade, ad-vertising, and commercial texts that define and draw conclusions. This research identifies the functions of a copywriter and a rewriter, analyzes the pros and cons. The main principles for producing texts through exchanges are outlined. Copywriters are able to assimilate scientific insights and innovations and apply them effectively in practice. Scholarly investigation highlights the importance to users by introducing innovations and new concepts. The central aim of the research is to demonstrate the implementation and value of diverse theoretical and applied techniques based on investigation, expertise, and assessment. Considerable emphasis was placed on the practical relevance of the study, drawing on the perspectives of experts such as Michael Masterson, Mike Palmer, Berardsworth, D. Kot, Kennedy Dan, Walsh-Philips Kim, and Wong I.H.S.

Revised formulation for the Methodology section:

The research object of this study is the professional activity of copywriters and rewriters within online copywriting exchanges. The study focuses on identifying the specific features of their work processes, the criteria that determine the quality of produced content, and the factors influencing their professional interaction on these platforms. These objects were chosen because copywriting exchanges represent a dynamic environment where modern digital labor practices and content production mechanisms can be most clearly observed and analyzed.

Bibliographic review

When writing on the topic of copywriting, the thought usually arises about advertising texts, advertising marketing, and the structure of advertising. In 1995, D&AD Publishing House published a collection on artificial writing of advertising text (D&AD, 2024). The book presents the works of famous copywriters and 53 specialists, including D. Abbott, L. Hunt, S. Hayden, D. Weeden, N.French, M. Lescarbault, A. Holmes and B. Knox. By comparing them, you can compare the differences between advertising text and copywriting texts. And Don E.Schultz develops and presents in his book a program for planning, coordinating and controlling the entire communication process for the success of a copywriter (Don E. Schultz, 1993). We drew on the work of Vicsek and Lilla on the impact of generative artificial intelligence on copywriters and the factors influencing these views during the hype period (Vicsek and Lilla, 2025). This scientific paper presents various options for transferring a product to advertising, writing a sales text, direct interaction

with a client, establishing public relations, and marketing communications. The Adweek Copywriting Handbook is the heart and soul of the advertising business (Sugarman, 2006). In this practical guide, copywriter Joe Sugarman offers a variety of methods that attract, motivate, and encourage customers to shop. The following book, dedicated to copywriting, explores the aspects and secrets of copywriting. Although this is written material about direct marketing, the main content is an excellent guide for rewriters. This book also shows a variety of ways to increase a company's profits. The authors recommend that Michael Masterson and Mike Palmer use logic correctly (Masterson & Palmer, 2009).

Artificial Intelligence is the main driver of change in the advertising industry. Recently, his influence has also extended to the creative process in agencies, introducing generative artificial intelligence (GenAI) tools for creating images and texts. Advertising copywriters have begun to integrate GenAI tools into their daily work, but this topic has provided examples based on research on how they use them (Fernández-Cavia, José, 2025).

One of the books that served as the basis for the conclusions of the study is called «The Copywriter's Handbook: a Step-By-Step Guide To Writing Copy That Sells». Author Robert V. in the book Bly analyzes and differentiates the activities of copywriters, account managers, creative directors and freelance advertising managers. He also reveals the methods of establishing links between brand managers and entrepreneurs, the structure of writing a sales text.

The study of how technical and professional communication research can determine which content content providers are inclined to offer and how the design of the platform can drive this content served as the basis for the disclosure of the content of this article (Robles, Vincent, 2019).

Results and discussions

The scope of copywriting includes a variety of written formats such as expert publications, data compilations, and extensive informational blogs. When producing long-form content, a copywriter must demonstrate strong analytical and compositional skills, ensuring that the material remains coherent and engaging throughout its length. Since readers often find it challenging to process lengthy texts, the writer's primary objective is to maintain attention and readability. To sustain the reader's interest until the end, the text should be based on well-researched and critically analyzed materials,

supported by quantitative data and, where appropriate, visual elements such as infographics. In this process, the copywriter's responsibility is to evaluate and carefully select relevant information.

Another important component of copywriting involves creating brief, action-oriented notifications designed to motivate users. This task requires a high level of precision, as such texts are typically concise and must capture attention in just one or two sentences. The writer must clearly define the communication goal, identify specific objectives, and structure the message accordingly. Despite their brevity, these micro-texts serve as powerful tools to stimulate user engagement and drive behavioral response, such as encouraging attendance at an event or purchasing a new product.

Equally essential is the management of the Tone of Voice, which ensures consistency between the organization's communication style and its intended audience. When the author adopts a friendly and approachable manner, additional formal messaging becomes unnecessary. Conversely, if the organization's representative communicates in a rigid or detached tone, it becomes the copywriter's task to recalibrate the message to align with the brand's communicative identity. This adaptability reflects the copywriter's strategic role in shaping audience perception and maintaining coherence across all communication channels. With his artistic voice, he should charm the audience, encourage them to act and, most importantly, promote a product or service. As for Tone of Voice, «do you want to learn how to write effective and attractive advertising texts? Live there with them. Watch TV and evaluate the advertisers' performances» (Kot, 2022).

And to master the artistic style, it is important that copywriters always read fiction, the works of classic writers. Because long rides need an artistic, rich language, because it forms a voluminous text.

Requirements for a copywriter

Copywriting is a field that I can master at a certain time, and it consists of skills that need to be developed every day. Although the requirements for a copywriter vary from position to position, there are several common features:

Writing, reading, editing, and correcting skills.;

Effective research skills and the ability to tell stories using numbers and statistics;

The ability to manage time and organize;

Awareness of online content and various marketing strategies;

The ability to easily adapt to different brand recommendations and writing styles;

Explore different social media channels to adapt content for each platform;

Keep up to date with industry trends and industry achievements that you write about to make sure that the topic is not outdated (has not gone through a trend) or relevant.;

Having or developing experience with collaboration and project management tools that make it easier for different team members to work together on multiple projects;

Mastering the experience of search engine optimization (SEO);

Higher education in written language, English literature, marketing, business management, or related fields.

The rewriter: Who is he and what is he doing?

A rewriter is a person who participates in rewriting. The task of the rewriter is to rewrite the text while maintaining uniqueness and quality. Rewriters can work in various companies, including marketing and journalism. Rewriting differs from copywriting in that the performer should not include his conclusions or judgments in the article. When ordering a rewriter, not one, but several sources from the Internet or other sources are taken as the basis, without presenting the source text. The volume of the text should be classically based on the size of the original and the new text. Sometimes it is allowed to write more than the amount of text, in which it is easier simple rewriting.

Let's highlight the main methods used when converting text into simple rewriting:

replacing direct words with indirect ones;

replacing sentence structures;

using synonyms;

replacing the order of sentences and paragraphs;

simplify the text by removing some words and phrases.

Rewriting differs from copywriting in that rewriting is a less time-consuming job, so it charges a much lower fee. A rewriter, especially a simple one, is much faster than writing an article from the beginning, which means it has the advantage of saving time. If the owner of the company has to look for a specialist who knows a certain topic in order to write a high-quality author's article, then he does not need a rewriter. It is better to contact a copywriter.

Basic requirements

The resulting text must meet a number of important criteria:

it must be unique. Uniqueness The most important of the parameters is that when testing with special programs such as Advego Plagiatus, the rewrite must be 100% close to the original.;

be infallible. Any text on the website must be literate and avoid any mistakes: spelling, punctuation, grammar;

The language should be clear, easy and understandable to read.;

lack of personal authorial thought. If the rewriter's request does not include the copywriter's personal conclusions and comments, they should not be included in the text.;

In this way, the rewriter creates completely unique content that contains existing knowledge, ideas, thoughts, and facts.

Types of rewriting:

Rewriting performs two functions: simple and complex.

Table 2

simple rewriting	Simply rewriting an article means replacing words in the original text with synonyms. This is done so that search engines perceive the created text as unique. It is difficult to call such a record professional, since it is very easy to recognize the original in the received article. As a rule, owners of self-respecting resources do not use this type of rewriting.
complex rewriting	Deep rewriting involves reworking existing text while retaining all the basic ideas of the original. Sometimes the uniqueness of the work increases due to the use of not one, but several different sources of information. This type of rewriting is very similar to copywriting, with the only difference that the first one does not have its own opinion and thoughts of the author.

Source: Compiled by the authors.

Classification of rewriting

Depending on the stage of rewriting, there are several types that differ in the level of complexity and amount of work.

1.Superficial (primitive). During surface rewriting, some words in the source text are replaced by synonyms. However, this approach can negatively affect the quality of the article, as in order to achieve the required level of uniqueness, it acquires unique and rarely used synonyms that make it difficult for readers to perceive the material.In general, page rewriting resembles the process of transferring text using automatic synonymizers, which affects the quality of the last article.

2. Simplified rewriting is the processing of material at the level of whole sentences, rather than the original words.

3. Full rewriting includes a complete revision of the source text, changing its structure (adding subtitles, lists, tables) and adding information from other sources.

4. Very deep. Very deep rewriting involves a thorough study of several sources of material to create a unique text facing an expert or author's article. In addition, such rewriting may include a description of personal opinion and personal experience.

SEO rewriting

SEO rewriting involves search engine optimization by adding specific keywords and phrases to the final text.

SEO rewriting is often used in advertising. What is it for? For example, imagine that you have a website, competitors have been analyzed, and you really liked their content. In this case, you can use a little trick: that is, taking as a basis the ready-made information of interest, rewrite it in such a way that you get a completely new text, but with a different content. In this case, it is very important to correctly enter the keywords and words that SEO is looking for. That is what SEO rewriting is used for a lot.

Even in a seemingly simple profession, a copywriter must be found. He fills the finished material with exclusivity, unique style and creative ideas. Adheres to all the basic rules of SEO development:

makes the material unique;

He doesn't forget to use keywords;

monitors readings and other indicators.

Requirements for an SEO rewriter

The rewriter must meet the following requirements:

literacy and attentiveness;

have a rich vocabulary;

be able to express the same thought in several ways;

be able to adapt texts to the customer's technical requirements, such as uniqueness, word frequency, and other parameters.;

It is advisable to master the skills of «blind typing» (speed), as this will greatly facilitate the process of working with text.

Technical requirements for articles Rewrite:

If the customer offers a specific TT related to the text, and also explains in detail in what style he wants to see the material, then it will be easier to work. There are approximate rules for how the text should be indexed by search engines.:

three thousand characters in number;

the title should be with the appearance of the keyword;

the presence and then location of the keyword in the first paragraph should not exceed every 250 characters (Gnezdilova, Selezneva, 2019).

The difference between copywriting and rewriting

The classic definition of copywriting is writing a unique author's article based on personality and life experience.

The definition of rewriting is the «rewriting» of any text (from one or more sources) while preserving the semantic content in other words. As the most affordable type of service, a rewriter is in high demand among website owners.

The difference between a rewriter and a copywriter is the level of success, the quality of the text, and the experience. Beginners start with rewriting because of the simplicity of the work: replacing words with synonyms, rearranging sentences and getting paid for not too much work, etc. But «rewriting is a job for a professional who is valued no less than the author's articles»,- experts say (Nomein, 2017).

Copywriting and rewriting: similarities and differences

Comparing copywriting with rewriting, it is not difficult to find differences and the most important of them

are the sources of the text and their number (usually one source is used for rewriting, and at least three sources are used for copywriting, or the text is written in a fundamentally new way);

SEO copywriting is the creation of an article with the appearance of keywords.

the methods of writing texts (replacing words, selecting synonyms are not typical for copywriting).

Most often, the purpose of rewriting is to increase the assimilation and understanding of the text. Presenting a technical article in simple language, therefore, if the reader does not have the relevant knowledge, this is a difficult task and carries great responsibility. Experienced rewriters, not to mention search engines, change the source text so that even the author cannot recognize it. Therefore, professionalism is highly appreciated». The difference between copywriting and rewriting is only in the way articles are created»,- says a professional copywriter (Stricciola, Enge, Spencer, 2020).

Bibigul Mukhamedzhanova, Director of B4 Media, believes fundamental education is important: «For me, as a public relations professional, it is extremely important to possess a fundamental skill – copywriting. The ability to write competently is a core competency for any PR or communications specialist. Creating unique and expressive texts helps to build a positive image and effectively convey the intended messages. Rewriting also plays a role in professional activity; however, it cannot replace the key skill – the ability to produce original and persuasive content».

Rewrite – the technology of writing text

The difference between a rewriter and a copywriter is in writing a new unique text based on the finished article. Rewrite (rewritten text)it may differ greatly from the original sample depending on the content. Most often, the customer provides the article to the rewriter himself, which further simplifies the work of the rewriter. The customer may require a professional rewrite from the rewriter. What does it mean? Rewriting an article is not just replacing words with synonyms, but radically changing it while preserving the content.

Types of rewrite

pure rewrite: complete text restructuring while preserving meaning;

Technical rewrite: replacing words and phrases with synonyms or turning them into sentences to create a new, unique text. It is created manually or using special programs.;

Thematic (contextual) rewriting: Converting text to make it relevant to a specific topic or audience. For example: if the source text is about fashion, a contextual rewrite can adapt it to the teen market and change the style and accent.

Rewrite-methods of writing articles

An experienced and competent rewriter always works with several texts at the same time. An article of three or four texts will be much more informative and, most importantly, unique. «Although the work of a rewriter seems easy, nothing will come of it without a rich language»,- writes the researcher (Nomen, 2017).

The main tools of the rewriter

Replacing words with synonyms.

When rewriting a source, it is appropriate to use words that have a similar meaning but differ in spelling. For example, attractive / handsome, strong / hardy. If you have difficulty choosing synonyms, you can use special online dictionaries or use the synonymizer service.

The original: I felt the pleasure of a summer evening: the warm wind, the scent of flowers, the wonderful sound of birds.

Rewrite: the beauty of a summer evening is felt by everyone: the gentle wind, the scent of plants, the beautiful melody of birds.

Tip: it is necessary to write text faster, master the technique of «blind typing», comprehend the secrets of professionalism, broaden horizons and improve literacy.

Translation of direct speech into indirect speech (related to audio text)

By avoiding the use of quotations, the uniqueness of the text is significantly reduced. In this case, it is important not to lose the meaning of the quoted phrase so that the context does not change.

The original: «Dimash, who made a half-bow, you had a month»,-he hastened to mutter and remembered that this moment should be kind.

Rewrite: The young man, who made a partial bow as a sign of respect, quickly pronounced his last name right from under his nose, reminding the teacher that he went a month ago.

Tip: to convert direct speech, it is quite appropriate to use information from the context. For example, the above novel tells the story of a teacher, but the original does not mention this.

Replacing a noun with a verb or vice versa.

For example, accommodation-parking, work – profession,. But it should be noted here that the abundance of verbal nouns can degrade the quality of the text.

When using keywords, copywriters place special emphasis on SEO optimization. The analysis of competitive advertising examples demonstrates how brands differentiate themselves through various communicative strategies.
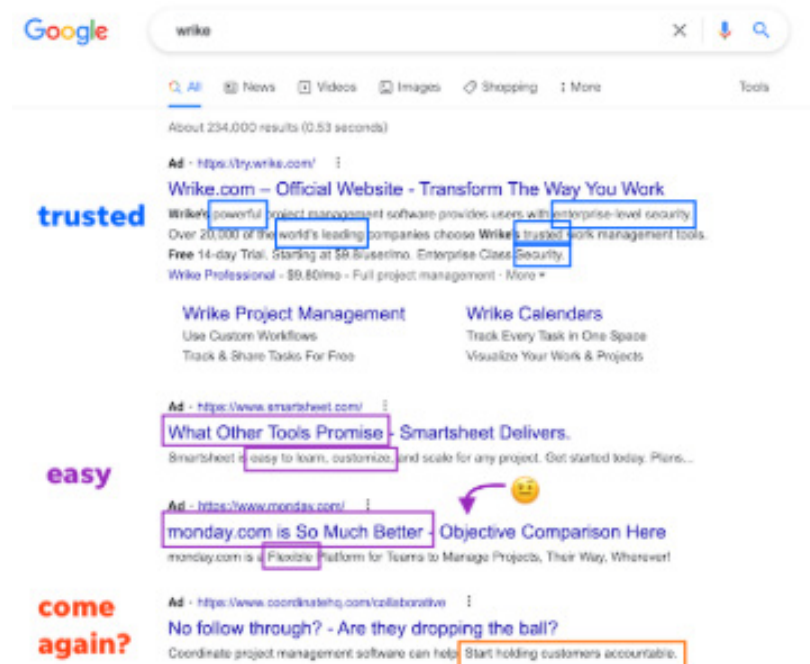
Figure 1 – Using SEO copywriting on Google
Source: Image retrieved from Google Search

A Google search for the keyword «Wrike» clearly illustrates this diversity. The «Wrike» advertisement focuses on demonstrating reliability and authority, while Smart sheet presents its product as a more user-friendly and flexible alternative. Similarly, monday.com highlights adaptability as a key competitive advantage, whereas the Coordinate advertisement shows certain technical inconsistencies. These examples indicate the diversity of persuasive techniques employed within the digital advertising space.

If we focus specifically on the text, it becomes evident that copywriters use various styles of advertising messages. In some cases, they even employ anti-advertising texts.

Instead of using a conventional, clichéd headline such as «You can be like this», Gymbox keeps it real. This type of «anti-advertising» challenges the status quo, mocking gym-goers who claim that «the gym is their therapy,» and deconstructing this notion in order to appeal to a more serious audience. It targets individuals who might see this advertisement at a bus stop and decide that it is time to join a gym designed for people who share their values. The humor is typically British – dry as London gin. The message is powerful, and the brand stays in the audience's mind like gum stuck to a shoe.

Figure 2 – Using rewrites in street advertisements
Source: Image retrieved from https://www.byyd.me

Copywriting exchanges are sites where clients' assignments for goods or services are published. Exchanges are also special job search sites for copywriters. That is, the client can find a copywriter who

writes the text, the copywriter is looking for tasks to find the client. The most popular exchanges are Textsale, Advego, Etxt, Text.ru .

Textsale content Exchange

Textsale was launched in 2007 and reached over two hundred thousand users within a few years. Although this figure is lower than that of Advego – one of its primary competitors – Textsale positions itself not merely as a content exchange, but as a «supermarket» offering unique materials. Its database currently contains more than 150,000 ready-to-sell articles. The Textsale platform enables copywriters to promote their services directly from the website's main page. A short advertisement of about 50 characters costs approximately one to two dollars per day. While this provides visibility, excessive textual content on the homepage makes such advertisements less noticeable. The platform's built-in text editor maintains high technical standards, yet users have an alternative option through HTML-based visual formatting. Both functions are accessible via the Youtext online editor; however, the system does not fully support all languages.

Distinctive ranking features on the Textsale exchange include «stars» and «traffic». The evaluation process is straightforward: each completed task adds one rating point, and every positive review contributes an additional point. Conversely, non-original content and negative feedback reduce the overall text index and, consequently, the author's reputation and market value.

Advego Copywriting Exchange

The Advego copywriting exchange was established in 2007. The Advego domain was registered approximately one month after the launch of the Textsale content exchange, making Advego one of the early pioneers in the ready-made content market. Its broad range of services, user accessibility, and flexible structure have contributed to its reputation as one of the most popular platforms in the industry. A distinctive feature of Advego is the diversity of available task types. Copywriters can receive assignments for posting, translation, or rewriting, and may even encounter viral marketing tasks that offer higher remuneration. Posting typically involves producing short texts – up to 1,000 characters – intended for forums, blogs, and similar online spaces. Although brief, these posts remain a form of copywriting, as they involve the creation of original content tailored to specific communicative contexts. Advego serves as an effective starting platform for novice copywriters, offering opportunities to gain practical experience in client interaction and article

sales. Access to orders is free; however, the high level of competition often reduces the perceived value of individual work. Ultimately, income on the Advego exchange depends largely on the copywriter's personal skills and productivity. Nevertheless, due to extensive price dumping within the platform, achieving substantial success requires consistent effort and professional development.

ETXT Copywriting Exchange

The ETXT copywriting exchange was established one year after the launch of Textsale and Advego. Due to a well-structured development strategy, the platform quickly became one of the leading players in the market, despite having three times fewer registered authors than Advego. The platform's success and growth potential are largely attributed to the opportunities it provides for novice copywriters to gain practical experience and professional skills.

In terms of functionality, ETXT operates similarly to other major content exchanges but stands out for its intuitive and user-friendly interface. Unlike Advego, whose system can appear overloaded and confusing even to experienced Internet users, ETXT offers a clear and accessible workspace. Nevertheless, as with most freelance marketplaces, the platform faces the challenge of undervaluation, where the remuneration for writers' work tends to decline due to excessive price competition.

Copylancer content Exchange

The copywriting exchange Copylancer was published in September 2007 and immediately announced that it was a content provider1. The Exchange accepts among its members only authors with a good resume, a good portfolio and a qualifying exam.

Neotext Copywriting Exchange

The Neotext copywriting exchange was published in 2008, about a year after the appearance of such giants as Textsale and Advego. We must admit that in the face of great competition, this exchange was able to create its own database of customers and performers, although not so much. You can see familiar elements in the exchange's organization, such as a copywriter grading system or standard plagiarism checking functions.

A sociological survey was conducted among young people aged 19 to 35 to determine their use of content exchange platforms for writing sales-oriented texts, with a total of 59 respondents participating in the study. The results revealed that 79.7% of respondents do not use any content exchange platforms, while only 20.3% reported using platforms such as Textsale, Advego, ETXT, and others.

Which website do you use for writing sales copy?

59 ответов
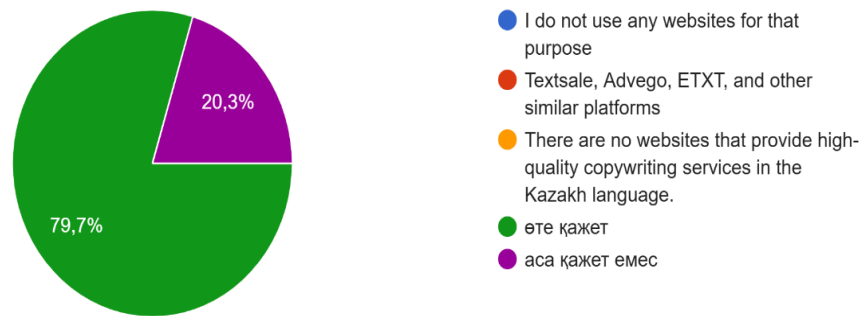
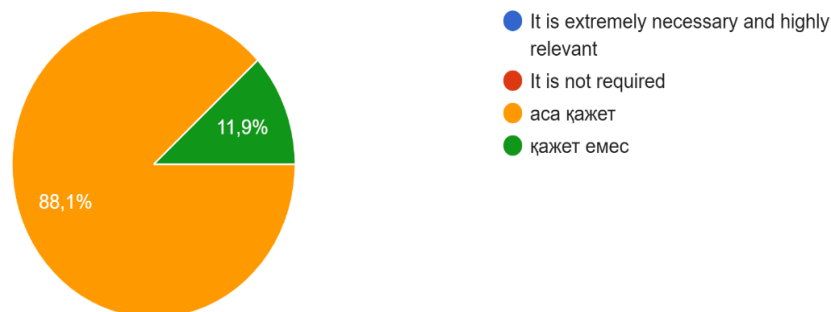**Figure 3** – Findings of the sociological survey
Source: Compiled by the authors

These findings indicate that the majority of young professionals prefer to create promotional content independently rather than relying on existing online exchanges. This may reflect both a lack of suitable platforms offering high-quality Kazakh-language content and a general preference for direct collaboration with copywriters or SMM specialists.

Is there a need for a Kazakh-language content exchange?

59 ответов

Figure 4 – Findings of the sociological survey
Source: Compiled by the authors.

In response to the next survey question -"Is there a need for a Kazakh-language content exchange platform?"- 88.1% of respondents stated that it is highly necessary. Meanwhile, 11.9% of participants expressed the opposite opinion, arguing that the demand for Russian-language content is significantly higher and, therefore, establishing a Kazakh-language content exchange company would be economically inefficient.

The conducted sociological survey and expert opinions collectively demonstrate a growing need for the development of a Kazakh-language content exchange platform. The findings reveal that while most young professionals (79.7%) currently do not use existing online content exchanges, the overwhelming majority (88.1%) recognize the necessity of establishing a platform that supports high-quality Kazakh-language content. This reflects both the linguistic and cultural demand for localized digital tools and the increasing professionalization of the Kazakh-speaking creative market. Moreover, experts emphasize that the current trend is shifting

away from mass online content orders toward personalized services provided by qualified copywriters and SMM specialists. Thus, the creation of a national Kazakh-language content exchange could significantly contribute to the development of the domestic digital communications and creative industries.

According to an expert in this field, the current demand is shifting not toward online orders but toward the services of qualified professionals. According to Kazakhstani independent SMM specialist and copywriter Meruert Battalova, individual entrepreneurs prefer to work directly with a professional: It can be said that Kazakh-speaking audiences hardly use the services of many Russian multi-exchange companies. These companies' services are typically utilized by entrepreneurs at the initial stages of their business development. Empirical observations indicate a noticeable difference between texts produced by a professional copywriter and those created upon request. This distinction manifests itself in the quality of the content, the appropriate and precise use of language, the level of creativity, and the effectiveness of product presentation. Our collaboration with several Kazakhstani companies has demonstrated that domestic entrepreneurs place particular emphasis on the quality of content. Consequently, our experienced and highly qualified copywriters and SMM specialists are dedicated to providing high-quality and professionally crafted content.

According to Makhabbat Sadvakassova, the head of «PR Drive» a sectoral online journal dedicated to PR and communication in Kazakhstan, the services of paid exchange-based content platforms are typically used by business entities at the early stages of their entrepreneurial activity. Practical observations indicate a substantial difference between texts produced by professional copywriters and those generated upon request. This distinction becomes evident through several indicators, including content quality, the accurate and appropriate use of linguistic units, the level of creativity, and the overall effectiveness of product presentation. Collaboration with several Kazakhstani companies has demonstrated that domestic entrepreneurs place particular emphasis on the quality of content. Consequently, the experienced and highly skilled copywriters and SMM specialists working within our company are committed to delivering high-quality, professionally crafted content.

In addition to this, Bibigul Mukhamedzhanova, Communication Specialist and Director of «B4 Me-dia» emphasizes that copywriting remains a fundamental competency within the field of public relations. According to her, the ability to produce clear, coherent, and well-structured texts constitutes a core professional skill for any PR or communication expert. Crafting unique and expressive content plays a crucial role in shaping a positive public image and effectively conveying key messages to target audiences. While rewriting also holds value in professional practice, it cannot replace the essential ability to generate original, persuasive, and strategically oriented content.

Copywriting Market in Kazakhstan

In recent years, the copywriting market in Kazakhstan has been developing in direct correlation with the rapid growth of the digital economy and e-commerce. For example, according to expert estimates, the size of the e-commerce market in 2024 reached approximately $7.5–10 billion (Forbes Kazakhstan). This explains the growing demand for digital commerce-related content such as product descriptions and catalog texts. The growth of internet advertising and digital budgets has also significantly increased the demand for content. In the first half of 2025, the total advertising market in Kazakhstan reached 27 billion KZT, while the share of internet advertising accounted for about 14 billion KZT (Byyd Media). This demonstrates the rapid development of the digital segment and the increasing number of stable orders for copywriters. Freelancing and remote work have also become key factors: according to official data, approximately 255.8 thousand freelancers are registered in Kazakhstan monthly (Ministry of Labor of Kazakhstan). Many of them work in education, trade, and digital sectors, which contributes to the growing competition in the copywriting field. The price level of copywriting services can also be clearly observed in the market: local platforms and agencies offer copywriting services at 1,200–6,500 KZT per 1,000 characters (THK.kz). This price range indicates segmentation into low-, mid-, and high-tier content types. Additionally, industry reports on marketing and research services confirm the growth of the sector: several analytical reviews show a noticeable increase in the volume of marketing/research services from 2024 to 2025 (Profit.kz).

The infographic below illustrates the main economic and digital indicators influencing the growth of the copywriting market in Kazakhstan.
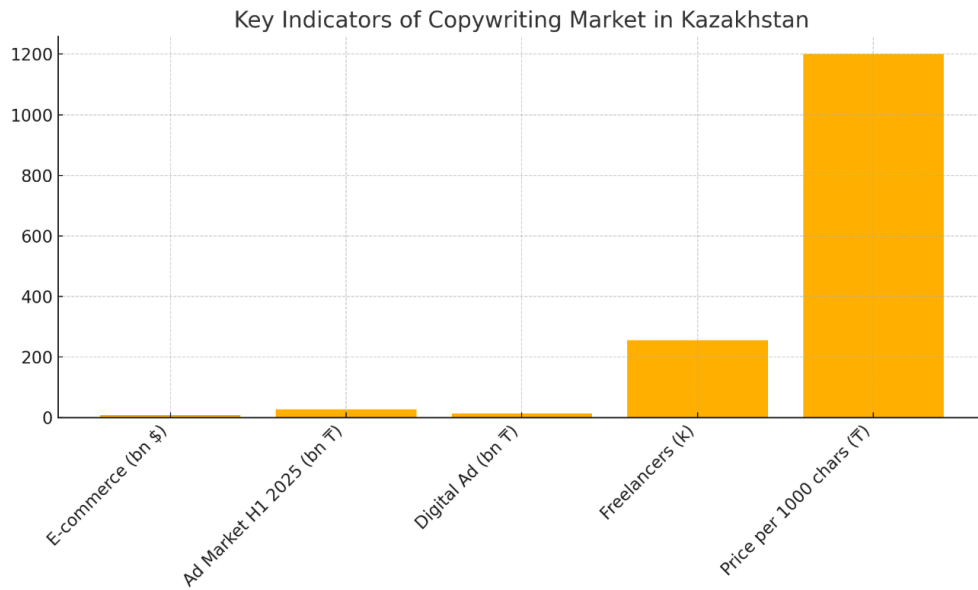
Infographic 1 – Key Indicators of Kazakhstan's Copywriting Market
Source: Compiled by the authors

Key Indicators:
E-commerce volume (2024): $7.5–10 billion
Advertising market (2025 H1): 27 billion KZT
Digital advertising (2025 H1): 14 billion KZT
Number of freelancers: 255.8 thousand
Copywriting price (per 1,000 characters): 1,200–6,500 KZT.

These indicators show strong digital growth, increasing demand for content, and the rising professionalization of the copywriting field.

Conclusion

This study examined the professional activities of copywriters and rewriters within the context of both traditional communication practices and the rapidly evolving digital market. The theoretical analysis demonstrated that copywriting and rewriting serve distinct yet complementary functions in content production. While copywriting involves the creation of original, strategically oriented texts aimed at influencing target audiences, rewriting focuses on restructuring existing materials to ensure clarity, coherence, and uniqueness. The differentiation of these activities, along with their respective requirements and methods, highlights the increasing complexity and specialization within the contemporary content industry.

The research findings reveal that the dynamics of Kazakhstan's digital economy significantly influence the development of the copywriting sector. The expansion of e-commerce, the rapid growth of digital advertising budgets, and the proliferation of freelance work have collectively contributed to rising demand for high-quality content. However, the results of the sociological survey demonstrate that 79.7% of young professionals do not utilize existing content exchange platforms, pointing to the limited availability of culturally and linguistically appropriate digital tools-particularly for Kazakh-speaking audiences. At the same time, 88.1% of respondents emphasized the need for a dedicated Kazakh-language content exchange, indicating a substantial gap in the current marketplace.

Expert interviews further confirm that the industry is shifting away from mass, low-cost exchange-based orders toward personalized services delivered by qualified specialists. According to professionals in the field, including independent SMM experts and communication consultants, businesses increasingly value the originality, accuracy, and artistic quality of professionally crafted texts. This trend underscores the growing importance of qualified copywriters capable of producing distinctive content aligned with brand identity and communication strategy.

The analysis of copywriting exchanges such as Textsale, Advego, ETXT, Copylancer, and others demonstrates both their functional diversity and their limitations. While these platforms offer accessible entry points for novice writers, issues such as

price dumping, inconsistent quality, and the lack of localized content reduce their effectiveness for the Kazakh-speaking market. Moreover, the expert opinions collected in this study highlight that many entrepreneurs prefer direct collaboration with experienced copywriters rather than relying on low-tier exchange services.

Overall, the study provides an integrated understanding of the theoretical foundations, methodological considerations, and practical challenges of copywriting and rewriting in the digital era. The findings suggest that the establishment of a national Kazakh-language content exchange could play a significant role in advancing the country's creative industries, supporting linguistic diversity, and improving the quality of digital communication. Future research may expand these insights by exploring user motivations, platform design requirements, and the impact of generative artificial intelligence on local content production practices.

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