COPY ARCHEOLOGY

Copy Archelogy leaves no stone unturned. *To be most effective for your company, we have to conduct deep research.* *We have to mine your products, customers, competition, and key people.* ***We dig deep to find gold nuggets****, unearthing stories that will appeal to the core desires of your target market(s) by answering their questions, educating them, and building their trust.*

SEO Copywriting

Without SEO excellent copy may fall on deaf ears. If a tree falls in the woods an no one is there to hear it, does it make a sound? **Copy** *without* **SEO answers that question. NO.**

LEAD GENERATION

Finding new customers is critical for any business. Using inbound marketing tactics (i.e. downloadable information, SEO, email marketing, content, etc.), we drive people to your site and create a form for you to collect their names, email addresses and other pertinent info. This builds your database of qualified (opt-in) prospects which can then be nurtured through the sales funnel until they're ready to become new customers.

ORIGINAL CONTENT/ CONTENT CURATION

We help you devise a Content Strategy; then we produce original and curated content for blogs, articles, case studies etc. A consistent content strategy is needed to sustain SERP standings and to eventually become an authority site. Great content engages audiences, builds trust and converts sales.

CASE STUDIES

One or Two Page customer based stories that focus on problem and solutions. They can be used to promote your business by building an image of credibility and a strong track record.

EMAIL MARKETING

Emails are an inexpensive and effective way to stay in touch with your customers. Any business that's serious about making more money should email their customers on a regular basis. Concise, catchy headlines and the use of downloadable premiums, along with photography, infographics and embedded video are just a few of the tactics we use to drive prospects to your landing pages and database collection form.

VIDEO SCRIPTS/MARKETING

Video can be used on your site, in emails, sales letters and on YouTube for information or promotion. According to *Internet Retailer*, 52% of consumers say that watching product videos makes them more confident in their online purchase decisions. And, when a video is information-intensive, 66% of consumers will watch the video two or more times.

Bottom line: Online video is here to stay and will continue to GROW at staggering rates.

LANDING PAGES/ SALES PAGES

A single web page that a visitor "lands" on as a result of clicking a link**. Their purpose is to evoke a response.** These Pages have been called the most indispensable pages on the internet because they quickly engage and establish trust with visitors, and lead them, either indirectly or directly, towards a purchase.

SPECIAL REPORTS

Downloadable, informative reports that can be used to start or build a relationship. Special Reports are often news-worthy industry specific information that a prospect or customer is eager to read. They often use before and after stories to show the benefits of using your products or services and to build credibility for your brand. They can also be used to generate leads by trading the free information for a prospect's name, email, etc.name, email, etc.

ORDER PAGES

Sometimes the reader will jump to the order page to see the price and then go back to the main sales page if they're still interested. This is why it's so important that you treat the order device as another way to get your prospect into the copy. Here you must restate:

- What your product will do for your customer
- How your product will meet they're desires
- What they will get for their money
- Why they have absolutely nothing to lose by giving your product a shot

WHITE PAPERS

White papers are used to persuade business buyers to learn about, and ultimately buy, your products. Without at least one well-written white paper, a B2B company is at a serious competitive disadvantage.

- 84% of businesses find white papers influential in their purchasing decisions.

White papers are typically 1-3 pages. B2B white papers are meant to generate sales leads for your business, promote your products, create investor interest, or get your business attention from the press. Ideally, these long-form marketing materials will help you grow and expand your business.

The best White Papers fill-in content gaps and provide information that customers can't get from your competitors.

BLOG POSTS

Content based news, product information, case studies or industry trends that fill a gap in knowledge, or spark interest. Rich website content attracts new customers and builds customer loyalty. Blog Posts are most effective when they're made on a regular basis and include links to other relevant articles or blogs.

ARTICLES

Like all persuasive writing, articles are written to satisfy emotional desires. The reader seeks to learn how to make life easier. They want to learn from experts, and get references to other sources of information. How-To articles are a great way to increase traffic. The best articles are organized
in a step-by-step structure. We will work with you to structure your article into a story with a beginning, middle, and end.

A Typical Article Includes 5 Main Points:

1. The Main Topic or Concern
2. Five Main Points or the thrust of your article
3. Quotes or References that apply to your article
4. Any additional points that should be included
5. A strong conclusion or call-to-action

E-NEWSLETTERS

Monthly or quarterly product and industry news sent to customers or used as click bait to gather new opt-in prospects. *E-Newsletter can be used effectively within a well-planned email campaign.*

DRIP CAMPAIGNS/NURTURING CAMPAIGNS

A series of emails or autoresponders that are sent on regular or click related intervals. They're intended to lead a prospect or customer into the sales cycle by painting a picture inside your customers' heads. This visualization is an extremely effective tool that can turn uninterested prospects into eager buyers.

We highlight the biggest want/need/desire/problem your prospect is experiencing, and search for those mental images that will make it look even more ugly and horrible than ever before. Next, we position your product as the best or only solution by using crisp, clear mental imagery that pushes prospects toward the best possible buying decision [your product].

CAUSE CAMPAIGNS/GRANT WRITING

Appeal letters designed to partner with a Corporation on a Cause Campaign, or Write
a Grant to solicit funds from foundations or the government.