

Copywriting Portfolio

Fill the Gap Marketing



BRIEF -

Client:

Stonemoor Business Services

Media:

Web - Home Page

Tone of voice:

Supportive
Flexible
Professional
Affordable

Word Count:

300

The helping hand your business needs

Is your administration getting you down? Is work piling up with no end in sight? Have you got a dreaded deadline looming over you?

*Sounds like you could do with a **helping hand**.*

Whether you're lacking time, or just need a bit of extra help, Stone Moor Business Services is here for you. Our virtual admin support allows you to focus on what is really important to you... growing your business.

Let us take care of those mundane tasks. From diary management and typing up reports, to chasing invoices and organising your travel bookings, we give you back the time you need to run your business.

Our admin services mean you:

- Save money
- Spend more time on your business
- Remove unnecessary stress
- Receive that extra support you need

The perfect solution for your business. We know that as a small or new business, you need more time to grow. Our virtual assistant services remove the stress caused by your admin, allowing you to focus all your time and energy on looking after your clients and bringing more money into your business.

Based in Lincolnshire, Stone Moor Business Services work with clients both locally and across the UK. We help organisations to thrive. Not only do we provide you with much needed admin support, we work with you to provide solutions to improve your admin processes. We save you time and money.

By hiring a virtual assistant, you have all the benefits of a personal assistant – without the cost. No sick pay. No holiday pay. No national insurance or pension. With Stone Moor Business Services, all our tasks are time tracked so you only pay for what you need.

We love the jobs you hate, so don't dread doing admin. **Get a helping hand.**

1. Virtual Assistant



BRIEF -

Client:

Octagon Technology

Media:

Printed handout

Tone of voice:

Supportive
Affordable
Experienced
Technical

Word Count:

150

Resilient email support - It's all in-sync

Business not at your desk anymore?

Are you constantly relying on accessing your emails on a mobile device?

What happens if your email server suddenly goes down?

How quickly can you get your emails back up and running?

Your Hosted Exchange System from Octagon Technology gives your business the advantage of a high-speed, constantly updated email server for only £5 per month, per user.

You will benefit from:

- In-sync email connection across all devices – no duplication
- Secure, reliable and constant back-up onto a local cloud server – peace of mind
- Expert assistance from your trusted IT support team – here when you need us

No more expensive software updates. No more failing to send that important email. No more being dependent on a single point of Internet.

Just responsive, reliable and resilient email support from Octagon Technology.

BRIEF -

Client:

Zeppelin Systems UK

Media:

Web - About Page

Tone of voice:

Professional
Technical
Experienced
Supportive

Word Count:

150

More than engineering

Zeppelin stands for innovation and proven technology.

But we are about more than that. Engineering excellence is the tip of the iceberg.

Through our systems, equipment, processes and service, it is our mission to give our customers competitive advantage. We are here to help you to achieve success.

Our values combine integrity and sustainability with the provision of the best systems and solutions tailored to meet the individual needs of our clients.

From the very beginning of a relationship through to the long term, Zeppelin is committed to being your partner. Providing you with efficient and cost effective processes and excellent German products alongside UK based, responsive engineering support and customer service.

We are working with our clients to help you to deliver results.

**Zeppelin Systems UK Ltd – Engineering your success.
Call us today for more information. Telephone +44 1623 753291**

3. Leading Engineering Company



BRIEF -

Client:

Newark Beacon

Media:

Web - Home Page

Tone of voice:

Dependable

Affordable

Helpful

Flexible

Word Count:

150-200

A great place to be.

Or not to be.

Whether you want a fully serviced office of your own or just a prestigious business address for your post to be sent to – Newark Beacon is the solution.

We know that every business has different needs, depending on their size, how new they are and what budget they have. One thing almost every company has in common though is that they need a base for their business.

This is where we come in. A prestigious office address provides you with extra credibility and gives customers peace of mind that they are dealing with a legitimate, trustworthy company.

Your own office space gives you room to focus. It gives you space. By having an office at Newark Beacon – either virtual or physical – you will maximise your productivity and control your costs.

Explore our range of business base solutions and select the one that suits you best, or telephone us on 01636 653100 to find out more:-

1. Virtual offices
2. Hot desking
3. Shared offices
4. Your own office

4. Office/Virtual Office Space

BRIEF -

Client:

Spex Hair Loss

Media:

Web - Welcome Page

Tone of voice:

Helpful
Caring
Professional
Dependable

Word Count:

200-250

You are in safe hands

Hair loss advice and support you can trust

My name is Spencer, or you may know me as “Spex” within the online forum community.

While keeping my hair loss a secret for years, feeling depressed, antisocial and isolated, I spent a lot of time and money trying numerous treatments and surgeries.

It’s a devastating and unfortunate fact that the hair loss industry preys on emotional vulnerability, something I discovered many times throughout my journey, but I now have the experience and knowledge to advise on methods that worked best for me.

I decided to share my very personal story in order to help others who suffer and to ensure they avoid the pitfalls I fell into.

Over the past 10 years I have helped tens-of-thousands of people to minimise their hair loss and maximise potential hair growth. I have gained further insight through their experiences.

On this site you can find a range of resources, information and advice to both educate and direct you towards the best solution.

To receive a detailed report, please enter your details into the box on the right, or feel free to call or email me if I can help you in any way. I understand what you are going through.

Wishing you the success,

Spencer.

BRIEF -

Client:

Contemporary Cool

Media:

Web - Home Page

Tone of voice:

Emotive
Caring
Family
Creative

Word Count:

100-150

Life is a gift...

Never forget to enjoy and bask in every moment

Since we've had children, life seems to be racing away at an alarming pace. Days are filled with school runs, work, catching up with friends and doing the shopping.

What make all this worthwhile are the little things that pull on our heartstrings. The piece of artwork our son brings home from school, his face beaming with pride. Weddings, births, christenings, children growing up. All hold a special place in our hearts.

Here at Contemporary Cool Canvas Gifts, we have found an irresistible way to capture these precious occasions. Each item rekindles emotions and preserves a treasured memory.

Handmade and carefully crafted to the highest quality, our canvas gifts are funky, fun and fabulous. Explore our range, select your favourites and keep your memories alive.

Contact:

Joanne Wilson, BA(Hons), MCIM, Dip CW

Chartered Marketer & Professional Copywriter

Phone - 01522 837232

Mobile - 07902 815897

Email - joanne@fillthegapmarketing.co.uk

Twitter - Jofillthegap

Rachael Smith, BA(Hons)

Copywriter & Marketing Assistant

Phone - 01522 837231

Mobile - 07714 266395

Email - rachael@fillthegapmarketing.co.uk

Twitter - rachaelcsmith92

Website:

www.fillthegapmarketing.co.uk

