



# Copywriting

PORTFOLIO PRESENTATION

WELCOME



# Content

Throughout this presentation I will be looking at copywriting and content writing.

COPYWRITING

CONTENT WRITING

WRITING STYLES

SENTENCE STRUCTURES

ACTIVE SENTENCES

TYPES OF COPY

WORKPLACE PROJECT

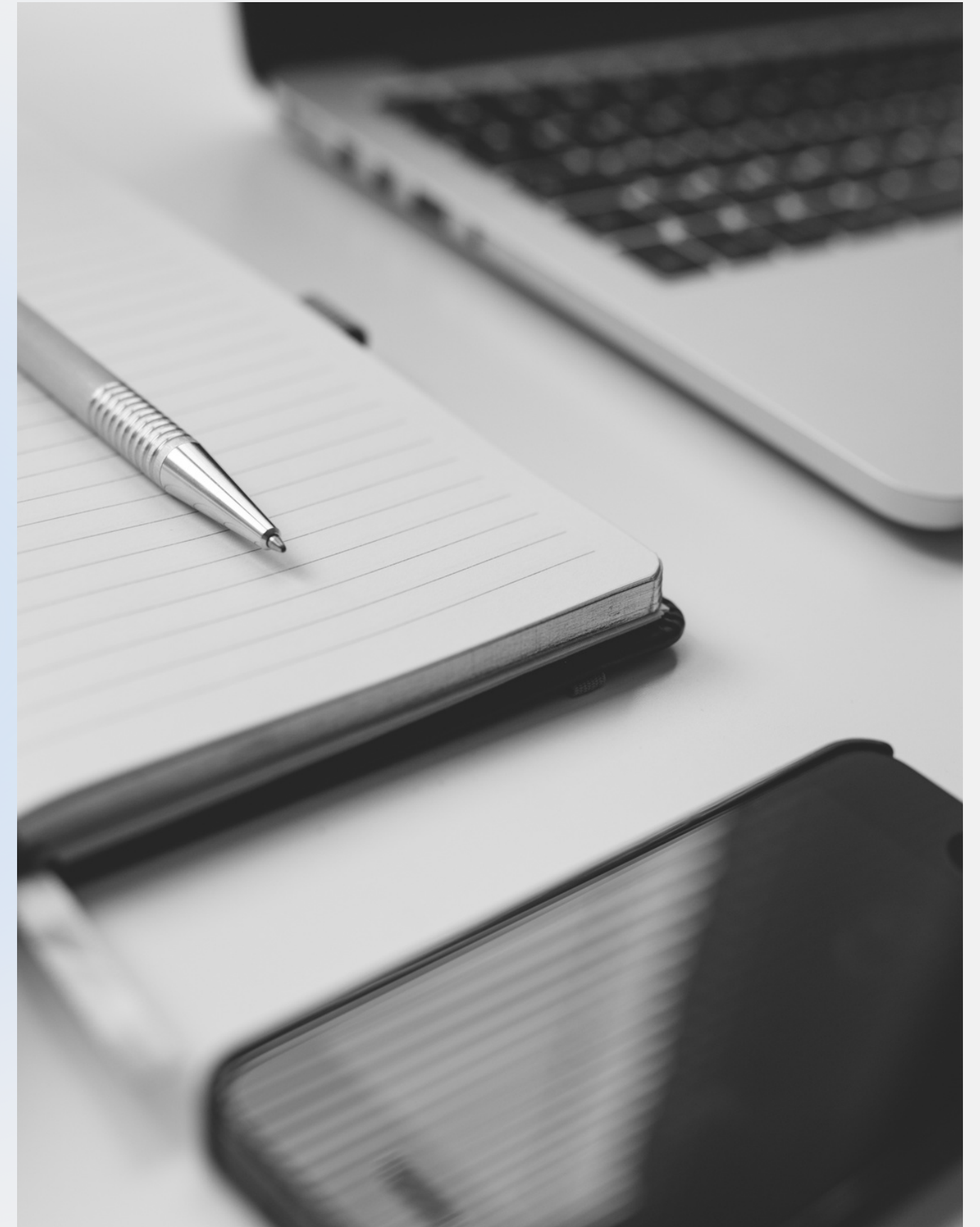
COPYWRITING



# What Is Copywriting?

Copywriting is persuasive and compelling writing that is used to persuade or sell to the reader. It is a form of writing used in marketing or advertising to encourage their readers to take actions such as clicking a link, making a purchase or signing up to something. Effective copywriting communicates benefits, features and takes the time to understand the needs of the target audience as well as appealing to the emotions of the reader.

Appealing to a readers emotion provides a better chance that they will take a specific action as it creates a sense of connection between the reader and a brand. Research in psychology has also proven this, according to research conducted by Harvard University professor Gerald Zaltman, over 9 in 10 consumer purchases are driven by emotion. Copywriting tends to be shorter amounts of information rather than long pieces of text as it creates a sense of urgency for the reader to take action; If there is too much information to read then people may loose interest or miss the purpose.





# Where Can It Be Found?

## ADVERTISEMENT

Print, online, and broadcast advertisements to entice potential customers to take action

## WEBSITES

Website text aimed at engaging visitors and encouraging them to explore further or make a purchase.

## EMAIL MARKETING

Drive conversions, whether that's making a purchase, signing up for a webinar, or other actions.

## SOCIAL MEDIA

Captions, and ads that encourage user interaction and engagement



# Marketing Framework

The AIDA framework is effective because it follows a logical sequence, guiding the reader from awareness to action. It takes into account the psychology of consumer decision-making and aligns with how people typically process information when making purchasing decisions. By addressing each stage, you can create persuasive and engaging copy that resonates with your target audience.





# ATTENTION

- Powerful headlines
- Intriguing questions
- Relevant statistics
- Conflict or tension
- Vivid imagery

# INTEREST

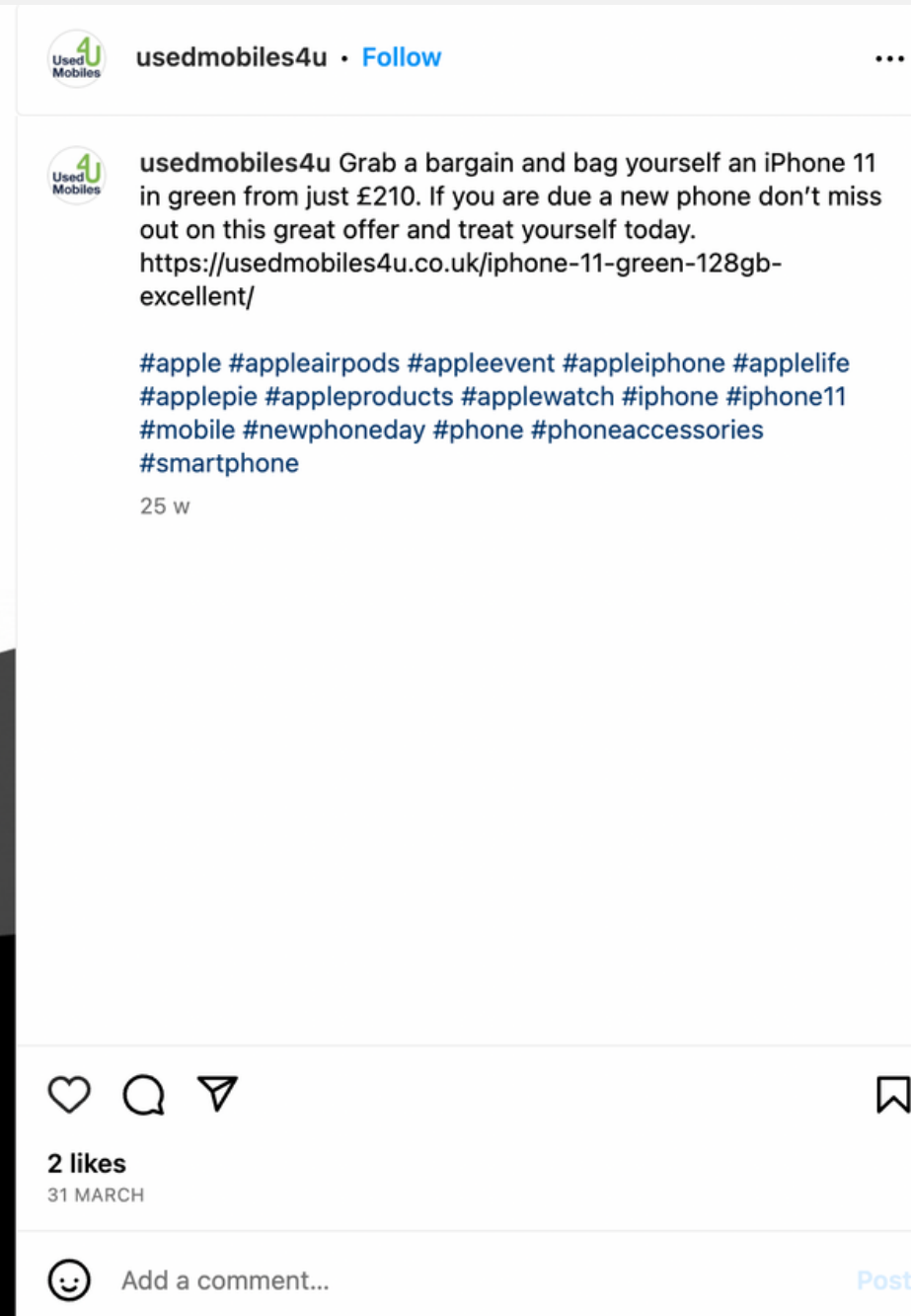
- Highlight benefits
- Focus on readers needs
- Align with readers motivations
- Provide relevant information
- Share relatable story

# DESIRE

- Create urgency
- Play to emotions
- Tap into aspirations
- Describe end benefit

# ACTION

- Use commanding verbs
- Short sentences
- Clear call to action
- Repeat call to action
- Provide incentives and guarantees



# Work Examples

Here is an example of social media copy that I did for one of our clients monthly offers. You can see in the caption I have used words that create a sense of urgency (don't miss out) and call-to-actions (grab a bargain, treat yourself today)



# Work Examples

Here is another example of social media copy that I did for another one of our clients. The caption focuses on the readers needs appealing to anyone with a broken Samsung S22. It urges them to 'look no further!' and also has a call-to-action "book yours in for repair today"





# What Is Content Writing?

Content writing is the process of creating written material for various online and offline platforms with the primary goal of engaging, informing, or persuading a target audience. It is a key component of digital marketing and communication strategies used by businesses, organisations, and individuals to reach their audience and achieve specific objectives.

Effective content writing involves engaging the audience, optimising for search engines (SEO), and adhering to the tone of voice of the platform or brand. Good content uses appropriate keywords, and is tailored to suit the target audience's needs and preferences.





# Where Can It Be Found?

## PRESS RELEASES

News articles written to announce company updates, product launches, or other noteworthy events.

## VIDEO SCRIPTS

Written content for videos, including YouTube videos, promotional videos, and educational videos.

## INFOGRAPHICS

Text that accompanies visual content to explain and enhance the information presented in a visually appealing way.

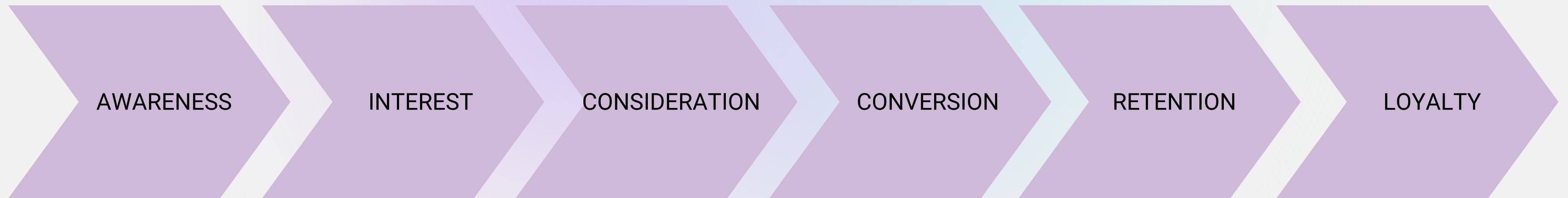
## GUEST POSTS

Articles written for other websites or publications as a guest contributor to reach a new audience and build authority in a specific niche.



# Marketing Framework

The Customer Lifecycle Marketing Framework is a strategic approach used by businesses to understand and engage with customers throughout their entire journey with the brand. It encompasses all stages of the customer relationship, from initial awareness to post-purchase loyalty. This framework helps businesses tailor their marketing efforts to address the specific needs, preferences, and behaviors of customers at each stage.



## **The Power of Pay-Per-Click Advertising: Unlocking Digital Success**

In the ever-evolving landscape of digital marketing, Pay-Per-Click (PPC) advertising remains a cornerstone strategy for businesses aiming to drive targeted traffic, generate leads, and boost sales. Whether you're a seasoned marketer or just starting your journey in the world of online advertising, understanding the power of PPC can be a game-changer for your business. In this blog, we'll delve into the fundamentals of PPC, its benefits, best practices, and why it should be an integral part of your marketing arsenal.

### **What is PPC Advertising?**

Pay-Per-Click (PPC) advertising is a digital marketing model where advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way to buy visits to your website rather than earning them organically through search engine optimization (SEO). PPC platforms, such as Google Ads and Bing Ads, allow advertisers to bid on specific keywords or phrases relevant to their target audience.

### **The Benefits of PPC Advertising**

**Immediate Results:** One of the most significant advantages of PPC advertising is its ability to deliver almost instant results. Once your campaign is set up, your ads can start appearing in search results, driving traffic to your website, and potentially generating leads or sales within hours.

**Targeted Audience:** PPC allows you to reach a highly targeted audience based on keywords, location, demographics, and even user behaviour. This precise targeting ensures that your ads are seen by those most likely to convert.

**Measurable ROI:** PPC platforms provide detailed analytics that enable you to track every aspect of your campaign's performance. You can measure clicks, impressions, conversions, and the return on investment (ROI) for each ad group or keyword.

**Budget Control:** With PPC, you have complete control over your advertising budget. You can set daily or monthly spending limits, adjust bids, and pause or resume campaigns as needed.

**Scalability:** Whether you're a small business looking to start with a modest budget or a large corporation aiming to expand your reach, PPC can be scaled up or down to meet your goals.

### **PPC Best Practices**

**Keyword Research:** Conduct thorough keyword research to identify the most relevant and high-performing keywords for your business. Tools like Google Keyword Planner and SEMrush can assist in this process.

**Compelling Ad Copy:** Craft compelling and relevant ad copy that encourages clicks and clearly conveys your value proposition.

**Landing Page Optimization:** Ensure that the landing page your ads direct users to is well-designed, fast-loading, and optimized for conversions. A seamless user experience is crucial.

**A/B Testing:** Continuously test different ad creatives, headlines, and landing page elements to identify what resonates best with your audience and improves conversion rates.

**Quality Score:** Focus on improving your Quality Score, a metric used by Google Ads that assesses the relevance and quality of your ads, keywords, and landing pages. A higher Quality Score can lead to lower costs and better ad placements.

### **Why PPC Should Be Part of Your Marketing Strategy**

In a world where competition for online visibility is fierce, PPC advertising offers a strategic advantage that should not be overlooked. Here's why PPC should be an essential component of your marketing strategy:

#### **Immediate Results**

One of the most compelling reasons to include PPC in your marketing strategy is the speed at which it delivers results. Unlike some other marketing efforts that may take months to gain traction, PPC campaigns can start driving traffic and generating leads or sales almost instantly. When you need to see immediate results, such as promoting a time-sensitive offer or launching a new product, PPC is your go-to solution.

#### **Targeted Audience Reach**

PPC enables you to reach your ideal audience with pinpoint accuracy. Through keyword targeting, demographics, location settings, and even user behaviour, you can ensure your ads are seen by the most relevant prospects. This precision minimises wasted ad spend and increases the likelihood of converting visitors into customers.

#### **Measurable and Trackable ROI**

One of the significant advantages of PPC is the ability to measure and track every aspect of your campaign's performance. You can access real-time data on clicks, impressions, conversions, and costs. This level of transparency allows you to make data-driven decisions and calculate your Return on Investment (ROI) with precision, something that's often challenging with traditional advertising methods.

#### **Budget Control**

PPC gives you full control over your advertising budget. You can set daily or monthly spending limits, adjust bids based on performance, and pause or resume campaigns at any time. This flexibility ensures that you can allocate your budget efficiently and effectively based on what works best for your business.

#### **Scalability**

Whether you're a small ~~startup~~ or a large corporation, PPC can be tailored to suit your specific needs. You can start with a modest budget and gradually increase it as you see positive results. This scalability makes PPC an accessible and cost-effective option for businesses of all sizes.

#### **Complements Other Marketing Efforts**

PPC doesn't operate in isolation. It can work seamlessly with other marketing channels, such as search engine optimization (SEO), content marketing, and social media. By integrating PPC into your overall strategy, you can create a cohesive and comprehensive marketing plan that maximises your brand's online presence.

#### **Competitive Advantage**

In today's competitive digital landscape, staying ahead of your competitors is essential. PPC allows you to bid for top ad placements, ensuring that your brand is visible when potential

# Work Examples

Here is an example of a blog that I wrote for work. This was about PPC. As PPC marketing campaigns is a service that we offer, I was asked to write a blog about what PPC is and why it is beneficial. I used chat GPT to help me write the blog post. Asking it to improve what I had already written or add in more information.



**Copywriting is written to persuade or sell, while content writing is written to educate or build relationships.**

WRITING STYLES



# Writing Styles

Writing styles are tailored to suit different types of readers. It is important to understand your audience when choosing what writing style is appropriate. As different audiences have different levels of understanding, choosing the correct writing style ensures that your message is clear and easily understandable to your readers. It has become evident that readers are more likely to trust something that is written in language and style that they understand. Being able to adapt your writing style to suit your audience will establish credibility and trust.





# Persuasive Writing

Persuasive writing is a form of writing in which the author tries to convince the audience to adopt a particular point of view or take a specific action. The primary goal of persuasive writing is to persuade or influence the reader's beliefs, attitudes, or behaviours by providing logical arguments, supporting evidence, and persuasive techniques. This form of writing is best suited towards informed and skeptical readers.

A persuasive piece of writing tends to begin with a clear statement that outlines the author's opinion on the topic. It is important to provide supporting evidence such as statistics, examples, anecdotes, expert opinions, or research findings within this style of writing as that is what the appropriate audience would be looking for. This gives the the author credibility in the readers eyes. It is also important to address counterarguments. By acknowledging and addressing counterarguments, authors may anticipate and refute opposing viewpoints to strengthen their own position.

Persuasive writing often concludes with a clear call to action, urging the reader to take a specific step or adopt the author's viewpoint.



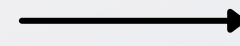
# Descriptive Writing

Descriptive writing is a style of writing that paints a vivid picture of a person, place, thing, or event by using detailed sensory language. The primary goal of descriptive writing is to create a sensory experience for the reader, allowing them to visualise, feel, hear, smell, or taste what is being described. It engages the reader's imagination and appeals to their senses to evoke a strong mental image.

Due to descriptive writing's primary goal it relies heavily on sensory language, which includes words and phrases that describe what can be seen, heard, felt, tasted, or smelled. Instead of using vague or generic language, it uses concrete nouns, descriptive adjectives, and strong verbs to provide a clear and detailed portrayal of the subject.

A common guideline in descriptive writing is to "show, not tell." Instead of simply stating facts, authors use descriptive language to show the reader what is happening or what something looks like, allowing the reader to draw their own conclusions and engage more fully with the text. Writers often use figurative language, such as metaphors, similes, and personification, to create vivid and imaginative descriptions. These devices can make the description more engaging and memorable.





# Narrative Writing

Narrative writing is a form of writing that tells a story. It involves the presentation of characters, a plot, setting, and a clear narrative structure. The primary goal of narrative writing is to engage the reader by taking them through a series of events. This type of writing can be found in novels, short stories, memoirs, autobiographies, and even some forms of journalism.

Narrative writing usually features one or more characters who are involved in the story. These characters may have distinct personalities, motivations, and roles within the narrative. It tends to follow a plot. The plot includes elements such as introduction, rising action, climax, falling action, and resolution.

The setting of a narrative includes details about the time, place, and environment in which the events occur. Narratives can be written from different points of view, such as first person, third person limited, or third person omniscient. Dialogue is often used in narrative writing to provide interactions between characters, adding depth and realism to the story.



# Expository Writing

Expository writing is a style of writing that aims to explain, describe, inform, or clarify a specific topic or subject to the reader. The primary purpose of expository writing is to convey factual information, present ideas, or provide a clear and organised explanation of a concept. It is commonly used in textbooks, essays, reports, news articles, academic papers, and instructional materials.

Expository writing uses straightforward and precise language to convey information without opinion. Unlike persuasive or argumentative writing, which may involve personal opinions and emotions, expository writing maintains a neutral tone. It is important to provide supporting evidence, facts, examples, statistics, research findings, and expert opinions to build credibility with the readers.



# Informed Readers

Informed readers are not satisfied with mere surface-level information; instead, they look for intricate details such as insights and facts. For this audience, the use of data and statistics stands out as the most effective method to cater to their intellectual appetite.

These elements provide a foundation, offering evidence and quantitative measures that substantiate the points being made. What makes this approach appealing to these readers is its ability to satiate their curiosity. By presenting data-driven information, writers acknowledge their readers' desire for substantiated facts and logical reasoning. This acknowledgment, in turn, fosters a sense of trust and credibility, as readers can verify the claims and conclusions drawn from the data.



# Casual Readers

Casual readers are the opposite from informed readers. Instead of in-depth detail and lots of statistics, these readers prefer to skim read content, looking for key points. What appeals to this audience is the use of bullet points, highlighted key takeaways and concise sentences. They prefer to skim through content, searching for the main points.

Bullet points are important for these types of readers as they guide casual readers to the essential information without the need for extensive reading. They want content that gets straight to the point, and helps them quickly identify what's most important in the text.

Concise sentences are preferred by casual readers. They don't want long, complex sentences; instead, they appreciate straightforward and easily digestible information. When writing for this audience, the goal is to make the reading experience efficient and effortless, ensuring that they can grasp the main ideas with minimal effort.



# Skeptical Readers

Skeptical readers are more doubtful. They approach content with caution, and need convincing. It's all about trust and credibility, which is why evidence and testimonials are important include. These elements often win over the audience because they provide solid proof that your claims are real.

Testimonials are good to include because they're genuine voices vouching for your brand. Skeptical readers find comfort in knowing that others have had a positive experience, and it makes them more inclined to consider your content as credible.

Evidence, whether it's in the form of data, research, or case studies, is the most important aspect of your argument. Skeptical readers want to see that you know what you're talking about, and you're not just pulling facts out of thin air. Concrete evidence persuades them to believe in what you're saying.

Skeptical readers are likely to have objections and doubts. Addressing these within your content provides a stronger layer of trust. Showcasing different opinions or potential criticisms is a smart move. Once you've laid out the skepticism, provide evidence and arguments as to why those who might be skeptical shouldn't be.

Use a confident and knowledgeable tone of voice throughout as this will also build trust and the reader will have confidence in what you are saying. Cite reliable sources and use expert quotes.



# Impatient Readers

Impatient readers often limited to the time they dedicate to reading. What appeals to them is content that quickly provides them with the information they seek. It's crucial to get to the point promptly, using short sentences and paragraphs that cut to the chase, avoiding unnecessary information.

It's common for impatient readers to be easily distracted. To maintain their attention, writing should be engaging and focused. Break down content with clear subheadings, bullet points, and numbered lists. These visual cues help impatient readers scan the text for the information they need.

Impatient readers often appreciate a clear roadmap of what to do next. Include explicit calls to action (CTAs) throughout your content. These CTAs guide impatient readers without the need for extensive reading or navigation.

Incorporating visual elements like images, infographics, and videos can be effective for capturing and retaining the attention of impatient readers. Given that many impatient readers access content on mobile devices, ensure that your content is mobile-friendly. Responsive design, readable fonts, and concise formatting are essential to ensure a seamless reading experience.



# Emotional Readers

Emotional readers are driven by emotional engagement. They seek content that elicits feelings, whether it's joy, empathy, nostalgia, or inspiration. To cater to this preference share anecdotes, personal experiences, or real-life examples that connect with readers on an emotional level. These stories should be relatable and tap into universal human experiences.

Employ evocative language that vividly conveys emotions and sensory experiences. Use descriptive words and metaphors, allowing them to immerse themselves in the narrative. This not only enhances the emotional impact of your writing but also makes it more memorable.

Connect with them by addressing their core values and illustrating how your message or product aligns with what their values are. Appeal to their sense of purpose or the positive impact they can make in the world, as this can deeply resonate with their emotions.

Incorporate visual elements such as images, videos, or graphics that evoke strong emotions and reinforce the emotional narrative of your content. Visuals can enhance the emotional impact and complement the written message.

PROFILE



# Sentence Structures

In this section, I will delve into three essential aspects of writing: restrictive clauses, meandering sentences, and dependent clauses. By examining each of these components in detail and providing various examples, I will discuss how these elements function within the context of writing and provide various examples.







# Restrictive Clauses

Restrictive clauses are related to the structure and clarity of sentences. These clauses provide understanding the specific details or identities of nouns they modify. Unlike non-restrictive clauses, which provide additional, non-essential information. Restrictive clauses are crucial for conveying the precise meaning of a sentence and are not separated by commas. By narrowing down or restricting the reference of a noun, they make sentences more concise and coherent. In essence, restrictive clauses enable us to pinpoint and specify the key elements within our sentences, enhancing their communicative power and ensuring that readers or listeners grasp the intended message with precision.



# Meandering Sentences

Meandering sentences, often characterised by their lack of clear direction or focus, can make written or spoken communication less effective and more challenging to understand. These sentences tend to wander aimlessly, often due to excessive use of vague language, unnecessary details, or a lack of logical organisation. Unlike concise and well-structured sentences, meandering sentences can confuse the reader or listener, making it difficult to discern the main point or intended message. In writing, it is important to avoid meandering sentences as they can detract from the overall readability and impact of a text. Clear and direct sentences are key to ensuring that one's ideas are conveyed effectively and that the audience can easily follow the narrative or argument presented.



# Dependant Clauses

Dependent clauses, also known as subordinate clauses, are essential components of sentence structure that provide additional information but cannot stand alone as complete sentences. These clauses depend on independent clauses to form a complete thought. Unlike independent clauses, which can function as standalone sentences, dependent clauses are structurally incomplete and often begin with subordinating conjunctions like "because," "although," "when," "since," and many others.

Dependent clauses serve various functions, such as providing context, adding detail, or expressing relationships between ideas. They are used to create complex and nuanced sentences by connecting ideas and emphasizing relationships within the text. When used effectively, dependent clauses can enhance the clarity and richness of written and spoken language. However, it is crucial to properly integrate them with independent clauses to ensure that the main message is clear and coherent. Overuse or improper placement of dependent clauses can result in convoluted or confusing sentences, so it's important to strike a balance between independence and dependence when constructing sentences to convey ideas accurately and engagingly.



# Active Sentences

Active sentences, in contrast to passive sentences, are a fundamental element of effective communication in writing and speech. In an active sentence, the subject of the sentence performs the action, and the sentence structure follows a clear, straightforward pattern. This promotes clarity and directness in conveying information.

Active sentences offer several advantages. They generally make the writing or speaking more concise and direct, which can improve the reader's or listener's understanding of the message. By clearly indicating who or what is performing the action, active sentences create a stronger and more engaging narrative. They also help to emphasize agency, which is important in many forms of writing, including persuasive or argumentative essays, narratives, and instructional texts.

For example, in the active sentence "The cat chased the mouse," the subject "The cat" is performing the action, making it clear who is the doer and what is being done. This contrasts with the passive voice, where the order of the sentence is reversed, and the mouse becomes the subject, as in "The mouse was chased by the cat."

Active sentences are a valuable tool for writers and speakers seeking to convey their message with clarity, conciseness, and a sense of agency. However, passive sentences can be appropriate in certain situations, particularly when the doer of the action is less important or when the focus is on the action itself rather than the doer. The choice between active and passive construction should be made carefully, taking into account the specific context and purpose of the communication.

PROFILE



# Types of Copy

In this section, I will explore and expand on the different types of copy, ranging from sales copy to social media copy.





# Sales Copy

Crafting compelling sales copy is all about motivating consumers to take specific actions, whether it's making a purchase, subscribing to a mailing list, downloading content, or contributing to a business's sales objectives. Sales copy focuses on driving these actions, not just sparking general interest. To achieve this, pinpoint the most marketable and captivating benefit or pain point of your product or service and emphasise it. While any benefit can serve as valuable material, selecting one central focus keeps your message clear and impactful.

Remember, effective sales copy is tailored to a specific audience. Identify who your product appeals to, why it resonates with them, and which benefit will be most appealing to them. Generating buyer personas based on real data helps establish your target audience. Sales copy is all about inciting action. You aim to compel consumers to take a particular step. To do this, engage your readers and make the text relatable. Highlight pain points that genuinely impact the buyer's life.

Keep your language simple and adopt an approachable tone. Avoid lengthy, convoluted sentences and overly sophisticated vocabulary. Being too formal or pretentious can alienate consumers rather than attracting them.

Sales copy acts as a hook, not a comprehensive product page. Its primary purpose is to pique interest and inspire action. Subsequently, consumers can explore all the remarkable features your product offers.

Your copy should dive straight into what the buyer can expect from the product and create a desire to learn more. Sales copy should always serve a clear purpose and guide the reader toward a specific course of action. Central to this is an effective Call to Action (CTA). Your CTA should be easy to spot and provide a glimpse of what will happen when the buyer clicks on it. It's the gateway to turning interest into action.



# Advertisement Copy

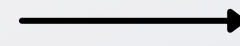
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# Social Media Copy

Social media copy is an essential part of any companies digital marketing strategy. Social media copy is captions, tweets or any form of writing used across your social media page. Different platforms of social media have different audiences therefore your copy should be tailored to each audience rather than using the same messaging across them all.

Facebook has the highest usage of the 65+ audience. This would suggest that using more youthful marketing and copy across facebook would be unsuccessful with this audience. Understanding your audience is one of the most important steps when thinking about creating your copy. For facebook it is ideal to use less text and focus mainly on the visuals that accompany the text to gather more engagement.

When using twitter the ideal amount of characters to use for maximum engagement is between 120-130. With twitters maximum character count of 140 the most successful marketing across twitter uses 120-130. Hashtags are also effective across twitter as they have a slightly younger audience than facebook.

For Instagram the main purpose of the platform is to share images and videos, your main focus should be on creating visual content. The recommended caption length is three lines as this is when the caption would be cut off and the user need to click to read more. Using call-to-actions, hashtags, @mentions and only the important information is what users respond best to.



WORKPLACE PROJECT



# Workplace Copywriting project





# Social Media Copy Campaign

Brief: For our social media clients we are never given a specific brief however the project was to create compelling visuals for the companies October offer. Each month our client 'Repair My Crack' releases new offers to their users across their social media platforms. Not only did I need to create the visual posts with copy on them but also the captions that would be used on their posts across instagram.

Project aims & requirements:

The aim of these social posts was to engage the audience into using the special code for the monthly offer. I also needed to align the copywriting with the brand, utilising the same informal and friendly tone of voice. There needed to be consistency in the messaging across not only posts that i created but also the other existing posts on the clients social media.

Project research:

Research that i did for this project was look at existing posts and copy across their social media. Looking at our other social media clients social medias and copy. I also looked at some other similar companies social media copy and tone of voice across platforms. This research was crucial in achieving the desired outcome.

Reflection:

This project was successful in brand cohesiveness and audience engagement from social media to the website. Although there are areas for improvement in engagement to the posts in regards to interaction and content strategies. Challenges included maintaining a consistent tone of voice and gathering interest in the clients technical knowledge.

WORKPLACE PROJECT



Result 1



Result 2



Result 3



Result 4



Result 5



Result 6



# Social Media Copy Campaign



repair\_my\_crack We know how shattering it is when the glass on your phone breaks/cracks which is why throughout October we have 10% off front glass repairs on the iPhone 13 – book your repair in today.

<https://bit.ly/3gKutDN>

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repair\_my\_crack Don't miss out on our October offer of 10% off front glass repairs on the following phones! iPhone 13, iPhone 13 Mini, Samsung s22 Plus & Samsung S22 Offer ends the last day of October

<https://bit.ly/3gKutDN>

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repair\_my\_crack Throughout July we have 10% off front glass repairs on the following phones! iPhone 13 Pro Max, iPhone 13, iPhone 13 Mini, Samsung s22 Plus & Samsung S22– Book yours in for repair today.

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