

🎯 TARGET INSIGHT CASE STUDY | SAVOIRNET

COPYWRITING FOR THE TIME CONSTRAINED—

An email appeared in my inbox recently, “Hello Irene. My writer just called -- he’s sick. He was to write nine pages of website copy, today, for an educational program I’m developing. I need the copy for a 9:00 am deadline tomorrow. Any chance you can help?”

Who ya gonna call?

It happens. Due to unforeseen – and sometimes foreseen – circumstances, you find too much on your plate and a deadline looming. In these cases, you can turn to a reliable and experienced freelancer to deliver quality output – on time. This was the challenge Louise Gratton, a developer of educational programs for the youth and cultural industry, presented when she pinged me by email.

“I had consulted with Irene on a website strategy,” explains Louise, “Although her work is primarily for the high tech industry, I knew from this past experience that I could count on Irene to craft quality copy that would resonate with my target audiences.”

The briefing

A good briefing is critical. The briefing allows the freelancer to ask questions, clarify and restate the responses made by the client, and probe. A good briefing ensures the deliverable will be on target, thereby saving time and – ultimately – meeting the client’s expectations.

Louise and I discussed the project over the phone. She was developing a website targeting the Canadian military community; specifically families experiencing an international relocation. During the briefing, I was able to identify the following key information:

- There were two distinct audiences: youth between the ages of 12 and 18; and adults, predominantly female. The connection between the two audiences? They and their family were to relocate abroad. The introductory page would speak to both audiences, while the remaining pages would be equally split between youth and adults.
- An outline of the key messages was available based on research Louise had completed with the target audience. The language needed to be appropriate to each audience, dynamic and tight.
- The tone needed to be engaging, warm, personal, and convey a sense of “community.”
- While there was no set word count per page; we were in agreement that the majority of web users do not like to scroll a great deal.
- The overarching goal of the copy would be to persuade visitors to listen to unique recordings that would reside on each page. Each recording was made by a youth or adult who experienced relocating abroad. These recordings would be the key vehicle to educate the youth and adults on their upcoming relocation.

After about 20 minutes, I had enough information to begin crafting the website copy.

Client

Louise Gratton of SAVOIRNET, a seasoned consultant recognized for developing engaging educational programs for the youth and cultural industry.

Project

Craft nine pages of engaging and dynamic copy for a website. Copy must resonate with two distinct audiences.

Challenge

“I need it by 9 am tomorrow.”

On target, plus

- Delivered quality copy on time
- Verified all external URL references
- Provided suggestions on visuals

Setting expectations

It's important to let clients know what to expect. This establishes confidence that the project is under control. I explained to Louise that I'd send her the draft that evening. I'd be at my desk by 7:00 am the next morning to incorporate her changes, massage and polish final copy.

Achieving expectations

As promised, the copy was sent to the client that evening. The next morning at 7:00, there was an email waiting for me from Louise. I incorporated her updates, massaged, polished, and submitted the final copy, achieving her deadline.

Exceeding expectations

While working on any project, ideas come to mind. I jot these ideas down. Alternately, I might see how I can save additional time for my client. In this case, Louise received the following value add:

- A number of websites were referenced in the copy. I selected each URL to validate that it was the correct website and that it was still a live site.
- Visual communications are as important as written communications. I recommended visuals to support the copy.

A client success story

"Irene, the text is excellent. Love the tone and the language. Quantity of text is right. Thank you for the suggestions, great ideas. Cheers! And again thank you for doing the work on such short notice." Email from Louise Gratton, developer of educational programs for the youth and cultural industry.

Next steps

Need help? Let's get a conversation started.

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About Irene Crosby

Irene Crosby, Founder and Principal of Target Insight, is an accomplished marketing communications consultant located in Ottawa, Ontario. Services include marketing communications strategy development; hands-on implementation of marketing communications activities; website planning and project management; and copywriting. Irene works with CEOs, VPs, and marketing managers to develop and executive communications plans that resonate with target audiences, engage customers, and drive business. Her 20 years of experience span high tech, life sciences, education, health care, insurance, financial services, and the public sector. Irene is adept at managing projects and keeping clients up-to-date every step of the way—no surprises. *You and your customers deserve insightful communications.*

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