

A Wrightwell copywriting case study

Driving customers to webinars



The client's project

The pan-European branch of a global company wanted to encourage customers to attend a series of virtual conferences to explore their future challenges and opportunities.

The challenge

The client was responsible for setting the theme of each webinar and finding the speakers.

The marketing department also had clear ideas about the audiences, frequency and purpose of the emails that it wanted to send out as its prime marketing tool.

My role was to turn the background information into persuasive, incisive copy that would encourage the maximum number of customers to sign up for the series and then actually attend.

My approach

This was a repeating project over the course of a year, all with an overarching theme but with nuances around the messaging, depending on the subset of the audience we were addressing. That could be their job roles or geography, for example.

In this project I was able to:

- Follow a brief and work independently but be willing to ask more questions if necessary
- Change tack during the course of the programme, from following an exact, prescriptive brief to a process of discovering what was needed by talking directly to marketing and the speakers
- Follow the theme throughout, but always be aware that English is a second language for many of the recipients
- Keep to tight deadlines

After the conferences I was sent the recordings and turned the talks into a range of valuable blogs for the company's website.

Photo by [Simon Abrams](#) on [Unsplash](#)

I'm Kathy Lawrence and I'm a hugely experienced copywriter working directly with clients and agencies across a wide range of B2B and B2C industries. Do get in touch to find out how I can help your business with its marketing words at kathy@wrightwell.com.
