

## A Wrightwell copywriting case study

# Creating a messaging platform for a website



### The client's project

An innovative UK company had developed an excellent service to help in keeping less mobile and older people safe at home.

## The challenge

As a small business, this client needed its website to attract an audience of serious potential buyers. That meant starting from the beginning, by defining who those buyers were, and what would encourage them to make contact for a demonstration. The client found me through the blog I publish, [When They Get Older](#), which provides helpful advice to families supporting older people to enjoy later life.

## My approach

We worked together through a series of exercises to define:

- Who the potential customers were and the markets in which they operated
- Their needs and how this service could provide an answer
- How the client could overcome barriers to sales, such as cost and fear of the unknown
- How we should talk to each audience to build empathy and trust, and demonstrate knowledge of their industry

With that greater understanding of the potential customer base, I helped my client to:

- Create a tone of voice document that everyone in the business could use for a consistent approach to all written materials
- Develop a messaging platform that highlighted needs and aspirations of customers; advantages and benefits of the service; and barriers and answers to sales
- Build an easy-to-follow structure for the website that took the audience to the point of making contact
- Write content for each audience that addressed their challenges and was couched in their own business language

With the copy platform and tone of voice document in place, the business was able to continue to create customer communications with one voice across the organisation.

Photo by [Claudia van Zyl](#) on [Unsplash](#)

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*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](mailto:kathy@wrightwell.com).*

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