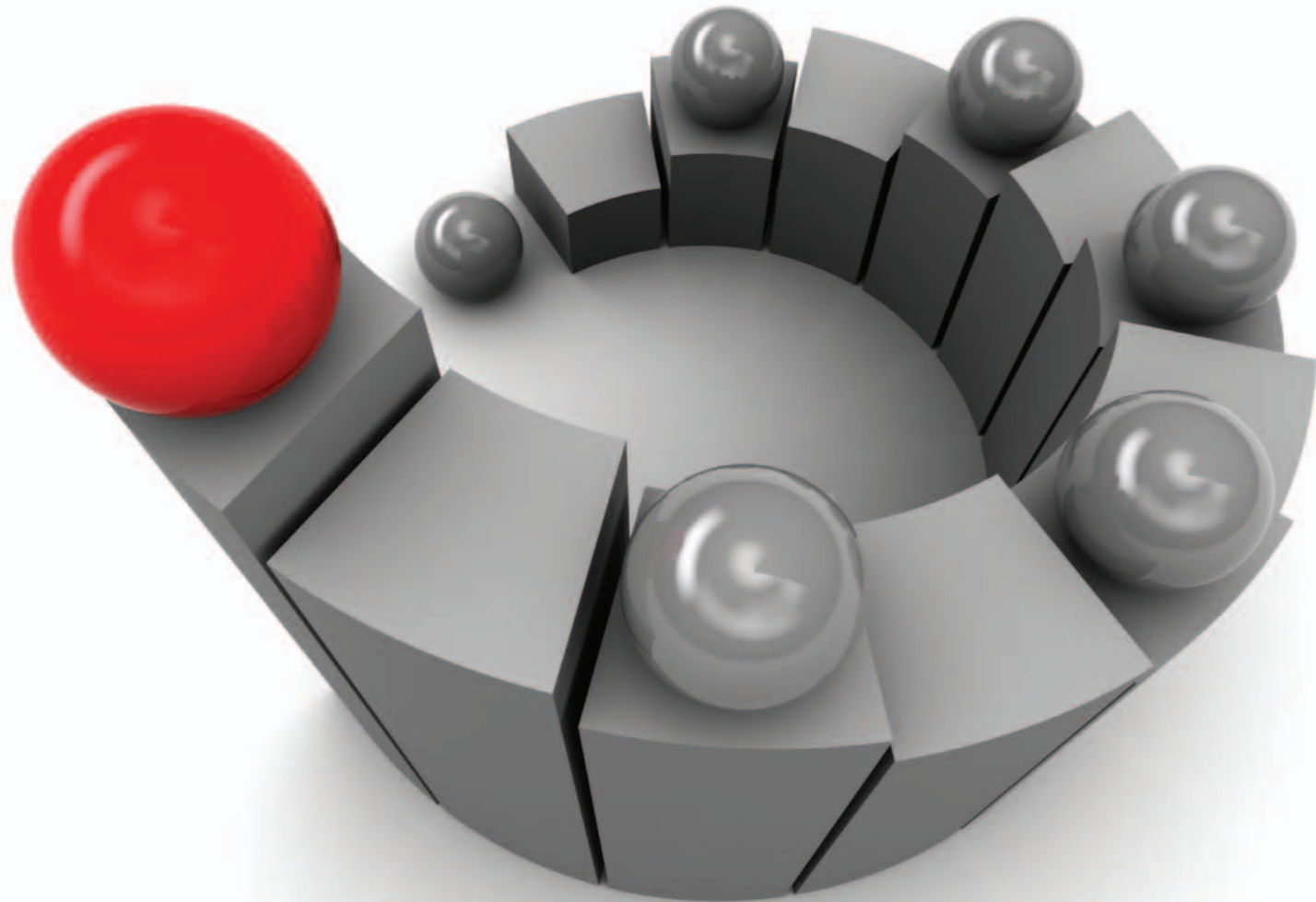




abcopy



WELCOME.

Whatever your copywriting, marketing or PR requirements, ABCopy can provide a professional, reliable and extremely cost-effective solution.

We work with clients and creative agencies of all sizes and have experience in most industry sectors.

Creative copywriting...

From a simple sales letter to a full corporate brochure or website, our copywriting can help you portray a fresher, brighter and more appealing image.

Strategic marketing...

Our marketing strategies, initiatives and campaigns are designed to deliver real results and get the most from every budget.

Innovative PR...

We also research and write refreshingly different press releases, case studies and editorials then call upon our network of editorial contacts to maximise exposure.

How we work and the benefits we deliver...

Our highly flexible approach has been developed to meet the individual needs of each client. As such, we'll work as an honest extension of your own organisation to provide a resource you can depend on, however tight the deadline.



CREATIVE COPYWRITING.

At ABCopy, we specialise in creative copywriting.

Every word is carefully crafted with the target audience in mind to make literature, advertising, direct mail campaigns, case studies and other marketing materials stand out.

Furthermore, we're vastly experienced in providing copywriting for one-off or unusual projects including annual reports, sales proposals, consultancy documents and customer newsletters.

A range of complimentary services...

In addition, we can provide a wide range of complimentary services including proof-reading, ghost writing, editing and professional graphic design.

COPY 5



ONLINE COPYWRITING.

Search engine optimisation or SEO is now an essential part of the marketing mix.

As the Internet continues to grow, organisations are increasingly embracing it when sourcing new suppliers. As such, SEO copywriting can play an essential role in positioning your business in front of thousands of potential customers.

ABCopy provides the complete service from keyword analysis to the production of copy to help optimise your rankings.

When potential customers use Google and other search engines, this makes it much easier for them to find your site.

We can also work with you to write promotional emails and electronic newsletters.

ONLINE 7



MARKETING.

We call upon more than 20 years of marketing experience to put ourselves in the customer's shoes and devise strategies, initiatives and campaigns that deliver real results.

We also understand that many smaller businesses cannot afford full time in-house marketing support. Here, we can help you outsource your marketing requirements or simply provide additional resources when you're overstretched.

Our marketing consultancy services can be charged on an hourly, daily or even weekly basis and include:

- Marketing strategy.
- Brand strategy.
- New product launches.
- Market entry strategy.
- Marketing communications.
- Media planning & negotiation.
- Online and email marketing.

MARKETING 9



PR.

We understand how when executed correctly, PR can prove an extremely powerful promotional tool for any organisation.

That's why we've developed a unique range of solutions that help to keep the names of our clients firmly in front of their existing and prospective customers.

What's more, we'll work with you to ensure that every campaign clearly communicates your unique selling points in a way that engages your target audience.

Vastly experienced in high impact, cost-effective PR, we research and write refreshingly different:

- Press releases.
- Case studies.
- Advertorials.
- Editorials.
- White papers.
- Company and customer newsletters.

Once written, we'll help identify the most suitable publications before exploiting our network of editorial contacts to maximise exposure.

“ABCcopy have transformed our marketing activities. They provided the designs and copywriting for our hugely successful new website and have secured a number of high profile placements in the local press.

They are professional, easy to work with and can clearly add considerable value to any business”.

**Tony Williams,
Delrene Motors &
Depollution Centre,
Redditch.**

“Andy has worked with us on numerous projects from direct mail packs and brochures to press releases and websites.

His copywriting is original, powerful and captivating. What’s more, when he needs to deal with our clients directly, he does so in an extremely professional manner”.

**Andrew Laver,
UKDesign,
Cheltenham.**

“Andy has provided SEO copywriting for most of our website pages. He is extremely cost-effective and unlike most SEO consultants, provides a real no-nonsense solution.

He helped us achieve improved Google rankings shortly after our new pages were published and I have no hesitation in recommending his services”.

**Pinder Dhaliwal,
Falcon Insurance,
Oldbury.**

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