

Lets Swivl Ad Agency

Website Copy

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Note: The copy has been written for a 'digital marketing and ad agency' called 'Lets Swivl'. Their website is still under construction.

I am currently working with the design and web development teams to ensure best positioning and optimization of the copy on the site.

Page 1 - HOMEPAGE

** Insert points in carousel format **

RELIED ON BY THE FINEST:

We have *delivered stellar branding & imagery* for businesses that are leading their fields and inspiring the world.

Brands that aim for excellence, deserve results that go beyond their expectations. Let's Swivl.

insert images of work/ brand names

BUILDING LONG-LASTING CONNECTIONS:

Your customers want brands that speak their language and relate to their world. We use *authentic storytelling, targeted messaging, and strategic brand voices*, to build strong connections between your customers and you.

STAYING ON TOP OF THE GAME:

Today's online world is changing faster than ever, and that means your branding and marketing needs to keep up with it or risk losing the attention of your customers.

We put our finest to the task and do some deep market research, to make sure you stay **fresh, authentic, and relevant** every single day.

TAILOR-MADE FOR THE BEST :

We cater our exclusive services to a broad range of companies - from ground-breaking start-up ventures to established giants - we have something for each of you.

Work with a company that understands and responds to your unique business needs - with customized service packages.

*** (OR) pick one ***

We know that every company looking to make its mark in the world has unique needs and wants unique results. Get customized service packages that focus on delivering the targeted high-achieving results you want.

We push our limits every time, so you hit your dream goals and then keep going some more.

YOUR ONE STOP SHOP FOR ALL THINGS DIGITAL MARKETING :

Running around 5 different agencies and managing 10 freelancers is such a pain, and completely kills any chance of having seamless branding across your campaign.

*** (OR) pick one ***

Having your content and marketing distributed between multiple freelancers/ agencies can completely ruin your online presence and sabotage your branding efforts.

That is why we offer complete end-to-end services for all your digital marketing needs. From designing graphics to creating engaging content, managing social media to developing top-notch websites - we handle it all in one seamless experience.

[FIND OUT MORE](#)

((link to services page))

THE BRANDS WE'VE IMPACTED :

* Insert list of biggest companies / previous clients *

AND WHAT THEY LOVED ABOUT US :

We're obviously a bit biased about our work, so there's no point in us going on and on about it.

Hear from our previous clients instead:

* *Insert testimonials in carousel* *

[GET STARTED WITH SWIVL](#)

((link to services page))

OUR HIGHLIGHT REEL

We love the process of thinking outside the box to create innovative work that is true to your unique brand identity.

Check out some of our favorite projects.

* *Insert previous projects* *

[VIEW MORE](#)

((link to projects page))

Page 2 - SERVICES PAGE

1. Design & Development

Website design & development // Application design & development

Websites and apps that are carefully crafted to give your business the results you aspire for.

[KNOW MORE](#)

<< Copy on Page after clicking >>

Whether you're looking for a *strong visual-driven* portfolio page, an elaborate *conversion-friendly* online portal, a *revenue-generating* e-commerce site, or even a *user-friendly* application customized to your business needs - we got your back.

Our team of highly-skilled designers work to create unique solutions that are infused with your brand personality & messaging. They are then joined by our team of accomplished developers, who build it into a fully functional website/ application that is efficient, flawless, and completely optimized to your needs.

*** note: insert copy in timeline with accompanying graphics ***

Our Seamless Process:

Step 1: Discovery (Initial meeting / Scope detailing)

Step 2: Strategy (Research / Site Map development)

Step 3: Design (High fidelity desktop/mobile version)

Step 4: Development (Coding development / Cross platform testing / Content population)

Step 5: Launch! (Optimise / Launch / Search Engine Submission)

[WORK WITH US](#)

2. Content Marketing

Content Strategies // Content Creation // Copywriting

Strategic and engaging content that builds authentic, long-lasting connections and conversions for your business.

[KNOW MORE](#)

<< Copy on Page after clicking >>

Whether you're looking to get the whole mess of *regular strategic content publishing off your hands* for the long-run, or if you just want a *one-off mind-blowing piece* to magnetize all the attention - we've got our content superstars raring to go all out for you.

1. Content Strategies that Succeed:

In today's world of excessive content and information, it's ridiculous to randomly content that just adds to the mess and doesn't get you anywhere. Content that is carefully strategized, hyper-focused, and targeted to your ideal audience is the one that gets the attention and the results.

Our expert team of strategists go all-in with deep market research, audience analysis, and trend predictors - to create highly-effective content marketing strategies that drive your business success.

[Schedule an in-depth content strategy session with us](#) - to get an avalanche of strong leads and potential customers.

2. Content Creation that Engages:

From quick-read blog posts and evergreen long-form articles to detailed infographics and short video content - the one thing they ALL must have in common is the ability to immediately attract the audience's attention and get them to engage with your brand.

With our talented team of writers and creators - your business gets valuable, hyper-targeted content that establishes your brand authority, and builds long-lasting connections with your audience. But it doesn't end there, we ensure all the content is SEO optimized, so it gets maximum visibility on search engine rankings - meaning the content gets more of the right attention and your website gets higher rankings.

[HIRE US](#) - and get on the path of monopolizing your audience's attention (and Google's too)!

3. Compelling Copywriting that Converts:

Copy for any business has one single purpose - to get those elusive conversions in the bag - either for websites/ ads/ landing pages/ email marketing campaigns. But there's one catch, today's audience is much more aware and is tired of being pitched to - and is not going to fall for words that sound sleazy or salesy.

That is where our gifted team of copywriters come in, to compose copy that is authentic to your brand language, connects to your audience on a human level, and builds trust. Once that has been established - we go in for the kill with compellingly crafted closers, to bring in the conversions and get them to share/ buy/ subscribe/ sign you on...

[GET US ON BOARD](#) - and watch your conversion rates sky-rocket.

3. Social Media Management

Social Growth Strategies // Generating Content + Creatives // Monitoring & Engagement

Social media strategies and creative content generation that capture audience interest, get active engagement and propel your business to the next level.

[KNOW MORE](#)

<< Copy on Page after clicking >>

Whether your brand is new to social media or needs a strong product launch, or if it's been around for a while but you want more brand awareness and new leads generated, or even if you just want to drive direct sales and sustain your social presence but want some time off from managing it - we're all set to make it happen for you.

Our phenomenal Social Media Managers work in-depth with all major social media platforms - Facebook, Instagram, Twitter, YouTube, and even LinkedIn.

Their specialized knowledge of the inner workings of these platforms, storytelling and SMO strategies, coupled with deep audience research (specific to your business) means your brand gets solid social media engagement and attention for whatever your end goal is.

Let our Social Media Managers drive your business goals with:

- Regular Posting & Strategies
- Creative Visuals & Content
- Generating Active Engagement with Audience
- Targeted Paid Ad Placement + Ad Monitoring
- Regular Audience Insights & Monitoring

[GET IN TOUCH WITH US](#)

- to see how your social media can *grow your business*, while you sit back and relax.

4. SEO

Website Search Engine Optimization // Social Media Optimization (SMO)

Strategic results-driven SEO and industry-proven SMO strategies and practices that give your business a stronger digital presence while outperforming your competitors in the industry.

[KNOW MORE](#)

<< Copy on Page after clicking >>

Unlock the key to higher inbound marketing and business growth by making it easier for your target audience to find you. Our accomplished SEO & SMO experts use proven strategies to help you rank higher on search engines and social media for the right keywords - so you can get your audience's attention before anyone else does.

Each of our SEO & SMO strategies is specifically tailored to drive the success of each business we work with, and there can be no one size fits all approach. But there are some key processes that we use to achieve stellar results, like:

- Keyword Research & Analysis
- Complete Site Audit
- Strategic Content Placement and Planning
- Regular Reports and Monitoring

- Off-Site SEO - Generating Backlinks and Outreach

[GET STARTED WITH A COMPLETE SITE AUDIT](#)

- and find out how your website is holding your business back

5. Visuals & Graphics

Graphic Design // Logo // Creative Imagery // Photoshoots

Riveting graphics that embody your authentic brand personality, strengthen your identity, catch the eyes of your audience and improve their brand experience.

[KNOW MORE](#)

<< Copy on Page after clicking >>

Whether your business is just starting out or is undergoing a complete rebranding. Whether you're launching a new product, or need new photography for marketing campaigns - we've got some innovative and exciting visuals waiting for you.

Our brilliant visual designers and photographers, get knee-deep in understanding your unique brand identity and market positioning, and then let their amazing creative juices flow to create innovative and eye-catching visuals. Visuals that not only reflect your brand messaging but also speak to your audience's personalities and stays in their minds long after it's gone.

[WORK WITH US](#)

- to get powerful visuals that cement your brand identity in the minds of your audience

6. Print Media Solutions

Posters // Menu Cards // Brochures & Leaflets

Exceptionally designed and developed printed marketing materials to spread your message and share your services with the world around you.

[KNOW MORE](#)

<< Copy on Page after clicking >>

Whether you're looking for formal informational leaflets, playful and captivating ad posters or the ideal service offering menus that you can give out proudly - we're all set to make your dream prints come true.

Our talented writers and brilliant visual designers combine their skills to create exquisitely designed print materials that do so much more than just fulfilling their specific purpose. They are carefully layered to reflect your distinctive brand voice and identity, to generate brand awareness in your prospects, and to create an exclusive brand experience for your customers.

HIRE US - to create lasting impressions in today's minds while marketing your business
the old school way.



Page 3 - PROJECTS PAGE

We're proud to have created compelling content, exquisite visuals and executed numerous successful campaigns that have delivered *real-results for our amazing clients*.

Get a peek at some of our favourite work below.

<< *Insert Projects with 'descriptions and scope' captions* >>

