

COPYWRITING PORTFOLIO

Telling brand stories through
engaging content and
strategic communications.

contentbox[®]
MARKETING MADE EASY



We understand why so many SME managers today can't keep their focus on the essential workload of generating regular content marketing. Their time is literally spent addressing the daily demands of running their business, from financial management, budget reviews, staff meetings, training, recruiting and most importantly, customer sales and relationships.

Even though almost half of all small business owners are running their marketing efforts entirely on their own, they actually spend less than two hours per week. Given this token approach to their marketing, they really can't achieve the results they need without considering the options of outsourcing their content marketing.

The problem is successful businesses today must have an ongoing commitment to strategic content marketing. This means continually generating fresh content for business blogs, social media posts and other marketing collateral, which provides useful information for their followers.

Creating content is a relentless task that requires skill, time and consistency. We find that businesses make some common errors when creating content.

1. Writing about what interests the writer, not the reader. It is normal to be passionate about what you do and this means that you love to share this with everyone. However, you do need to ask yourself, is this really what my audience wants to hear? Or is it just that you want to write about it?
2. Not knowing how to structure their content correctly and writing about too many things in the one article. Or not knowing how to structure the content for Google bots to be able to read easily and index when someone searches for a particular topic. This is where the true skill of professional content writers comes into play.
3. Lack of consistency when Google loves consistency. Most people have all the great intentions to sit down each week and dedicate time to creating content. But the reality is, that after a few months or even weeks, things start to slide and take the place of content creation, meaning that consistency of posting gets thrown out the door. Once copy has been created, you then need to allocate time to creating the visuals, then scheduling the posts. All very time consuming elements of content management.

If you can relate to this, then you are like many busy business owners.

Outsourcing content marketing allows small businesses to keep their focus on their day-to-day activities and servicing of their loyal customers. What they are doing is what legendary business consultant, [Peter Drucker](#) said, **'Do what you do best and outsource the rest.'**

Essential Things You Need to Know About Social Media Copywriting!

With the ever-increasing bombardment of online written information we experience, daily marketers must change their Content strategies in order to be seen and heard among many competing messages.

With so many posts, social media content and messages competing for attention, how can you be sure your written content is cutting through?

Research shows that if your text content is not audience specific, too long and without immediate visual appeal, your message will most likely be ignored.

COPYWRITING BREATHES LIFE AND PERSONALITY INTO A BRAND

Copywriting entails creating persuasive marketing and promotional content to increase brand awareness, motivate people to buy, respond to a promotional offer, click on a link to request more information, or schedule a trial or demonstration.

There is no doubt that strategic, well-structured copywriting is an essential tool in any successful marketing content campaign. So too, professional copywriting delivers on target, positive messaging that has the power to engage and elevate a brand's image and appeal in any marketplace.

THE ROLE OF COPYWRITING IN CONTENT MARKETING

In the days before the rapid emergence of digital and social media platforms, an experienced copywriter's focus was on creating advertising copy to appear across traditional media channels.

However, the seismic shift from traditional to online media dominance quickly led to a booming demand for copywriters who were online content marketing savvy.

At Content Box, our team of copywriters are not 'off-the-rack' freelancers and all have expertise in the role of digital response triggers like SEO, Metatags and Keywords.

Most marketing content today is written by copywriters who can generate content across online and social media platforms, traditional media, industry specific reports, and in emails (EDMs). They can also create content in sales promotion materials for local businesses, direct mail, retail catalogues and sales letters for a multitude of products and services.

Copywriters are Content Marketing Specialists

Their entire focus is on creating engaging content that will attract and trigger positive reactions, build trust and generate sales among select target industry audiences.

Also, with most consumers today less motivated by general-appeal online content, our copywriters are adept in generating niche market content. So, each copywriter is devoted to writing authoritatively on a specific consumer or business sector, for example: Packaged Goods, Health Care, Hospitality, IT, Education, Industrial, Travel, Finance.

They tell your story, build trust, and educate your audience – improving levels of engagement and ultimately conversion.

From social media posts, blogs, eBooks, email marketing campaigns, video scripts or website content, each writer thoroughly researches your brand positioning and then develops cleverly crafted content. Whether to position you as the industry expert or to market your brand to any target audience, our writers will create compelling and engaging content that is always bespoke to your brand.

Our team of designers and copywriters can also repurpose your existing written content into videos, podcasts and eBooks, ensuring that you maximise your content investment - we make it easy - by doing it all for you.



Why We Focus on Great Content - Not Just Search Engine Optimisation

Recently we have observed with many businesses that their content marketing campaigns are losing sight of their customer's needs. They read all the SEO driven stats about how well companies that undertake content marketing perform, which is understandable, given that content marketing is enticing.

However, by focussing on their online traffic results, their content marketing tactics begin to backfire in terms of actual enquiries, sales and new clients.

While it is easy to get caught up in developing content based around search engines and keyword results, some businesses fail to ensure that their content is relevant, factual and useful for their audience, not just to attract Search Engines results!

CLICK BAIT HEADLINES CAN DAMAGE YOUR BRAND

Any online content that purposefully focusses on search engine results will likely get people to click. However, if that content is inaccurate or misleading, it will create a negative association and have the audience telling their networks to avoid doing business with that brand.



SEO and content are like vegemite on toast. They just go so well together.

Copywriters Build Trust and Loyalty in Your Brand



Copywriting is best suited to creative people who can create content that will attract high levels of interest and ongoing engagement with your brand. By addressing the needs of your target market, our copywriters will craft stories around your brand that will build trust and create a strong point of difference with your competitors.

In addition to excellent content writing skills, our copywriters bring strong creative and market specific disciplines to ensure your content marketing succeeds:

- **DISCIPLINED CREATIVITY:** Copywriting is all about disciplined creativity. It entails a thorough understanding of the nuances of language and an in-depth knowledge of strategic content marketing across all media channels.
- **AUDIENCE SAVVY:** Copywriting content is customised to engage with a narrow or broad spectrum of audiences via online and social media platforms, traditional media, as well as promotional materials, direct mail, catalogues and sales letters

In our ever-evolving online media environment, our copywriters must understand the diversity of online audiences, to ensure their writing will appeal, entice positive reactions and brings desired results.

- **ATTENTION TO DETAIL:** Our clients' satisfaction is all about getting all the essential details, understanding the product features and benefits, the target audience (s) and importantly, ensuring the tone of language is a perfect fit with our client's expectations.

9 Essential Elements in a Copywriting Brief

Every effective content marketing strategy must firstly begin with all the essential information to plan and create a successful campaign. The more comprehensive the client's marketing brief details, the better the end results. Which is why our Content Box team have developed for our clients a Q&A Copywriters Brief.

Here is our top 9 Q&A items list, each with a descriptor and some with additional basic questions that will greatly assist a Copywriter's content focus.

1. **DESCRIPTION.** Briefly, what is the product or service you are selling? What does this product or service do for the customer?
2. **FEATURES.** Itemise the key facts about this product or service?
3. **BENEFITS.** How do the features benefit the customer? What problems or needs do they solve? What is the most important benefit?
4. **PRICE.** What is the suggested cost – how does it compare with competitors?
5. **TARGET MARKET.** Whom do you perceive to be the ideal buyers?
6. **YOUR COMPETITORS** - Who are they, are they better or worse than your product/service?
7. **WHAT IS YOUR OFFER?** What are you offering prospects? Lower price for a limited time? Volume discount? Free quotation? Gift incentive with order?
8. **OBJECTIONS** - **NEGATIVITY.** Why would someone NOT want your product?
9. **CONTENT OBJECTIVE.** What do you want prospects to do when they see your content? Buy now? Visit your Web site? Request information or a demo?

Why is Emotion the Key to Success in Content?



Did you know that using emotional triggers (also known as Valence) in advertising copy has been proven to be the most successful advertising technique? Also, strong emotional triggers are far more effective than using logic in content.

The photo above, along with many others, were taken during the raging bush fires season in 2020 and appeared across the world. It highlighted the plight and devastation of millions of our native wildlife and forests.

This and other images went viral around the globe and helped to raise over \$50 million for native wildlife sanctuaries and bush fire fighters. Such is the power of using an Emotional Trigger to attract countless thousands of donations globally. Our caption in this image highlights how a strong headline and powerful, emotive visual can work perfectly together!

While emotional triggers like this may not suit all products, many products and global marketers have successfully used emotion as a creative tactic in their marketing campaigns. In fact, these results speak for themselves:

- 31% of Marketers report significant profit gains with emotional campaigns.
- Only 16% of Marketers report the same gains with rational – logic-based campaigns.

So how do emotions help facilitate consumers' understanding and acceptance of an advertising message? This old advertising expression states the reason succinctly:

“people buy emotionally, then justify logically”

Well-crafted copywriting using strong emotional triggers to directly affect the buying process of a target audience and can produce outstanding results.

“The most shared ads relied on emotional content, including emotions such as happiness, belonging, instant gratification and fear”

- Recent HubSpot study

“If you want to make people share and buy, improve your campaign results by using emotional advertising. This is an effective way to drive your campaign goals”

- Mariano Rodriguez from LawRank

The Top 5 Emotional Triggers

Our list of the top 5 emotional triggers all evoke a certain emotion from an audience, and make them far more likely to identify with and engage with the brand.



FEAR



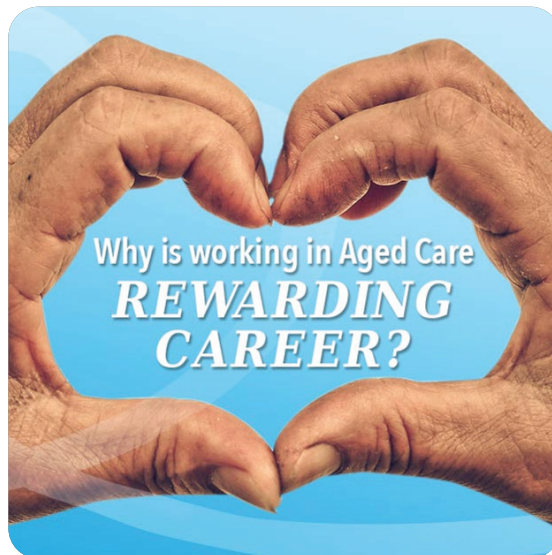
GUILT



TRUST



LEADERSHIP



BELONGING



Elsie's Story

At over 70 years of age, Elsie has several health conditions, but she wanted very much to continue living in her home. Her Home Care Package enabled her to receive domestic assistance and meals at home. This was very helpful, but then the COVID-19 pandemic hit. Understandably, she began feeling very isolated. As we wrote a few months ago, people, especially older adults and those with health challenges, needed extra support during the crisis.

As with a number of other ageing people, one of her primary worries was slipping and falling and being unable to call for help. Our staff began to think that she might benefit from an Apple watch to help detect falls. Staff delivered the watch to her home and got her started using it. Not long after, her health conditions led to her being sent to hospital.

While in hospital, the Apple watch came into play a different way. Instead of detecting a fall, it detected a heart rate abnormality. When she showed her heart rate to her doctor, they were amazed. It turned out that the watch's ability to track her heart rate enabled a diagnosis of a previously undiscovered heart condition. Now able to receive treatment, she is home again and on the mend. The simple device and John's visit literally saved her life.

The lesson from this story is that home care services can literally be life savers. On her own, it's unlikely that she would have purchased and used an Apple watch. Getting to know the people that rely on our services for Western Sydney helps us to provide individualised in-home care.

We believe in responding to the whole person and all of their needs. Although the Apple watch was originally meant to help in case of falls, it ended up meeting an entirely different purpose. The COVID-19 pandemic has been quite a challenge for all of us, but this story shows that even in isolated circumstances, older Australians can still remain connected and live safely at home through technology and the all-important human element of homecare services.





In another step closer to the open banking regime, the ACCC launched the Consumer Data Right Register and Accreditation Application Platform (RAAP) and the Consumer Data Right Participant Portal, enabling businesses to apply to become Accredited Data Recipients. Sharing of banking data securely between major banks and Accredited Data Recipients will commence on 1 July 2020.

The two main functions of the RAAP is to create a trusted data environment where encrypted data is only shared between approved participants; and to provide a portal where businesses can apply to be accredited.

To receive CDR data under the regime, individuals and businesses will need to become accredited.

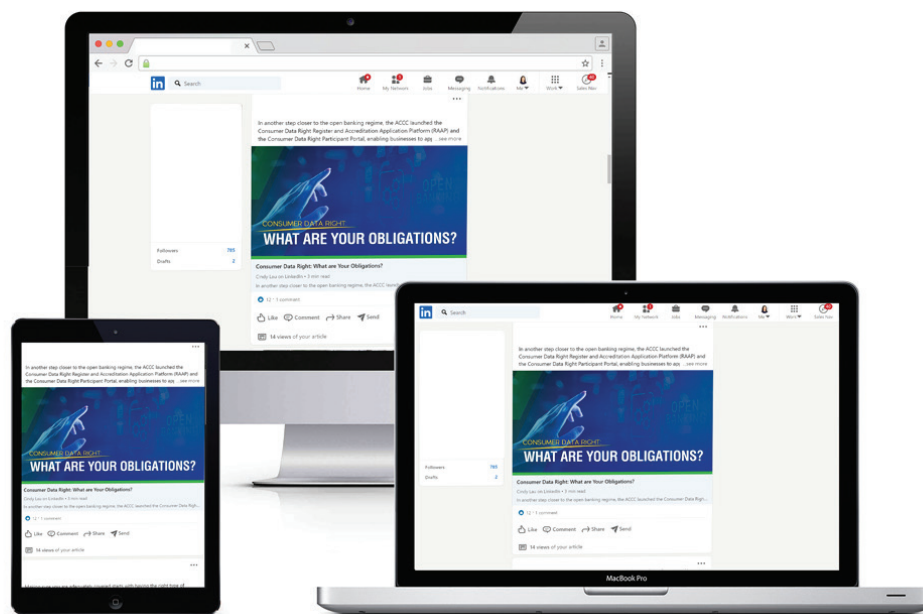
Two of the key obligations for accreditation are:

1. Information Security

Information security is critical to the success of the CDR regime and the regulator's focus is on building consumer confidence in the security and integrity of the CDR ecosystem.

The Competition and Consumer Act 2010 (Cth) Act and CDR Rules contain a number of privacy safeguards to increase the protection of a consumer's data. The accredited person has an obligation to protect data from:

- (i) misuse, interference, loss
- (ii) unauthorised access, modification or disclosure



WHY IS GOAL SETTING *important for a business?*

Goals setting is critical for any business owner, as it gives you a long-term vision and provides short-term motivation. It focuses the acquisition of knowledge and helps you to optimise your time, resources and keeps you accountable, so that you can make the most of your business and achieve the desired return on investment.

Finding a business coach that can help you set and reach your goals is vital. You'll not only have a new perspective, a fresh inspiration as well and be kept accountable!

Keep reading to find the best strategy for you!

What Is Goal Setting?

To create strong and well-structured foundations for your business, you should start with a **vision statement**. If you beginning with this key step, you will maximise your success. The foundations rely on goals for all areas of your business and include each team member.

I have found that the time and energy invested in goal setting can really pay off. You'll see improvement in how your business operates and in the performance of your team. The results can be often be dramatic and measurable, with increased productivity and profitability.

Setting goals is a process that establishes what you want to achieve from your business. Then, you must develop and implement the strategic plans that enable you to reach those goals. Finally, ensure that you have systems in place that keep you accountable for achieving those goals.

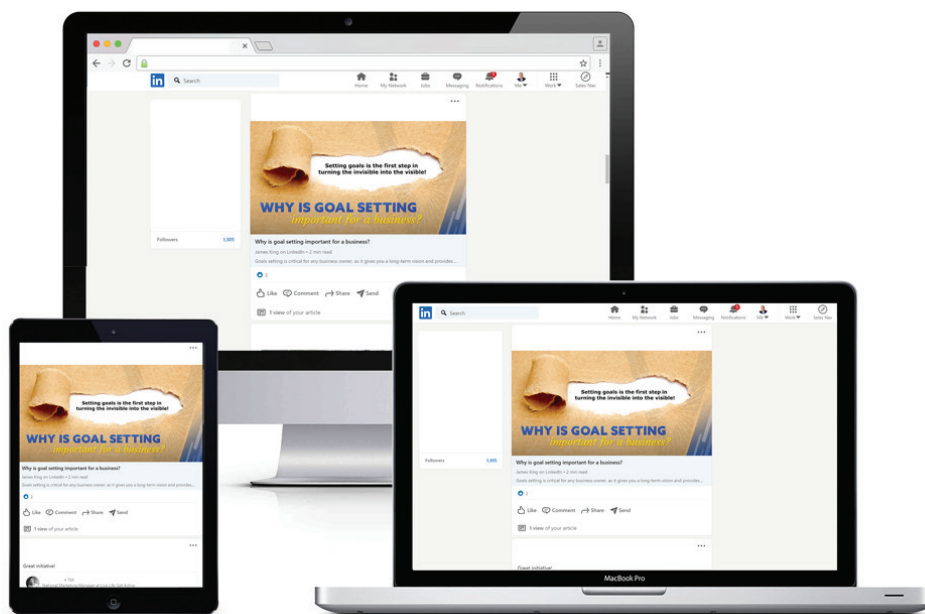
To help with this, I meet with my clients either weekly or bi-weekly to keep them motivated and accountable to their goals. Every quarter, we also review their progress in regard to their long-term vision for the business.

The value of goal setting

A Harvard Business study found that there is a direct correlation between goal setting and success. It said that 14% of the **people who have goals** are 10 times more successful than those who do not have goals.

To really understand how goal setting can help a company grow, look at the results achieved by Stan Silverman, CEO of chemical manufacturing company PQ Corporation, who put **goal-setting** in motion within his business and in five years, the company's earnings jumped from \$14 million to \$43 million!

As you can see, undertaking goal setting is really important, as it gives your business a much better opportunity to grow and flourish.





One of the most important aspects of owning a business in making sure you have the right insurance coverage. Unfortunately, many people don't understand the value of having a professional indemnity policy, which could cost them greatly in the form of a lawsuit or other large claim. Here is what you need to know about professional indemnity insurance in simple terms.

What is Professional Indemnity Insurance?

To put it simply, professional indemnity insurance is a type of insurance policy that protects your business in the event a client or customer deems your work or advice inadequate.

Essentially, the policy works to help you either settle the claim financially or fight it legally. Let's look at a couple examples. Say you're a graphic designer who creates special product packaging for a food company. Without meaning to, you accidentally copy a design from years ago. After the release of the design on a wide scale, the food company who hired you is caught in a legal battle over the copied design and has to pull all of their product from store shelves. In this case, they might sue you for negligence and your professional indemnity policy would come in handy.

Who Needs Professional Indemnity Coverage?

As you can tell, professional liability insurance is pretty important when it comes to protecting your business against the unknown. Even though you feel that you're very good at what you do for a living, mistakes can happen to anyone and that's when having this type of policy in your arsenal becomes important. As you can tell, professional liability insurance is pretty important when it comes to protecting your business against the unknown. Even though you feel that you're very good at what you do for a living, mistakes can happen to anyone and that's when having this type of policy in your arsenal becomes important.

Examples of those that should consider professional indemnity insurance include:

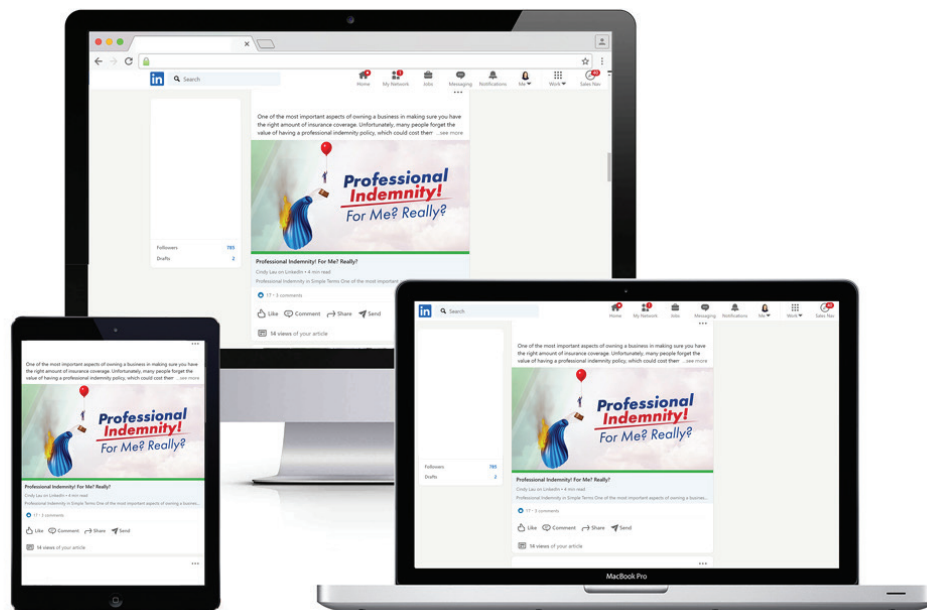
- All consultants and contractors who provide advice or professional service to clients;
- Anyone who offers designs to customers, such as an engineer, architect, or designer;
- Those who want to protect against a possible negligence claim in the future;
- Freelancers or other self-employed individuals who offer advice or need the policy to undertake a specific project;
- Those who are in industries that require them to carry this type of coverage such as financial service providers and medical practitioners.

This really boils down to anyone who offers a professional service, provides advice, is responsible for intellectual property, or handles sensitive client data. If your company falls into one of these categories, you need professional indemnity insurance.

Why Should You Have a Professional Indemnity Policy?

There are numerous reasons to have a professional indemnity policy, even if you don't fall into the above industries.

Obviously, the most important is to ensure you are protected against the unthinkable. Accidents truly can and will happen at the most





If a picture speaks a thousand words, a video speaks 25,000 words per second. Read on to learn some key reasons why you need a personal branding video.

WHAT IS A PERSONAL BRANDING VIDEO?

A personal branding video can take your reputation and business from relative obscurity to high visibility. It describes where you stand today and what level of visibility you want to achieve in the future.

So, if you are looking for ways to give your brand a more personable, engaging appeal, there's no more efficient way than a personal branding video. It can help clients and prospects to associate with your personal branding in more positive, informed ways? If this can be implemented into your marketing strategy, then you need to learn all that you can about personal branding videos.

A personal branding video enables you to introduce yourself, showcase what you do for a living, and zero-in on the right person while showing them how valuable you are.

Building a personal brand isn't hard, it just takes the right content to do so. See below for an in-depth guide on creating a personal brand and how video production companies can help you achieve it.

1. Power of Video

These days, video is the most important piece of content in your arsenal. It engages with audiences in a way that other forms of content simply can't match.

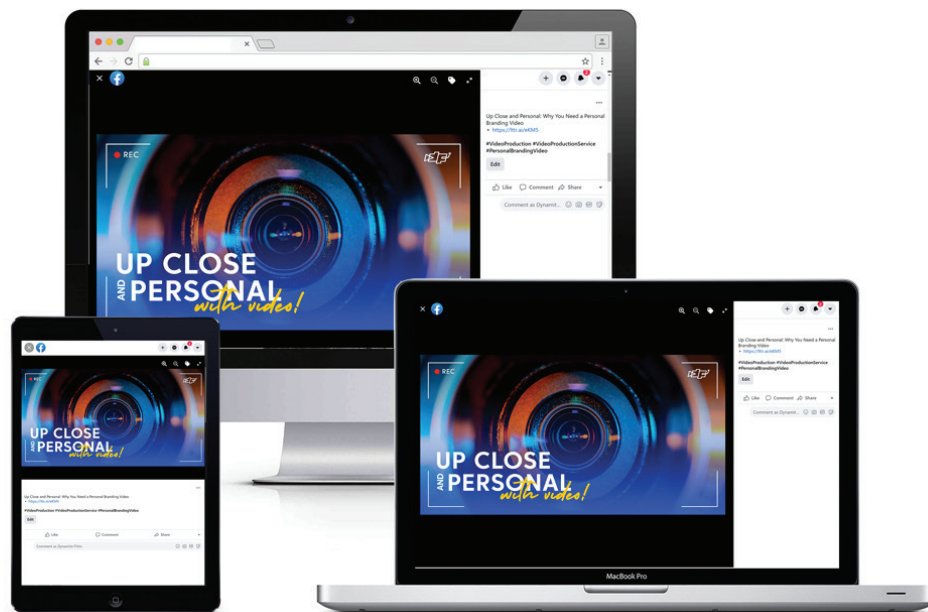
Think about it this way: if you're an employer and you're given one typed-up resume and one 2-minute video, which one are you most likely to watch? More than likely, you'd choose the latter.

Not only is it more enjoyable for you to watch, but it also gives you the chance to associate with their personality. That's the power that a personal branding video can grant you.

That's why videos are the most-used tool for marketing. In fact, **88-percent of video marketers** enjoy the ROI of engagement that they receive. If you invest time and resources into a personal branding video, you'll enjoy ROI as well. But why is video marketing worth it?

The ROI of Video Marketing

Is video marketing really worth it? Research shows us that it is. In their 2020 report, [Wyzowl](#) found:



Building Stronger Communities Together

Miwatj Health Aboriginal Corporation

OUR STORY

We are all part of something bigger, helping to shape a stronger future for Yolŋu

At Miwatj Health we are helping the Aboriginal and Torres Strait Islander people in our communities across East Arnhem Land assume control over their health through our Aboriginal Community Controlled Health Service (ACCHS).

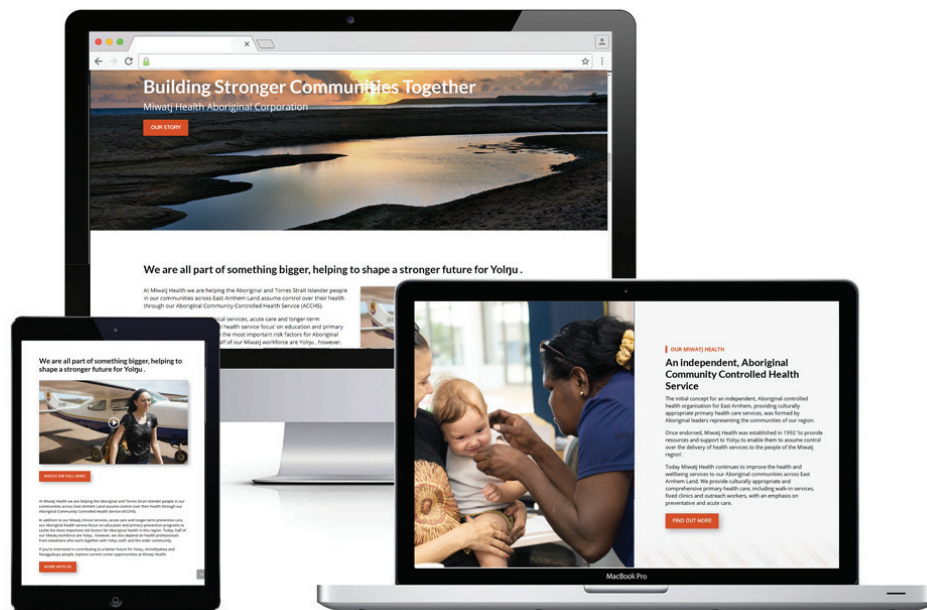
In addition to our Miwatj clinical services, acute care and longer-term preventive care, our Aboriginal health service focus' on education and primary prevention programs to tackle the most important risk factors for Aboriginal health in this region. Today, half of our Miwatj workforce are Yolŋu, however, we also depend on health professionals from elsewhere who work together with Yolŋu staff, and the wider community.

If you're interested in contributing to a better future for Yolŋu, Anindilyakwa and Nunggubuyu people, explore current career opportunities at Miwatj Health.

WORK WITH US



WATCH THE FULL VIDEO



7 Reasons to Outsource Your Content Marketing

If you identify with some of the following statements, then outsourcing your content marketing could be a smart and effective marketing solution for your business.

1. I LOOK AFTER MY MARKETING, BUT DON'T HAVE A STRATEGIC PLAN.

Without a structured plan and clever creative content your marketing activity will lack purpose, continuity and quality engagement with customers. Outsourcing delivers a structured strategy, professional creative and design, and output of marketing collateral across all media types



2. I NEED TO GET BACK TO DRIVING AND GROWING MY BUSINESS.

Are you drowning under a list of marketing initiatives you've got little time to execute?. An outsourced content agency relieves you of that burden, and can coordinate, schedule and create all your external branding, visual content communications etc.

3. OUR MARKETING IS NOT GETTING DONE CONSISTENTLY.

Most business owners simply lack the time to regularly plan, produce and promote fresh content on their website, in media and social platforms. Without consistency, search engines won't recognize your website as relevant. Outsourcing always delivers consistently!

4. I NEED TO IMPROVE OUR BRAND AWARENESS TO STAY TOP OF MIND.

Want to market to your target audience more effectively? An outsourced marketing agency can deliver the expertise needed to upgrade your content marketing, deliver professional design and copywriting and track all results.

5. I CAN'T FIND THE RIGHT CONTENT MARKETING PERSON TO JOIN OUR BUSINESS.

While an in-house hire might suit content writing, email marketing, social posts etc – no individual can also handle a content marketing strategy, design work, SEO and the myriad of specialties required in today's marketing world. Outsourcing agencies are on call whenever you need them!

6. I'M CONFUSED BY HOW QUICKLY THE RULES OF MARKETING ARE CHANGING!

Maybe you don't have sufficient time or energy to stay on top of all the trends impacting digital marketing. An outsourced content agency lives and breathes marketing, and with a team of content marketing specialists, you know they have all the latest changes covered!

7. I'M ATTRACTED BY OUTSOURCING BUT DON'T WANT TO LOSE CONTROL!

Although an outsourced marketing agency will ease your heavy work burden, as their client, you establish the rules of engagement, from initial concepts, content strategy to fulfillment and measurement results across all campaigns!



How We Can Help You...

We make marketing easy for small to mid-sized businesses. We offer a full range of strategic and content marketing services focusing on a strategy-led approach targeting the needs of this niche sector. We also offer a full suite of creative design and video animation services from development through to delivery and implementation.

Focusing on creating powerful copy and a strong visual presence that engages, educates and informs, we take extra care to make a lasting impression with prospects and existing customers alike, so you can focus on what you do best – run your business.

Working side by side with you we translate your business into a unique set of communication materials to broadcast your message to the right audience, through the right channels, at the right time.

The rapid growth of social media platforms has forever changed how, when and where we access information. In this highly competitive and changing media environment, we can help you extend your marketing activities across traditional and digital media platforms, to build frequency, impact, exposure and most importantly brand integrity.



What We Do Better Than Most...

We are not everything to everyone. We pride ourselves on doing what we do best – working to a defined sales and marketing strategy, taking concise briefs and creating engaging content. And we will RESPOND to you – within 24 hours!

We **TELL** your story with compelling copywriting across social platforms by:

- Creating informational and educational content of high value for blogs, EDM campaigns, social posts, videos and marketing resources for LinkedIn, Facebook, Instagram, Twitter

We **CREATE** your story through a strong visual presence by:

- Creating new logos and refreshing existing ones
- Developing of content for marketing communications – brochures, flyers, visual displays for exhibitions, banners, signage and video animation

We **SHARE** your story across all points of communication including:

- presentation services for busy executives: PowerPoint displays, material boards, and documents for pitches and presentations at meetings/conferences etc

We work on flexible and competitive pricing packages to suit the budgets of small to mid-sized business and are there when you need us.



Drive Results in Content Marketing

As a creative content agency, our focus is to entice your audience through remarkable, content that generates emotions, builds trust and sells products!

Content Box works by using a customised approach that is underpinned by data-driven strategies, and content creators with professional expertise in content marketing.

We have local and international markets experience in working with SME companies in a wide variety of different industry sectors. At Content Box, we always provide tailored solutions to match your specific marketing content needs.



To really succeed in today's competitive market place, all businesses need to be publishing reliable and well-structured content consistently. So don't wait any longer, start your content journey today with the experts.

<https://contentbox.com.au/content-agency/>



CONTACT US NOW!

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