



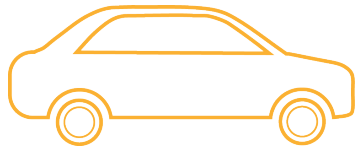
SIGNATURE COPYWRITING

Agency Credentials.

Grow faster with less effort.

The average website has a 0.2% conversion rate. (CVR)
This equates to 2 enquiries or sales per 1,000 visitors.

When content is refreshed with conversion rate optimised copy, sales leads or direct e-commerce purchases will **increase by 6%**, on average.



Drive website
traffic.



Get more
enquiries & sales.



Boost your
bottom line.

Selling the next step.

Copywriting is far more than simply telling readers what your business does. Good copy will lead your reader through a customer value journey, taking your potential customer from someone who has never heard of you and creating a raving fan, (who then tells others!)

Content marketing is about selling the next step. Not the entire staircase.

You are proud of your product or service, and rightly so. But your customers simply won't engage with constant sales messaging; after all, no one likes to be sold to.

There's really no such thing as B2B or B2C marketing. **People buy from other people**, so with that in mind, I built my business around taking a H2H approach - **human to human**.

We all make buying decisions with emotion, so, we'll tap into that, **leaving your reader in no doubt** that your organisation is the answer to their prayers - and is exactly what they've been looking for.



COPY SERVICES.

Website Content & Strategy.

Benefit-led conversion copy speaks directly to your target audience, generating intrigue, engagement and a reliable stream of enquiries.

But why stop there, let's weave your keywords and other search engine optimisation favourites throughout your content, giving your organic SEO a boost too. A content audit will help as you build your long-term web strategy whilst highlighting some quick wins.



SEO Blog Content.

Demonstrating your authority and credibility, your SEO-friendly blog will offer insight-driven, quality content that drives traffic (and new customers) to your website.

Chock-a-block with keywords, search terms and links, your regular blog delivers an excellent ROI, providing a multi-use piece of copy, which will become the cornerstone of your content marketing plan.



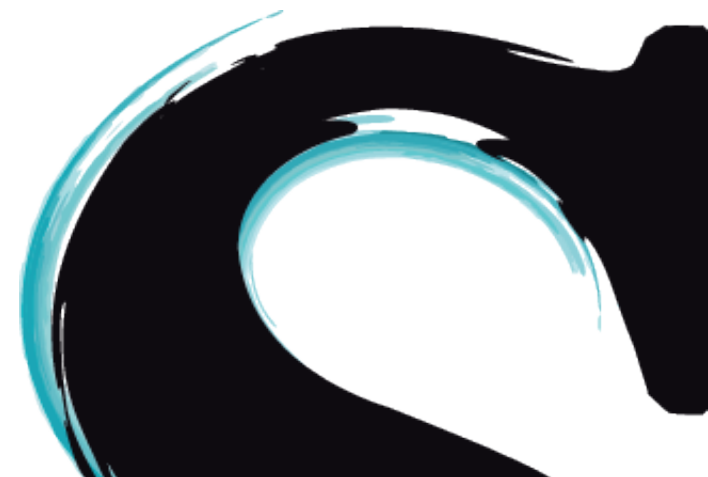
Pay-Per-Click & Digital Advertising.

Serving your display, social or Google ad to your target audience is only half the battle; once seen, your potential customer will need to be given a very good reason to click through to your site.

Conversion copywriting uses proven persuasive techniques, which drive people to take immediate action, whether that's clicking on your PPC ad, downloading your lead magnet or making a direct purchase.

Other copy services.

- Website content audit
- Conversion content for page titles & meta descriptions
- Target audience Buyer Persona creation
- Lead magnet and white papers
- Award submissions
- Social media content creation
- Advertorial and editorial features.



LATEST WORK.



Prime Construct Ltd.

New website development.

prime-construct.co.uk

New website content.

[Recently launched]. Creation of new on-page SEO and conversion content for a brand-new company website for this bespoke residential and commercial construction business, based in SE London.

A new, jargon-free, approachable tone of voice was created for Prime Construct. The new conversion content focuses on the company's USPs, brand positioning and unique hands-on approach; friendly calls to action and detailed FAQs to break down enquiry barriers.

Target and semantic keywords were subtly weaved throughout the site; these were also included in the conversion page titles and meta descriptions for each page. This boosts the organisation's Search Engine Optimisation and click-through rate, whilst the reader journey improved navigation and increases the chances of lead conversion.



BESPOKE CONSTRUCTION WITHOUT THE COMPLEXITY.



Exceptional design.



Quality craftsmanship.



Trusted customer service.



Established,
trusted &
recommended.



Fixed-price
quotations.
No nasty surprises.



5-star
customer
experience.

Keeping it simple (and stress-free).

We are an intentionally small, loyal team focused on our shared values - to deliver innovative, bespoke design, superior quality construction and exceptional customer service to match.

By employing our team directly, it means we can guarantee a truly personal service, fine craftsmanship and remarkable attention to detail.



Independent. Reliable. Honest.

We understand that you are looking for someone who will listen. Working in collaboration, we take the time to understand your vision so we can take it to the next step; adding that extra something that 'just makes it!'

Our advice is honest, practical and above all, helpful. Our frequent project updates mean that you are never left wondering what is happening with X or Y. With the utmost level of pride in our work, we only use the high-quality materials, products or services that we would install in our own homes.



A fresh approach.

Founder, Sam Flaxman, set out to change the public's perception of small construction companies. Taking a personal and proactive approach, Sam is always on-hand and importantly, on-site, ensuring that you are always fully up to speed on our progress. We believe this makes your property refurbishment or new build construction stress-free and even enjoyable.

Our realistic, **fixed-price quotations** are just that – there are **no hidden costs** or nasty surprises; affording you complete peace of mind. We do what we say we will do, on schedule and on time.



EOL IT Services.

Ongoing SEO blog content

Outreach email marketing campaign

Sustainability eBook.



eolitservices.co.uk

Blog and outreach email.

EOL IT's bi-monthly SEO-friendly blog articles focus on sustainability, e-waste management, IT recommerce, cybersecurity and data protection.

An accompanying outreach email campaign is also created with conversion copy as part of the content strategy to provide insight-driven, academic-standard content, which raises awareness, boosts engagement, drives site traffic and enquiries.

The fresh content meets the requirements of Google's latest SEO ranking algorithms and demonstrates EOL IT as the UK's leading, forward-thinking ITAD provider. A conversion and SEO-optimised page title and meta description is provided with each piece along with an overall SEO scoring report.

EOL IT Services have recently merged with Tier 1 to create the UK's largest IT asset disposition company. Having worked with EOL IT for a year and a half, I have continued my relationship with them and also Tier 1 Asset Management. EOL IT Services will rebrand as Tier 1 in 2023.



E-WASTE: ARE WE LITERALLY THROWING AWAY MILLIONS OF POUNDS?

Aug 10, 2022



Representative of our global 'take, make, dispose' consumption habits, e-waste is growing three times faster than any other waste stream.

Improved device functionality, affordability and the accessibility of the [Internet of Things](#) contribute to the staggering quantities of [e-waste](#), which is damaging our planet and also human health.

According to the United Nations, global electronic and electrical waste grew by 21% between 2014 and 2019; the world discarded 53.6 million metric tonnes (mT) of e-waste in 2019. If this rate continues, we will see volumes double in 16 years.

The UN has stated that by 2030, global e-waste could increase by 39%, rising to 74.7 mT per year.*

The digital revolution's recent acceleration has hugely benefited business productivity and overall performance. The frequent upgrade cycles ensure organisations remain competitive and maximise team resources.

Despite the EU's Waste Electric and Electronic Equipment (WEEE) directive 2013 and the GDPR legislation 2018, a huge number of UK businesses still fail to dispose of their tech responsibly, risking the legal implications as a result of non-compliance. In addition to the commercial electronic waste, according to the UK government, UK households still throw 155,000 tonnes of electricals into their general rubbish, each year. Once deemed to be end of life IT assets, our redundant IT equipment or tech is perceived to have no real resale value; therefore, there's no real incentive for many to make the additional effort required when it comes to its disposal.

SUSTAINABLE POWER MANAGEMENT – A BEST PRACTICE GUIDE.

Jun 6, 2022



Our customers and business associates alike are now actively looking to do business with eco-friendly brands. Businesses are recognising the importance of these changing values and their marketing teams are keen to demonstrate their green credentials. Whilst sustainability was once seen to be in conflict with business efficiency and profit, it is now widely recognised as being good for business and your bottom line.

As internet use continues to sky-rocket, the information industry has led to an explosion in energy use. Our transition towards cloud-working has seen energy consumption in the IT sector soar on a global scale with many businesses seeking ways to step up their sustainability efforts.

Concurrently, with energy prices at a record high, the need to reduce business overheads has never been more in focus as organisations continue to recover from the economic downturn following the pandemic.

Sustainable IT best practice measures can be implemented both immediately and in the near future to help businesses operate in an environmentally responsible manner and mitigate the impact of the spiralling energy costs in the long-term.

What is sustainable IT?

Put simply, sustainable IT or green IT is an approach which minimises the IT department's impact on the environment. Whilst this covers the manufacturing process and responsible disposal, device lifetime usage plays a substantial part due to energy consumption. In some organisations, where there's no facilities management team, IT can also assume responsibility for amenities, such as lighting and air conditioning.

Sustainability eBook.

Achieving Net-Zero. Building a Sustainable IT Department.

Existing client, EOL IT Services, approached me to create a white paper eBook, along with some of the content for the download landing page.

The white paper formed the basis of a social awareness campaign, which also sought to drive new web traffic. It is available to download, free of charge from the company website:

<https://www.eolitservices.co.uk/achieving-net-zero-building-a-sustainable-it-department>



Achieving Net-Zero

BUILDING A SUSTAINABLE
IT DEPARTMENT

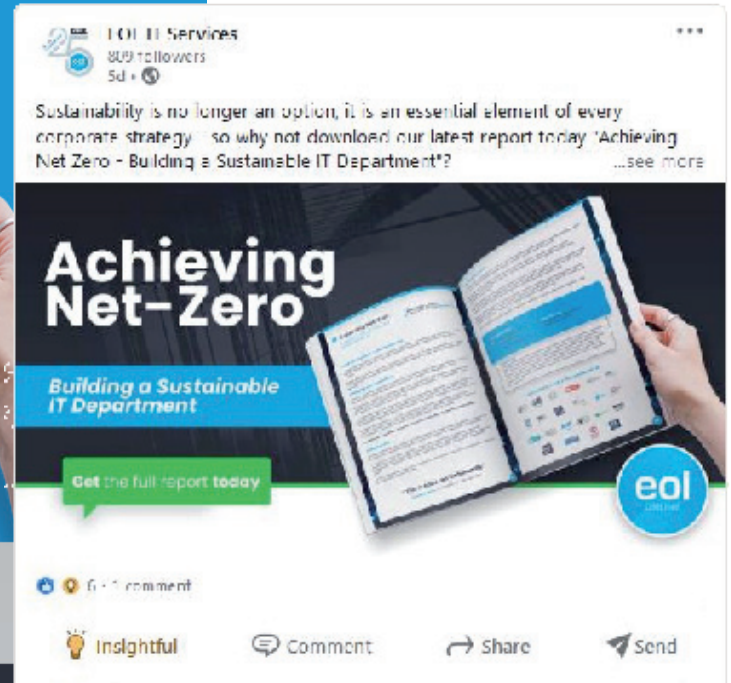
Best practice guidance to help
make CISO's and CIO's *lives easier*.

Achieving Net-Zero – Building a Sustainable IT Department

Sustainability is no longer an option, it is an essential element of your corporate strategy.

A wake up call In August 2021, the UN's Intergovernmental Panel on Climate Change published their largest ever assessment of global warming during which 234 authors reviewed 14,000 scientific papers. The report issued a stark warning – unless there are immediate, rapid and large-scale reductions in greenhouse gas emissions, we will not reach the Paris Climate Change Agreement target to limit warming to 1.5°C (above 1900 levels) by 2050 – and even 2°C will be beyond reach.

Download full report

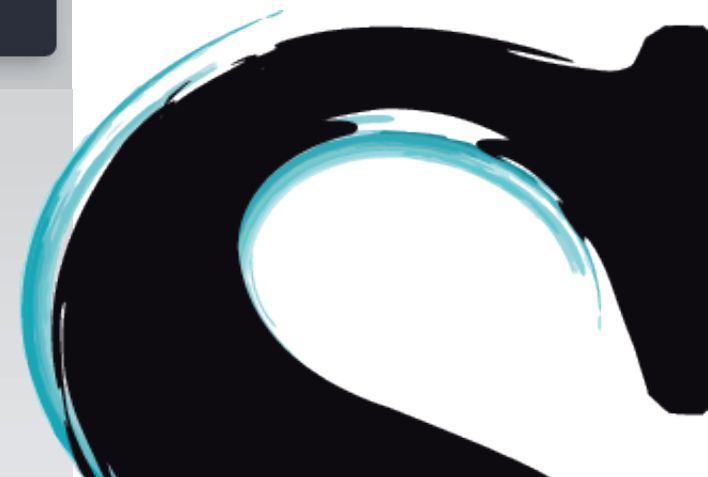


Changing Customer Values...

In their recent 2020 study, tech giant IBM, surveyed almost **19,000 consumers worldwide**. They found that 77% of global consumers highly valued sustainability. 7 in 10 are happy to pay a premium for ethical brands or products.

Undertaking a Sustainability Audit

What should be included in your assessment? How can you minimise the emissions that come directly from your product, service or business operations? What do you currently do to reduce waste or conserve resources? Do the values of your current suppliers align with your sustainability policies? How do you currently engage or give back to your local community?



“Angi has provided us with a great copywriting service for the last year and a half, creating some great content for our website.

We would highly recommend her services and look forward to continuing to work with her.”

**Laura Cooper. Marketing Director.
EOL IT Services.**

RECENT SUCCESSES.



ALVÁTECH Ltd.

Lead magnet social media advertising campaigns

Monthly social media post content.

ALVÁTECH.

Lead magnet social media campaigns.

This series of bi-monthly white paper advertising campaigns, included a LinkedIn advert, content for the lead capture landing page and the SEO lead magnet article itself.

Ensuring a consistent tone of voice, the conversion content took the reader on a step-by-step journey through the campaign, beginning with four highly-targeted social adverts, which appeared in the LinkedIn feed of ALVÁTECH's ideal customer.

The advert led to the conversion-optimised landing page, where the reader could download the insightful, climate-focused academic-standard white paper. The SEO-friendly content was packed with target/semantic keywords and search terms to enhance the company's organic SEO.

The awareness campaign helped to establish ALVÁTECH as a highly knowledgeable, credible authority in their field.



Results.

Avocado lead magnet campaign.

The **average click-through rate** (CTR) for a LinkedIn advertising campaign is **0.2 -0.3%**.
Over 1% is considered highly successful.

Campaign results.

The **overall campaigns** click-through rate was **1.53%**

At the **campaign's peak**, the click-through rate was a huge **6%**

Can Sustainable Farming Technologies save the Avocado?



A delicious superfood packed with nutrients and antioxidants; rich in potassium, magnesium, omega 3, folic acid and vitamins A, B, C, D, E and K; the humble Avocado helps to strengthen our immune system and maintains cholesterol levels – consequently, it has gained huge popularity worldwide.

The export market has grown exponentially. In the U.S alone, consumption rises by 15% every year with demand quadrupling in the last 10 years. U.S Department of Agriculture states that in the last 20 years consumption has increased by 450%. When it comes to the Super Bowl, the U.S is reported to devour 7% of its annual Avocado consumption in just one day.

The latest figures from the EU show a similar trend. European consumption increased by 73% in 2019-2020 with 700,000 tonnes of the fruit imported per year. Consumption of this superfood has also increased rapidly in Canada, Australia, China and Japan.

Globally, at least 5.9 million tonnes (mT) of Avocados are grown annually to meet consumer demand*.

Angi Davies follows ALVATECH Ltd

ALVATECH Ltd · Following
506 followers
Promoted

It takes a huge 70 litres of water to grow just one Avocado. This has led to consumer concerns about the potential environmental and social impa ...more

We can protect our planets resources with sustainable agricultural solutions. Read how this is being tackled...
alva-water.com

Like Comment Share

ALVATECH Ltd
506 followers
Promoted

It takes a huge 70 litres of water to grow just one Avocado. This has led to consumer concerns about the potential environmental and social imp ...see more

We can protect our planets resources with sustainable agricultural solutions. Read how this is being tackled...
alva-water.com

Like Comment Share



Social media post management.

Responding to an additional client request, I created weekly posts for ALVÁTECH across their social platforms, ensuring that these were appropriate for the audience of each channel.

Raising awareness of both the ALVÁTECH brand and their sustainable water treatment agri-tech device, I managed ALVÁTECH's weekly social outreach across all of their platforms, with a particular focus on the B2B channel, LinkedIn.

The ongoing project used social and conversion copy best practice to maintain marketing momentum, increase engagement and drive web referral traffic to alva-water.com - whilst the creation of strong infographics and a branded template helped ALVÁTECH's posts achieve standout on the platform's news feeds.

ALVATECH Ltd
828 followers
2mo · 🌐

Published in the journal, One Earth, the recent findings by a team of international economists and earth scientists report that climate change will lead to soaring prices.

According to [TRIDGE.com](https://www.tridge.com), if the average temperature rises by 2 Degrees yields will increase by 1.7%.

Given our recent posts about food insecurity, you may think this is a good thing. However, increasing drought and extreme weather events brought about by climate change will result in far higher commodity prices. In fact, the new climate economic model used by the researchers forecasts that the frequency of spikes could rise by a substantial 17%.

Read more here... tinyurl.com/3hsvanv3

#noplanetB #foodsecurity #futuregenerations



ALVATECH
2
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ALVATECH Ltd
828 followers
2mo · 🌐

The world's population is forecast to almost double within 60 years. It is forecast that by 2050, we will see the number of earth's inhabitants reach close to 10 billion.

At the same time and as a direct result of this rapid growth, water withdrawals have tripled.

Climate change is damaging water reservoirs, groundwater supplies and aquifers leaving farmers with less and less water to grow enough food for us all.

A range of sustainable water scarcity solutions are urgently needed to help prevent a looming #foodsecurity crisis the world is facing.

#agritech #watertechnology #watertreatment



#investmentopportunity
ALVATECH
2
Like Comment Repost Send



Satisfaction guaranteed.
(or your money back).

alvatechwater Our weatherproof, durable ALV devices come with our money-back guarantee.
This means that you can trial our sustainable water technology on your own farm for a full year. If your production and water savings don't achieve our predictions, we refund your device.
We're super confident that you'll never need it... but we're happy to provide peace of mind with all our installations!
www.alvatech.com
#waterisaguarantee #watertechnology #waterisacure #sustainableinstitutions

ALVATECH Ltd
828 followers
1mo · 🌐

The UN's @fao reported that in 2021, 199 million people experienced high acute food insecurity, requiring humanitarian aid for survival.

In May, David Beasley, Executive Director of the UN World Food Programme warned that this figure will rise to 323 million, at least - a direct result of climate change, the pandemic's economic ripples and the Ukrainian crisis.

Whilst falling production and food availability caused Mr Beasley to warn of a "Tsunami of Hunger sweeping the world", climate change is also impacting the composition of the crops themselves. It reduces the nutrients and minerals we all need for a healthy diet. With the soaring cost of living in the UK and beyond, this is no longer just an issue that happens elsewhere.

Whilst we cannot all prevent the impacts of war or COVID-19, as a global community we must collaborate when it comes to building a climate-resilient, sustainable food system. We must prevent an international food security crisis of huge proportions.

#worldfoodday #foodsecuritycrisis #watertechnology

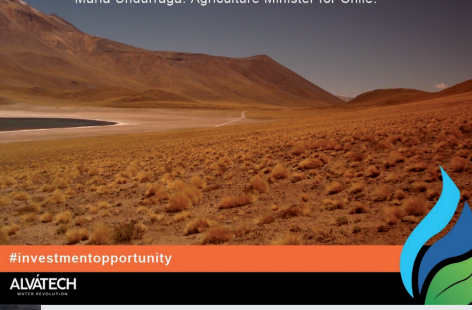


3.1 billion people cannot afford a healthy diet...
That's almost 40% of the world's population.

#worldfoodday
ALVATECH
12
Like Comment Repost Send

“ Climate change-induced water shortages require short & long-term measures to ensure food security for the population. ”
Maria Undurraga, Agriculture Minister for Chile.

#investmentopportunity
ALVATECH

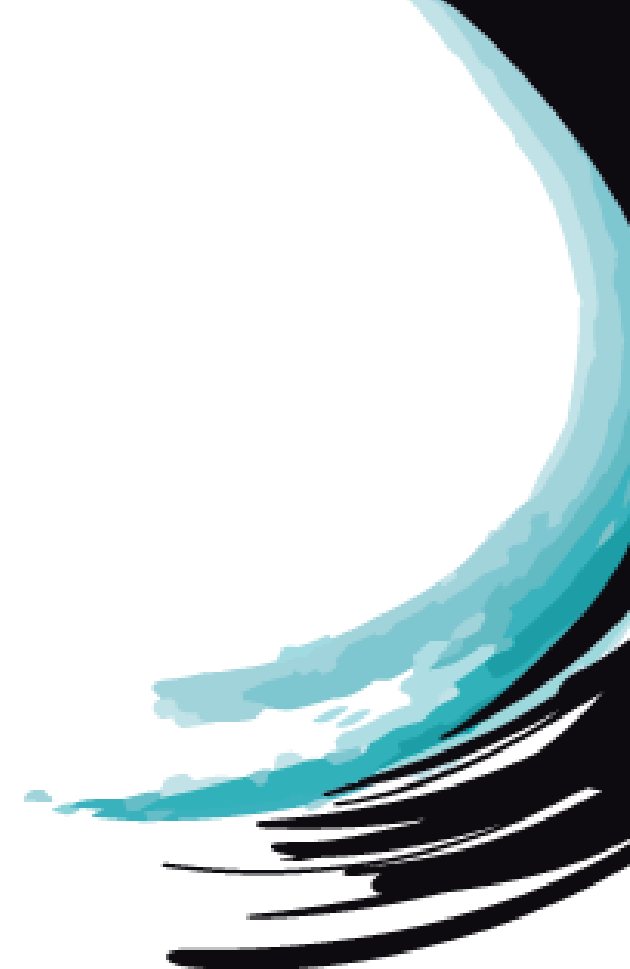


Results.

Social management campaign.

Year-on-year results.

Referral traffic	LinkedIn to alva-water.com	↗	4,200%
Social audience	ALVÁTECH Ltd LinkedIn	↗	856%
	ALVÁTECH Ltd Instagram	↗	373%



“We have developed a great partnership with Signature Copywriting. Angi’s dedication to ALVÁTECH’s marketing strategy is evident and above expectations.

As a fast-paced growing company, we really appreciate her creativity and her guidance. Her support is so valuable to us; we have formed a great team.”

**Shirley KLiszewicz. Head of Operations.
ALVÁTECH.**

“The content that Angi composes is interesting, informative and is the result of proper research.

They are a great source of information on the reality in which we operate.”

**Zac Gazit. CEO & Managing Director.
ALVÁTECH.**

A LITTLE MORE ABOUT SIGNATURE COPYWRITING.

My business values.



Openness & honesty.

I work with complete transparency and sincerity - I will only provide the best possible advice regarding copy and the wider content strategy; always operating in my client's best interest to maximise their ROI.

Outcomes-focused, I seek to deliver added value; going the extra mile wherever possible to deliver good old-fashioned customer service to my clients.



Integrity & originality.

I refuse point-blank to deliver anything other than work that I am both proud of and content that I believe will secure the best results achievable.

I work with the utmost integrity, undertaking thorough research to ensure all content is engaging, insightful and crucially, original. There's absolutely none of that copy/paste lark here. Your content is just that, *yours*.



Approachability & fairness.

I'm here to make your work life easier; becoming a reliable extension of your team. I'm focused on building rewarding, long-term working relationships, rather than charging extortionate rates.

My fixed price quotations are priced per project so you don't pay a set day rate, just a fair rate; no hidden costs or nasty surprises. I'm always happy to chat & discuss a few ideas.

Every action counts.

As a specialist sustainability content writer,
I ensure that I practice what I preach.

For every consultation held and for each
new client who comes on board, I have
committed to planting a tree.

Well, okay, I don't personally, but the
wonderful people at The Canopy Project
do so on my behalf.



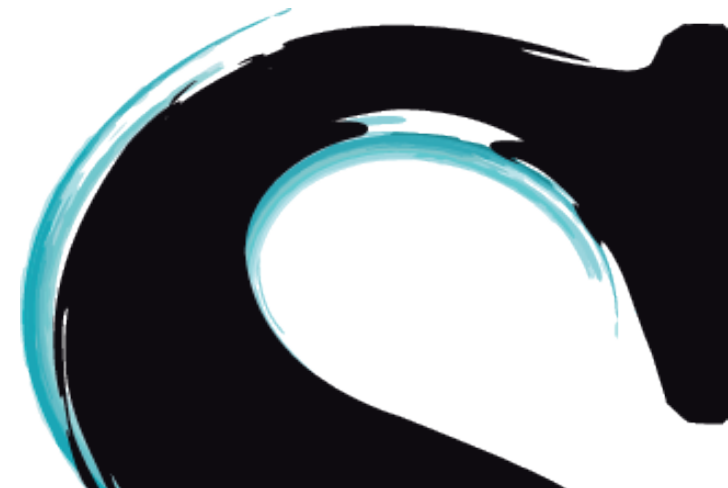


About me.

Conversion and SEO-friendly copywriter. Sustainability specialist. Animal lover. Traveller. Music fan & highly dedicated gig-goer.

I have over 20 years' experience in the marketing communications industry, this includes client-side roles for premium, global brands and charities including Volkswagen Audi Group, Bitburger Pilsner, Adnams and the RSPB. I've also worked agency-side so I have a good understanding of the marketing sector from both sides of the fence.

As a qualified conversion-rate copywriter, I helped national and international businesses meet their SEO goals and increase their conversion rate with engaging, lead-generating content. And quite simply, I get a real buzz out of achieving great results for my clients.



DAWSON PT



**MARSHALL
SMALLEY**
ACCOUNTANTS

grafik
language

Bigfork



**CLARK
st JAMES**



tier 1

Free Consultation.

Conversion-rate optimisation, on-page SEO, meta data... all that technical-sounding stuff can make it hard to reach out when all you really need is simple, jargon-free advice.

I offer a free, **personalised 30-minute consultation** so you can tell me more about your business goals.

No jargon. No obligation. No fee.

If you'd like to book your free consultation or have any questions, just say hi... I'm always happy to help.

With very best wishes,

Angi Davies
Founder | Conversion & SEO Copywriter.

07766 086070 | angi.davies@signature-creative.co.uk | www.signaturecopywriting.com

SIGNATURE  COPYWRITING

