

# DAVID OLUBUNMI

## Copywriting Case Study



Forget fancy graphics or trendy website designs.

**The words you choose are the unseen force that captivates your audience, ignites a spark, and ultimately leads them to take action.**

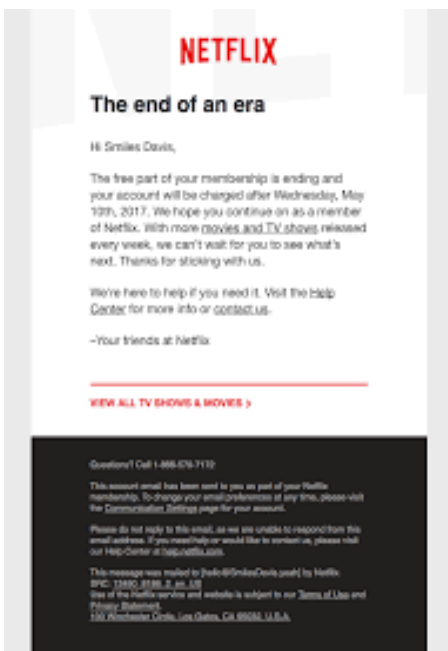
Imagine a gladiator entering the Colosseum, muscles rippling, armor gleaming... but mute. No battle cry to rally the crowd, no taunts to ignite his opponent, just a blank stare.

**That's your business and it's at 75% loss without persuasive copywriting.**

Don't settle for a rusty sword in the online battlefield. Wield the **power of compelling SEO Optimised persuasive copywriting** and transform your business into a champion.

## CLIENT CASE STUDY

### The end of an era - "email copy"



The key focus of the email copy is to inform Netflix subscribers that a particular show is being removed from the platform. The email uses the tagline, "The end of an era," to create a sense of nostalgia and finality.

**Key Focus:** The email copy is designed to be informative and concise, while also using **emotional triggers** and **scarcity** to encourage subscribers to watch the show before it's removed from the platform.

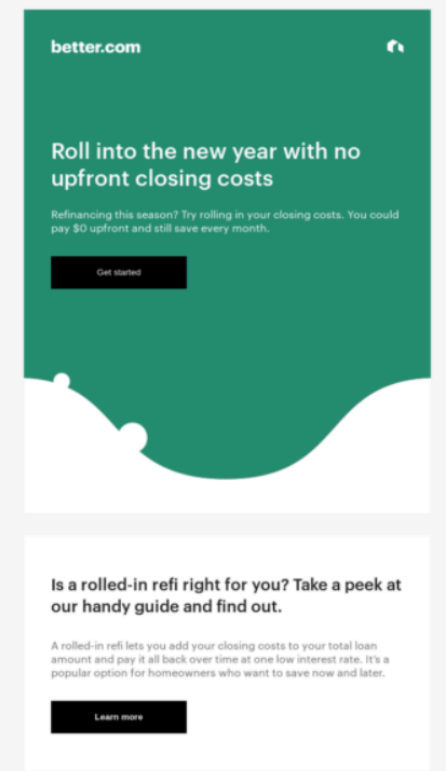
#### End Result of the copy:

- Increase viewer of the show by 47%
- Boosted engagement with other content
- Brand loyalty
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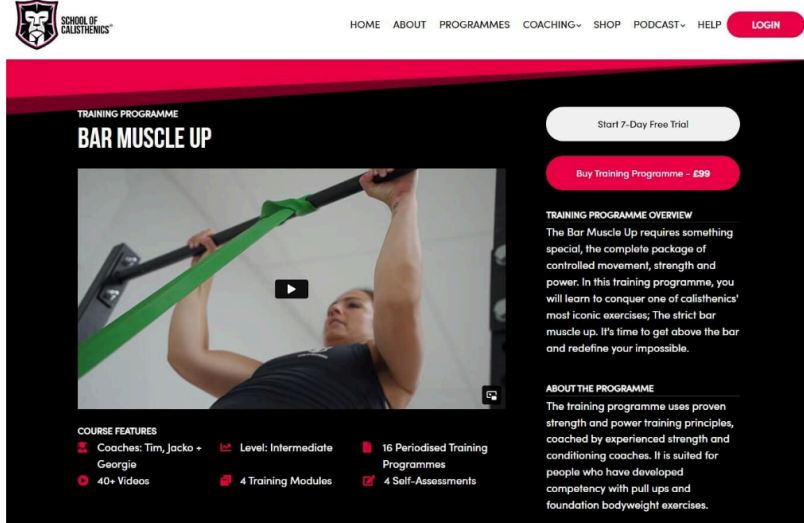
#### Strategy use:

- Emotional trigger
- Scarcity Principle

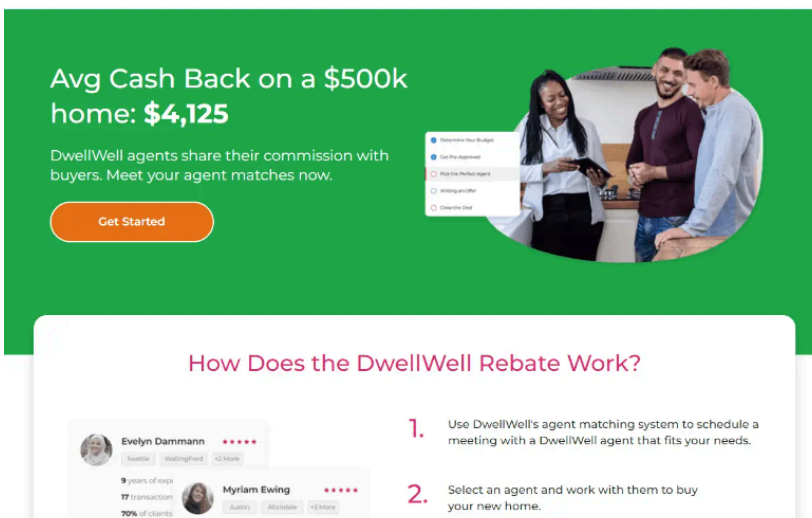
## Rolled-in refinancing - “email copy”

	<p>The email strategy aims to capture the recipient's attention, highlight the potential benefits of refinancing, and nudge them towards the lender's website to learn more. This leads to increased website traffic, generation of qualified leads, and potentially more loan applications for the lender.</p> <p><b>Key Focus:</b> The email copy is to persuade the recipient to consider refinancing their home loan by highlighting the potential benefits of a lower interest rate.</p> <p><b>Strategies used to achieve this:</b> Intrigue and Scarcity Benefit-Oriented Language</p> <p><b>Outcome include:</b></p> <ul style="list-style-type: none"><li>● Increased website traffic by <b>47%</b></li><li>● More qualified leads</li><li>● Increased loan applications</li><li>● Brand awareness</li></ul>
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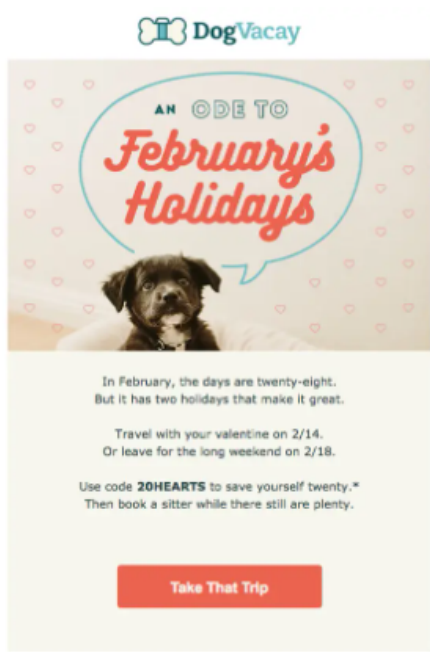
## Bar Muscle Up - “website copy”

	<p>The key focus of the website copy is to promote a calisthenics training program called "Bar Muscle Up."</p> <p><b>Strategy:</b> A persuasive approach to target people who are interested in calisthenics and want to learn the Bar Muscle Up exercise.</p> <p><b>Outcome include:</b></p> <ul style="list-style-type: none"><li>● Increased Sales of Training Program by <b>35%</b></li><li>● Enhanced Brand Awareness</li></ul>
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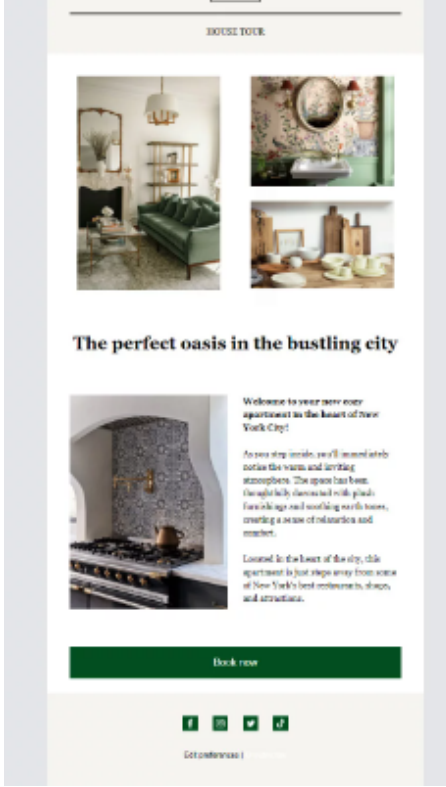
## Cash Back on rent - Landing page Copy - “DwellWell”

 <p>The landing page features a green header with the text 'Avg Cash Back on a \$500k home: \$4,125'. Below this, it states 'DwellWell agents share their commission with buyers. Meet your agent matches now.' and includes a 'Get Started' button. A circular image shows three people looking at a tablet. To the right of the image is a list of steps: '1. Determine your Budget', '2. Get the App', '3. Pick the Perfect Agent', '4. Interview and Offer', and '5. Close the Deal'. Below the header is a section titled 'How Does the DwellWell Rebate Work?' with two numbered steps: '1. Use DwellWell's agent matching system to schedule a meeting with a DwellWell agent that fits your needs.' and '2. Select an agent and work with them to buy your new home.' Below the steps are two agent profiles: Evelyn Dammann (Seattle, Washington, 9 years of exp, 17 transactions, 70% of clients) and Myriam Ewing (Austin, Minnesota, 10 More).</p>	<p><b>Key Focus:</b> The website copy is to <b>convert website visitors into paying customers for DwellWell, a real estate agent matching service.</b></p> <p><b>Strategy:</b> A clear value proposition and persuasive language to target home buyers looking to save money.</p> <p><b>Outcome include:</b></p> <ul style="list-style-type: none"><li>● Increased Sales of Training Program by 43%</li><li>● Enhanced Brand Awareness</li><li>● Faster Client Acquisition</li></ul>
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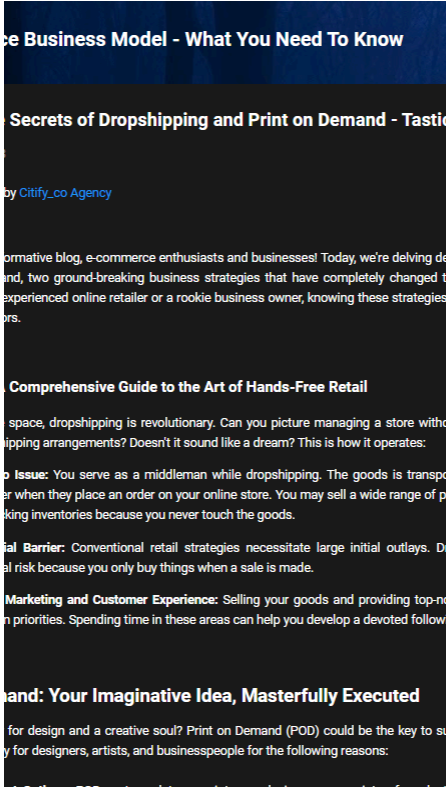
## Welcome Back - email copy - “DogVacay”

 <p>The email copy features the DogVacay logo at the top. Below it is a speech bubble containing the text 'AN ODE TO February's Holidays' with a photo of a dog. The main text reads: 'In February, the days are twenty-eight. But it has two holidays that make it great. Travel with your valentine on 2/14. Or leave for the long weekend on 2/18. Use code 20HEARTS to save yourself twenty.* Then book a sitter while there still are plenty.' Below this is a red button that says 'Take That Trip'. At the bottom, it says 'Available on iOS and Android' with a 'Download Our App' button and social media icons for Facebook, Twitter, Instagram, LinkedIn, and Pinterest.</p>	<p>“We miss you! Haven't seen you in a while. Here's a little something to welcome you back. Use code WELCOMEBACK for 20% off your next purchase,” I analyze a similar email copy and strategy to construct a persuasive copy that breaks even the business.</p> <p><b>Strategies used to achieve this:</b></p> <ul style="list-style-type: none"><li>● Intrigue and Scarcity</li><li>● Benefit-Oriented Language</li><li>● friendly and personalized approach combined</li><li>● discount offer to entice customers to return to the store.</li></ul> <p><b>Key Focus:</b> The key focus of the email copy is to re-engage inactive customers and incentivize them to make a purchase.</p> <p><b>Outcome include:</b></p> <ul style="list-style-type: none"><li>● Increased Customer Engagement</li><li>● Boosted Click-Through Rates</li><li>● Increased Purchase Rate</li><li>● Improved Customer Retention</li></ul>
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## Tutnok: The perfect oasis in the bustling city - “email copy”

 <p>The email copy is titled "HOUSE TOUR" and "The perfect oasis in the bustling city". It features three images: a living room with a green sofa, a kitchen with a stone backsplash, and a dining area with a round table. The text describes the apartment as a "new cozy apartment in the heart of New York City" and highlights its "warm and inviting atmosphere". It mentions that the space has been "thoughtfully decorated with plush furnishings and carefully selected decor, creating a sense of relaxation and comfort." The email concludes with a call to action: "Book now" and a link to "Get content now".</p>	<p><b>Problem:</b> The focus is the feeling of busyness and chaos that people experience in a city.</p> <p>The strategy behind the email copy is to create a contrast between the reader's current state and the state that Tutnok's products can help them achieve. The copy uses the word "oasis" to evoke a feeling of calm and serenity.</p> <p><b>Key Focus:</b> I provided a solution that is the feeling of peace and tranquility that Tutnok's products can provide.</p> <p><b>Outcome include:</b></p> <ul style="list-style-type: none"> <li>● Increased Customer Engagement</li> <li>● Boosted Click-Through Rates</li> <li>● Increased Purchase Rate</li> <li>● Improved Customer Retention</li> </ul> <p>The copy is effective in persuading readers to sign up for a mailing list or visit a store. By subscribing to the list, readers can receive exclusive discounts and promotions.</p>
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## Secret of Dropshipping and POD - “SEO Content Writing”

 <p>The SEO content is titled "Secrets of Dropshipping and Print on Demand - Tactics" and is attributed to "Citify.co Agency". It is a comprehensive guide to the art of hands-free retail. The text describes dropshipping as a revolutionary business model that allows entrepreneurs to start an e-commerce business without the need for a physical store. It highlights the benefits of dropshipping, such as low overhead costs and the ability to offer a wide range of products. The content also discusses the challenges of dropshipping, such as the need for a reliable supplier and the importance of customer service. The article concludes with a call to action: "Start your dropshipping business today".</p>	<p>The key focus of this SEO blog content and strategy behind writing this SEO optimized blog post/article is to educate readers about dropshipping and print on demand business models.</p> <p>The article targets both experienced online retailers and rookie business owners. The strategy is to convince readers that these business models are a great way to start an e-commerce business.</p> <p><b>Key Focus:</b> I provided a solution that is the feeling of peace and tranquility that Tutnok's products can provide.</p> <p><b>Outcome include:</b></p> <p>The expected outcome is to generate organic traffic to the website through search engines. This was achieved by including relevant keywords throughout the blog post. The content is also informative and engaging to keep readers on the page and coming back for more.</p> <p>The copy is effective in persuading readers to sign up for a mailing list or visit a store. By subscribing to the list, readers can receive exclusive discounts and promotions.</p>
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SEO practices that might be used in this blog post:

- **Keyword research:** Identifying relevant keywords that people are searching for online.
- **On-page optimization:** Including keywords in the title, meta description, headings, and throughout the content.
- **Content quality:** Creating high-quality, informative, and engaging content that provides value to readers.
- **Backlinks:** Getting other websites to link to the blog post.

By following these SEO practices, the website can improve its ranking in search engine results pages (SERPs) and attract more organic traffic.

Kindly

## CERTIFICATIONS



The time is of essence... **Contact me today** and let's get your business out to make waves.

You can know more via ( [linktr.ee/davidolubunmi](https://linktr.ee/davidolubunmi) )