

Mosley Media is a media marketing company that provides marketing services to different small businesses and entrepreneurs. Looking out for the everyday person one digital step at a time. During the year 2020 we saw more and more citizens starting their own brands. The success we have seen from these small businesses have shown us that the average citizen has what it takes to have a seat at business tables around the world. Mosley Media provides marketing services and experts that many may not know they need to build their brand. As we begin the launch of our latest product, let's explore the various copy used to successfully promote this product.

As a media marketing company it is important that we keep up with, and apply writing tactics that have proven to be most successful. When crafting the email we sent to clients about our product launch event I made sure that the subject line was catchy, but relevant to the product. Using "It's about to get reel" as a subject line did just that. Increasing our open rate by 8%! By keeping the body of email brief, we were still able to inform our audience of the who, what, where, when, and why about our product and the launch event. Using instagram as the social channel for our campaign made it easy for us to *engage* with our audience and *encourage* them to come to the product launch event. Again, the copy I provided contributed to this goal. One post's text even mentions the 40% discount on the product available to customers if they RSVP to the event.

Overall, our relevant copy enticed our clients to come to the product event and made it successful! Upon arriving at our event, many of our representatives were asked about the discount mentioned from our Instagram campaign. Leading us to believe our clients were watching and engaging with the copy on our company Instagram. A survey was given to our guest upon leaving the event and the majority found out about our event from email.