

## COPYWRITING PRACTICE

### Intro:

This is a summary of how I optimized the Google search result & website of a luxury furniture company called 'Larkwood Furniture'.

And how I analyzed + took ideas from a top furniture (High-end) company called 'Pottery Barn'.

Although both companies have their differences, we can learn and apply certain marketing tactics that Pottery Barn uses to our advantage.

### Avatar and top company research:

Larkwood furniture avatar research:

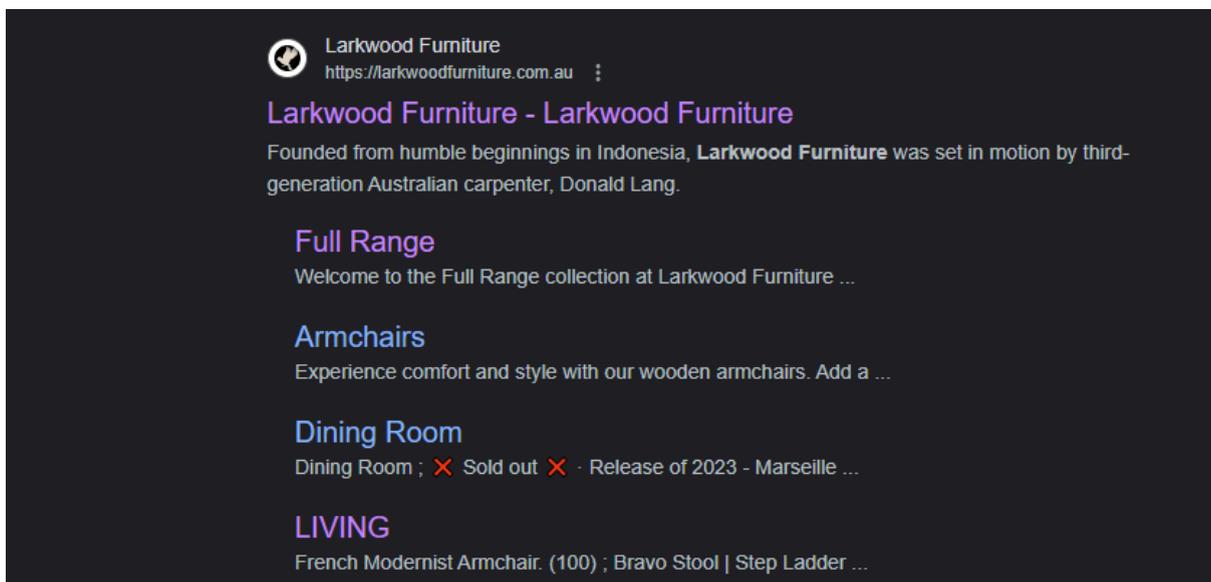
<https://docs.google.com/document/d/1kmcaEwjipMiakzTkzXiskKmk9ShKq3Gupfl73Fad7qA/edit?usp=sharing>

High-end furniture niche top company – Pottery barn analysis:

[https://docs.google.com/document/d/1A2goBH8ytlG7dKUwJJUVbhsqY4S\\_npaaXvrkXEG5uKM/edit?usp=sharing](https://docs.google.com/document/d/1A2goBH8ytlG7dKUwJJUVbhsqY4S_npaaXvrkXEG5uKM/edit?usp=sharing)

## COPYWRITING DEMONSTRATION #1: Optimizing Google search

### Original:



The screenshot shows the Larkwood Furniture website with a dark background. At the top left, there is a logo and the text 'Larkwood Furniture' with the URL 'https://larkwoodfurniture.com.au'. Below this, the main heading reads 'Larkwood Furniture - Larkwood Furniture'. A sub-heading states: 'Founded from humble beginnings in Indonesia, Larkwood Furniture was set in motion by third-generation Australian carpenter, Donald Lang.' The navigation menu includes 'Full Range' (with a sub-link 'Welcome to the Full Range collection at Larkwood Furniture ...'), 'Armchairs' (with a sub-link 'Experience comfort and style with our wooden armchairs. Add a ...'), 'Dining Room' (with a sub-link 'Dining Room ; ✗ Sold out ✗ · Release of 2023 - Marseille ...'), and 'LIVING' (with a sub-link 'French Modernist Armchair. (100) ; Bravo Stool | Step Ladder ...').

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**\*Bolded words highlight the changes made\***

### **Tweaked:**

Larkwood Furniture - **A French-Modernist Luxury**

**\*URL\***

Founded from humble beginnings in Indonesia, Larkwood Furniture was set in motion by third-generation Australian carpenter, Donald Lang.

Full Range

Welcome to the Full Range collection at Larkwood Furniture ...

Armchairs

Experience comfort and style with our wooden armchairs. Add a ...

Dining Room

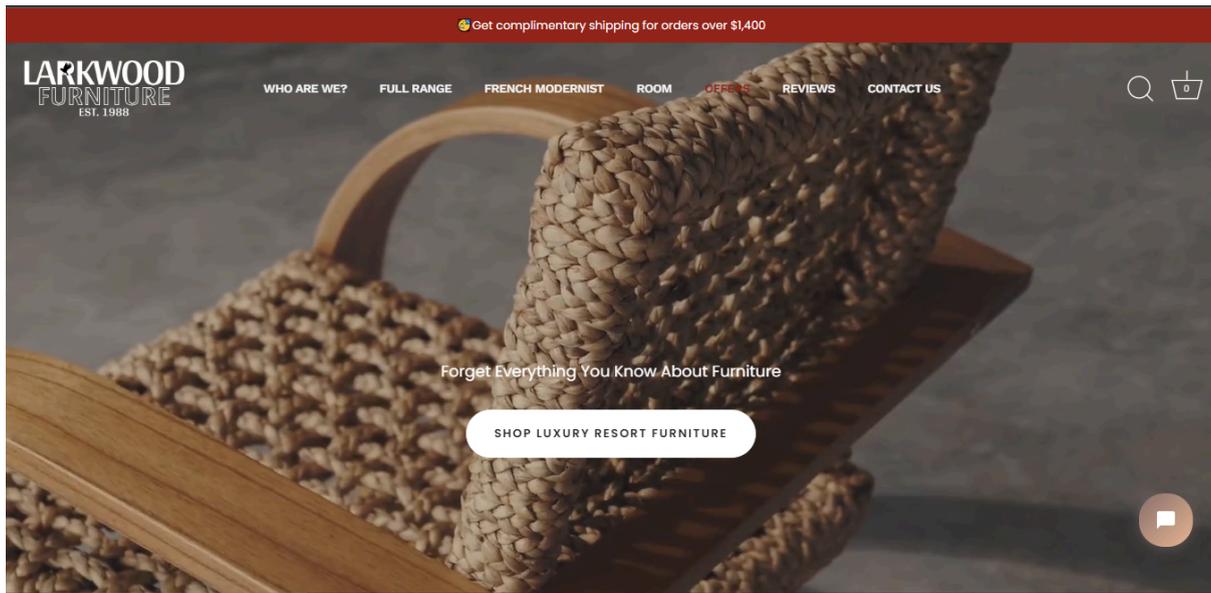
**Creating nurturing spaces with our dining room furniture.**

LIVING

**Transform your space and invite warmth and stylish coziness**

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### DEMONSTRATION #2 (Website tweak/ re-write):



**Headline before:** Forget everything you know about furniture

**Headline after (Tweaked):** QUALITY MATTERS

### Mini-ideas on how pottery barn keeps its customers hooked:

- Engaging with the audience: Pottery Barn hosts a monthly Instagram furniture competition where customers can share photos of their furniture using a specific hashtag.

Then they select a winning photo every month and post it on their Instagram stories, providing recognition and creating a sense of community.

- Email marketing: Starting email campaigns based on customer preferences. Using browsing and purchase history to send personalized recommendations.

For example, if a customer adds a dining table to their cart, they send them an email suggesting dining chairs or table accessories (Consistency is key in this part)

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- Daily offers/sales: In their newsletter, they have new offers every single day. Whether it's retargeting ads, informing the audience about an ongoing sale, or furniture design tips.

Pottery Barn always thinks of ways to keep things interesting for the customer.

### *Final Note:*

I noticed a hole in Pottery Barn's newsletters throughout the weeks. They're playing the numbers game; Send as many emails as possible to as many people as possible.

It works for them specifically, but there's a bigger risk of emails getting sent to spam or having lower priority in the audience's inbox.

The best way to avoid spam is to personalize every single email by using relevant keywords and speaking to the customer, like a customer if it makes sense (In their language)