

Successful Recipes

writing **compelling** copywriting

Ingredients

1 client that wants to communicate its message effectively

1 team of inspired creatives

1 scintillating copywriter

1 inspiring creative brief

Method

In terms of getting your business message across, defining and communicating your key points effectively can be a little tricky. You know what you want to say, but can't seem to find the right words. That's where our experienced copywriting team comes in. It often takes an 'outsider' to take a fresh look at what your business really has to offer, in order to produce incisive copywriting that your message across clearly and effectively.



Mulberry operates in a tight market place and we really need to stand out as a key choice for our business customers. We need marketing and good creative support as this is the main driver of our sales. With brochures and direct mail designed and produced by Mango we really do see results. It is important that we achieve a consistent look and message across all our marketing projects, from web to print and Mango ensures that we achieve this. We like the personal approach that we get from Mango and the ease of dealing with them on a day to day basis.



Peter Murray
Director



Persuasive, insightful and original copywriting can really add creative lift to a project. From punchy prose, headlines and straplines, to accurate and engaging technical or business writing, our copywriting team have experience of producing copy for a variety of above and below the line media, including brochures, websites, flyers, case studies, reports and advertising.

Our copywriting team also know how to get your business noticed using accurate SEO copy. With the right keywords to search engine optimise your content, we'll will make sure whenever someone looks online for a service you provide, your name will be one of the first they see.

Starting with a solid creative brief, our copywriting team work together with you to really get to know what your business wants to communicate. We then produce our first draft and make sure we're really putting your point across. Based on your feedback we then produce final copy. When everyone is happy, our copywriting team work closely with our designers to ensure that your copy reads as well in the finished design as it did on our Word documents.

Whatever your copywriting requirements, we'll be on hand to help make your copy work harder for your business.



mango

Let Mango help you achieve your marketing goals. Call our team today on

0161 601 6522

visit www.mangocommunications.co.uk