



# Sunshine

DIGITAL MARKETING AGENCY

## Copywriting Samples



## **Example 1: Magazine style article for UK based recruitment firm**

### **Your Flexible Friends**

A recent study by Vodafone and the Royal Society of Arts has found that employers could see productivity gains that would add billions of pounds to the UK economy if they better embraced flexible working practices such as remote working, flexible working hours and job shares. But what are the real advantages and disadvantages of flexible working for both employers and employees, and why do some organisations still shy away from it?

The report, which is the latest in a line of studies that have concluded that flexible working can make staff more productive, found that an average employee could gain around 5.1 hours of productive time per week when using flexible working practices. This equates to around £4,200 per annum for each employee, while there are also cost savings to be made by the employer in areas such as less spend on in-office printing.

There seems to be strong support for flexible working from employees too. The report goes on to say that "two thirds of those who have tried flexible working feel that it has enhanced their job satisfaction," while another study published by technology firm Plantronics found that seven in ten employees feel that they are more productive when given the opportunity to work flexibly.

But not all flexible working practices are deemed to be so beneficial. So called zero-hours contracts, whereby employers issue workers with hours 'as-and-when' they are required, have come in for wide criticism recently, with many believing the benefits to be heavily one-sided to the employer, with little benefit to the employee.

Other flexible working practices, such as remote-working and flexi-hours, seem to be extremely popular, with many people sighting being able to spend less time commuting and more time with their families as reasons why they might be more productive.

When used in the right way, the advantages to both sides seem to be clear - but why then are such flexible working practices still not being used more commonly?

In a July 2013 article published in HR Magazine, Norma Pearce, HR Director of Plantronics, said that she believes that the problem has a lot to do with mindset:

"We've got to try to help people to understand that it's not that difficult to do in the first place and get over that first stumbling block. We're so institutionalised into believing we have to work in an office, nine to five. It's essentially about changing that mindset."

A March study by OnePoll also found that only 36% of people felt that they had the right knowledge and access to the tools needed to work flexibly - and while the Vodafone/RSA report said that 77% of employees work in an organisation that provides some kind of flexible working, it also said that many organisations often have concerns about its potential downsides, with managers often being "passive" or " ambivalent" to it.

In the same July-2013 HR Magazine article, Peter Thomson of Henley Business School believes that the key to successful flexible working is trust and managing by results.

"Employers need to ensure they have a trusting culture that allows people to have control of the time and place their work gets done. This means managing by results: giving people clear goals and then letting them get on with it and avoiding micro-management."

The latest Vodafone/RSA report concludes with a series of recommendations, including "Promotion of strategic, 'strong' adoption by government, trade unions, professional institutes, trade associations and other interested parties; development of better diagnostic tools to evaluate better ways of working and new support packages for professionals and trades." Some may say that a logical conclusion is to make flexible working an incentive or perk that's offered to people who have earned the trust of their employer. That way, businesses could ensure that their 'flexible friends' really are ones that they would want to know for life.

## **Example 2: Informative blog post providing social media tips**

### **Four Top Tips for a Successful Social Media Campaign**

Social media can be a fantastic tool for marketing your business online, however it is only useful when it is used in the right way. There is much more to a successful social media campaign than simply signing up for a Twitter account and making a few Tweets. If you really want to get tangible results from social media then you will need to take a much more strategic and considered approach.

Whatever you want to achieve with social media, here are four things you need to do and think about to run a successful social media campaign...

#### **1. Know exactly what you want to achieve**

Many businesses start using social media without knowing exactly what they want to get out of it. Are you looking to find new prospects through social media? Do you want to use it to improve customer service? Perhaps you want to use social media to increase the engagement of your existing customers?

Before you even begin using social media you should set very specific objectives. These goals and objectives should also be SMART – Specific, Measurable, Achievable, Realistic and Time-Specific. By doing this you will know exactly what you are working towards, and you will be able to accurately track your performance and see exactly how well you are really doing.

#### **2. Select the right social media platforms**

There are many different social media platforms, with each one having differing audiences and generally being more suited to helping you achieve certain objectives. LinkedIn, for example, is used by business professionals and is a great way for businesses to network with other players in their industry. Facebook is used by pretty much everyone and is a great tool for finding new customers and building relationships with existing ones. Pinterest

has a huge female audience and is a great choice for businesses that rely a lot on visual imagery to sell their products.

When planning a social media campaign it is very important to know which social media platforms your audience uses the most. It is also important to know which platforms are best suited to helping you achieve the objectives you have set. By conducting thorough research you can concentrate your efforts on the channels that will best enable you to reach the right audience and achieve the results you are looking for.

### **3. Take time to thoroughly plan each campaign**

Planning is absolutely critical to the success of any social media campaign. Once you have set clear objectives and have worked out which channels you are going to be using, you can start planning out the specifics of your campaigns.

An editorial content calendar is a great way to plan out your actions in a campaign. This is a simple table that shows what actions you are going to take on a specific day. It will help you to leverage content across different channels and stay focused on effectively reaching your audience.

### **4. Make sure your team has the right knowledge and experience**

In order to use social media effectively it is important to have the right knowledge and experience. The truth is that most businesses simply don't possess these things in-house, which is why it is often a good idea to get help with social media from a [specialist agency](#).

### **Example 3: Article providing time management tips and techniques**

#### **How To Stop Bad Time Management Habits**

Being able to manage your time effectively is absolutely critical to your success. There's actually nothing complicated about good time management – it's all about planning ahead, being realistic and staying focused.

#### **Make a master to-do list**

Making a master to-do list is the first step you should take towards more effectively managing your time. Sit down and make a list of every single task you need to get done, not matter how large, small, important or unimportant it might seem. Getting it all out of your brain and onto paper makes the task seem more tangible and means that you won't somehow "forget" it and put it to the back of your mind.

Once you have made your master to-do list, you can then move on to the next step...

#### **Prioritise your tasks using the Eisenhower Matrix**

Not all tasks are equal, so it is absolutely essential to ensure that you spend your time on the right things. The Eisenhower Matrix is a simple tool that you can use to easily see what you should be focusing on – and what you definitely shouldn't.

Place each task from your to-do list into one of the boxes in the matrix:

- **Important** and **urgent** tasks – Do it now
- **Important** but **non urgent** tasks – Schedule a time to do it
- **Non important** but **urgent** tasks – Consider outsourcing it to somebody else
- **Non important** and **non urgent** tasks – Eliminate it

**Create a daily task list – the night before**

You should now be able to see the tasks that you need to focus on, which should then be added to your daily task list. There are several important things to bear in mind when doing this:

- **Make sure that each item on your list is achievable.** For example, if you are writing a book, don't set yourself the target of trying to write 5 chapters in one day. Writing 1 chapter would be much more realistic.
- **Don't add too many tasks to your list.** Having 30 items on your daily task list is going to seem overwhelming, which will serve to demotivate you and encourage you to procrastinate. It's also probably not achievable in any case, so always try to aim for no more than 5 of your most important actions.
- **Create your daily task list the night before.** There is nothing worse than turning on your computer in the morning and not having a clue as to what you should be working on. This wastes massive amounts of time and encourages you to start checking things like emails and social media accounts. Instead, create your daily task list as the last thing you do at the end of each day. The next morning you will then be able to immediately get to work on the first task on the list and simply focus on getting it done.
- **Tackle the hardest task first.** One of the best tips I can give you is to always try to tackle the hardest task first. By getting it out of the way early on you will feel great. It'll mean that you can focus more easily for the rest of the day, safe in the knowledge that the one you were most dreading has already been completed.

Effective time management is by no means easy, however it is definitely something that is well worth mastering. Once you have gotten into good habits you can dramatically increase the amount of work you are able to get done in the time you have available.

#### **Example 4: Personal article for a leading British tennis blog**

##### **Wimbledon 2015 Review: A Wimbledon to Remember**

Can you believe that another Wimbledon has been and gone? It doesn't seem like five minutes since Novak Djokovic stepped out onto Centre Court on the first Monday of the Championships, and yet here we are reflecting on yet another year, with all the highs and lows that have happened over the last two weeks.

From a British perspective, it has been a Wimbledon to remember. Whilst you could argue that in some ways it has been a tournament of almosts, to take such a viewpoint would be being overly negative. Despite a few disappointments, there has been much to celebrate, and there are plenty of signs that there is a lot to look forward to over the rest of the season.

Let's begin with my personal highlight of the tournament: Heather Watson's stunning third-round performance against Serena Williams, a match in which she was just two points away from defeating arguably the greatest female player of all time. Whilst Heather will have been devastated to have ultimately lost the match, she should take great pride in the performance she gave in front of a patriotic Centre Court crowd. No other player pushed the eventual champion so hard during the fortnight, and it is certainly a mark of the improvements she has made to her game that she was able to really challenge the world number one. All the signs are there that Heather could soon be knocking on the door of the very top of the game.

The other star British player of the first week was undoubtedly James Ward. I was lucky enough to watch James play in his third round match against Vasek Pospisil and thought that he played some great tennis during what turned into a five-set thriller. Although it was disappointing to see him lose, Ward's run to the middle Saturday of the tournament means

that he has achieved a crucial milestone in his career: He is now ranked in the world's top 100 for the very first time.

There were other British successes, too. Let's not forget Liam Broady's fantastic first-round victory against Australian Marinko Matosevic, a match in which he came from two sets to love down. Aljaz Bedene also gave a great performance to beat the experienced Czech Radek Stepanek in round one, whilst it was wonderful to see Laura Robson back on the court at Wimbledon following such a serious injury. The comeback trail will be a long one for Laura, however she is a great player that is more than capable of getting back to where she once was.

Moving on to the second week of the Championships and British hopes once again lay firmly on the shoulders of Andy Murray. Victories over big serving Croatian Ivo Karlovic and surprise package Vasek Pospisil put Murray back into the Wimbledon semi-finals and a date with Roger Federer. It was not to be for Andy, with the Swiss maestro playing some unbelievable tennis to come through in straight sets.

Whilst Andy will be hugely disappointed to have missed out on the opportunity to make another Wimbledon final, he should certainly take heart from the fact that he went down playing some sublime tennis.

Let's also not forget what a fantastic achievement it actually is to reach the semi-finals of Wimbledon. We've almost come to take Andy's Grand Slam performances for granted over the years, and yet we should never lose sight of the fact that consistently going so deep into these tournaments is a truly remarkable achievement. Andy has reached 18 consecutive Grand Slam quarter-finals, and his showing at Wimbledon was the 17th time he has reached at least the semi-finals of a Grand Slam during his career. It is a fantastic record, and we are truly lucky to have him around.

Another British player we were always lucky to have was Tim Henman. I have great memories of watching Tim down the years, so it was great to catch a glimpse of him during my visit this year, alongside former ladies champion Lindsay Davenport.

The final Saturday of the Championships saw more British interest, with Andy's brother Jamie appearing in his first Grand Slam men's doubles final. Together with Australian partner John Peers, the pair lost in straight sets to the experienced Rojer and Tecau, however it was a great performance from Jamie and means that he moves up to 20th in the rankings.

Away from the British action, there were plenty of other great moments to enjoy during this year's Championships. It was special to see Serena Williams achieve the much talked about 'Serena Slam', whilst the final between Djokovic and Federer provided a truly wonderful spectacle.

Whilst Wimbledon might be over for another year, we're now just a few days away from Britain's Davis Cup quarter-final clash with France. I can't wait to get out there and support the British team next weekend. Come on Great Britain!

## **Example 5: Website copy for leading Xerox partner**

### **What Are The Benefits of a Managed Print Service?**

Printing remains an everyday necessity for most organisations - and yet if it's not managed properly it can be a huge drain on resources and productivity. Sadly, many organisations fit into that category and as such unnecessarily waste huge amounts of time and money on printing. Many don't even know the true cost of printing and the negative impact it is having on the organisation - or if they do they lack the expertise to do anything about it.

First Choice's Managed Print Service will help you bring things back in check:

#### **Reduced print costs of as much as 30%, without investment**

We can unlock both immediate and long-term savings for your business without requiring any up-front hardware investment simply through reducing inefficiencies and making the most of the equipment you already have. To begin with, we will work out exactly what printing is currently costing you and then we will show you exactly where and how savings can be made without impacting on user productivity - and even improving it.

#### **Accurate and transparent reporting of costs**

Many businesses don't accurately know the financial impact of printing. With regular reporting you'll always know how your organisation is using printing and exactly what it is costing. This also means that you can see where further efficiency gains and improvements can be made, delivering both immediate and long-term cost savings.

#### **Improved productivity - and the freedom to not worry about printing**

One of the main benefits of our Managed Print Service is that it enables you and your staff to concentrate on running your business, without worrying about printing. We can take care of everything to do with printing, including supplying toner, servicing of equipment, submitting meter readings and replacing equipment when appropriate, giving you more

time to do what you're good at. In addition we can provide you with a print environment that gives you improved workflow and facilitates productivity, whilst making communication easier.

### **Increased security**

Security threats are of increasing concern to organisations and it is essential to have peace of mind that your documents are secure and protected from people who shouldn't be seeing them - whether that's internal or external threats. Our Managed Print Service process can identify areas for improvement and help you to protect your information, whilst aiding compliance.

### **Improved sustainability**

Our Managed Print Service can help you to make printing less wasteful and less impactful on the environment. We can help you to reduce energy consumption and paper usage. We also champion the use of Xerox's unique solid ink technology, which produces up to 90% less printing waste than comparable laser printers, whilst giving you outstanding print quality and low printing costs.

## **Example 6: Informative article looking at the global hotel industry**

### **Hotel Industry Analysis: The State of the Global Hotel Industry in 2015**

The global hotel industry has recovered strongly from the recent economic downturn that has affected much of the world. The latest hotel industry analysis points to hotels across the world performing strongly, with increasing tourist numbers leading to higher room rates and strong revenue growth. This has also meant increased investment in hotels, with record-breaking levels of transactions being made in recent years.

### **Hotel Industry Analysis: The Current Market**

Recent market research by [Ibis World](#) shows that the hotel industry is currently performing extremely well – and it's a trend that is set to continue, with the industry being expected to “excel” over the next five years. Annual growth in the industry stood at 5.3% in the five years to 2014, with revenue standing at around \$717 billion.

It is easy to see that certain regions in the world have very strong tourism and hospitality industries. One example of this is Dubai, with the huge increases in visitor numbers over the last few years leading to massive success for hotels in the emirate. [Figures](#) reveal that revenues generated by hoteliers in Dubai rose by almost 11% during the first half of 2014 to \$3.47 billion, whilst there has been rises in room rates, occupancy rates and average length of stay.

Indeed the Jones Lang LaSalle Hotel Intelligence Report 2014 revealed that Dubai is the UAE market leader, with the tourism and hospitality market within the region expected to achieve positive and stable growth during the next five years. It is for this reason that the Dubai hotel industry is considered by many to be one of the most profitable and promising in the world, which makes it an ideal candidate for [hotel investment](#).

## **Hotel Industry Analysis: The Rise of Hotel Investment**

The strong performance of hotels across the world has led to the rise of hotel investment. 2014 was a record year for this, with around \$59 billion being invested into hotels around the world – and it seems that it’s a success story that’s set to continue. The latest hotel industry analysis by property consultants [Jones Lang LaSalle](#) shows that global hotel transactions are expected to reach \$68 billion in 2015, with the year already getting off to what it calls a “flying start.”

Hotel investment is a growing trend across the world, with more and more investors becoming aware of the potential rewards that can be gained from investing in hotel assets. JLL figures show that hotel property transactions amounted to just \$11 billion 2009, with the figure rising consistently each year. In 2010 the figure more than doubled to \$28 billion, whilst by 2013 it had reached a staggering \$52 billion.

## **Hotel Industry Analysis: Conclusion**

The global hotel industry appears to be on the up – and this means great news for investors who are looking to profit from the industry. [Investing in thriving hotel markets](#) like Dubai brings the potential for investors to achieve extremely attractive returns.