

Rewriting Website Copy to Increase Consultations



Meet Star Business Solutions

Star Business Solutions is *not* a tech company. They do, however, offer a unique technology product that allows their customers to track anonymous visitors to their website and see who has been viewing competitor pages or searching for similar products. By partnering with a high-level technology company that normally only works with large corporations, they're able to offer this valuable tool to small-to-medium sized businesses who would otherwise be unable to access it.

But soon after starting this business, they realized they had a major problem on their hands. Their offer is complex, the technology is complex, and the benefits are complex. To make matters

worse, most of their ideal customers have no idea this type of technology exists.

When Star Business Solutions came to Leverage, their main problem was that they weren't booking enough consultations through their website. Most visitors to their website were unclear on what exactly Star Business Solutions was offering and why it would benefit them, so they never booked a consultation call.

That's where the Leverage team comes in...





Star Business Solutions' Goals

After reviewing their website and discussing their goals, we concluded that their messaging did need some updating. They needed to rewrite most of the copy on their website, improve the copy on their cold email sequences, and develop a new landing page with more compelling copy.

In rewriting the website, landing pages, and email sequences, we aimed to:

- Paint a clear picture of the problem their audience was experiencing and how Star Business Solutions could solve it
- Inform and educate their audience about the technology Star Business Solutions was offering
- Answer the question: *"What's in it for me?"*
- Shift the copy to be more benefit- and audience-driven
- Make the idea of booking a consultation call a no-brainer



Nicole E.

Leverage, Copywriting Expert

Nicole is one of Leverage's copywriting experts, with over five years of copywriting experience. From website copy to email sequences, video scripts, and sales funnels, she helps businesses attract and convert prospects with copy that works.

Our Plan

Here's how we proposed to handle this project...

Step 1: Conduct a website audit of the client's current website to point out areas of disconnect, spots that need clarity, and opportunities to strengthen messaging.

Step 2: Create an outline for the new website layout with a messaging hierarchy that explains which pain points to lead with and how to transition to the solution for maximum conversion.

Step 3: Write a draft for the new website copy, landing page, and email sequence. Review it with the client to adjust and incorporate feedback.

Step 4: Finalize all copy materials and implement them. Run a new campaign with the updated cold email sequences.

The Results

After relaunching their website and implementing their new email sequence, the results were immediately visible. On the first day of their new email campaign, **Star Business Solutions booked twice as many calls in one day than they had booked in the last three months.**

Their new website made everything clear. They had the solution their audience never even knew was available: an ability to generate leads that were already interested in their product, just by utilizing a new piece of technology that was previously only available to large corporations. This clarity and benefit-driven copy finally got them on the phone with many of the potential clients they'd been chasing!



“We started our campaign at 8am this morning and we’ve booked double the calls that we’ve had in the last three months... just today. Couldn’t be more stoked.

STAR BUSINESS SOLUTIONS