

ANDREA OLESON

COPYWRITING PORTFOLIO

HELLO!

I AM A COPYWRITER AND SOCIAL MEDIA ENTHUSIAST
IN ORLANDO, FLORIDA. I WOULD LOVE TO HELP YOU, AND
YOUR CLIENTS, CREATE EXCITING CONTENT THAT WILL
DRAW ATTENTION TO YOUR MESSAGE!

CLIENT: AUTHENTICWEB

PROJECT: BLOG POST ON THE IMPORTANCE OF SOCIAL MEDIA FOR SMALL BUSINESSES

WHY SOCIAL MEDIA SHOULD BE PART OF YOUR STRATEGY

Humans are social creatures, and ever since the advent of the internet, we knew it would only be a matter of time before we found ways to forge social interactions — even friendships and relationships — online.

As a business owner, you want to build a relationship with your clients. Having an amazing website with great content that is optimized for search engines is great, but if you are not taking advantage of social media, you are still missing a piece of the marketing puzzle.

Social Media Can Mean Increased Exposure

Your first thought might be, “But I already have my own website. Why do I need a Facebook page or Twitter profile?”

The answer, is, quite simply — the social aspect.

How much time and effort does it take to build traffic to a brand new website? Social media platforms offer a better stage for connecting with ideal clients, and build traffic to your actual website. In a setting such as Facebook, where millions of users browse different business pages every day, you can increase visibility for your business. Think of it as having a billboard at a busy intersection downtown.

Better Insight Into Clients’ Opinions

A customer might email a restaurant directly if they have a lengthy complaint about the service. But a patron who is enjoying their food, and wishes to quickly make a nod to their favorite lunch special, would probably resort to sending out a Tweet. “Enjoying the taco lunch special @authenticMEX”, their post might read.

These quick snapshots can provide you with a better insight into what your costumers are thinking. What products are they enjoying more? What are they not satisfied with? How can you improve?

Better Client Relationships

Having this insight could also help you in building relationships with clients. Part of a great business strategy is to make every client feel like a priority. Personally connecting with them through social media, by replying to Tweets or Facebook posts, can be a way to make clients feel like they have a more personal relationship with your businesses.

This is even more important in cases where a costumer is dissatisfied — if you have good marketing sense, and know how to handle the situation, effectively responding to negative reviews (effectively, not aggressively!) can show other costumers that your business is willing to right wrongs, and that you are committed to costumer service.

Social Media Shaping The Future of Business

Nowadays, social media might just have surpassed television in terms of consumption. As a business owner, you want to be where your potential clients are. You want to be there to respond to their questions and concerns. You want to know what is being said about your business. Having a social media strategy, in this case, just makes sense.

CLIENT: EVENT PLANNING/DECOR COMPANY

PROJECT: COPY/DESCRIPTIONS TO ACCOMPANY VIDEO FAQs, FOOTER COPY FOR HOME PAGE

HOW WILL AN EVENT DESIGN TEAM WORK WITH ME TO CREATE MY EVENT?

Working with an event design team can truly take an event from “good” and “fun”, to “amazing” and “unforgettable”. The experience that a creative event design team can bring to the table is invaluable. At Florida Event Decor, we work closely with our clients — communicating often and effectively — to make sure every detail of the event is to the client’s satisfaction.

HOW IMPORTANT IS EXPERIENCE WHEN CHOOSING AN EVENT DESIGN TEAM?

You only have one chance at making a special event the best it can be — and you need an event design team that will deliver truly amazing work. Florida Event Decor has vast experience in event design. Our talented, creative team takes great pride in their work, and sees every event as an opportunity to learn and improve. We are always looking to make our next event even better than the last!

WHAT DO CLIENTS NEED TO LOOK FOR WHEN SEARCHING FOR GREAT EVENT DESIGN?

A great event design team will work with the client to ensure that everything — even the tiniest details — are taken care of. Florida Event Decor prides itself in great service. Our team gives each event the utmost attention, making sure the client is informed of everything that is happening, and allowing them to see their event taking shape.

FINDING THE BEST EVENT DESIGN IN FLORIDA

No matter what type of event you are looking to host — whether it is a corporate party, a holiday party, or even a wedding — our talented Florida event design team can help you make it a success. Contact us, and see how we can create your dream event!

CLIENT: AUTHENTICWEB

PROJECT: PRESS RELEASE ANNOUNCING THE LAUNCH OF A CLIENT WEBSITE

ORLANDO WEB MARKETING AND DESIGN COMPANY AUTHENTICWEB LAUNCHES NEW WEBSITE FOR WALL ST. PLAZA

Orlando web marketing and design company authenticWEB has teamed up with Wall St. Plaza, some of Downtown Orlando's best known bars and restaurants, to launch their new website.

The team at authenticWEB is excited to have worked with Wall St. Plaza. From start to finish, every decision has been taken with the client's goals in mind -- this is how authenticWEB works. Combining design, content optimization, SEO, video, and many more aspects of web development, they have designed a website crafted specially for their client's needs.

Wall St. Plaza's new website was designed with fun in mind. As one of Downtown Orlando's best known spots for drinking and dining, Wall St. Plaza wanted a website that would reflect the fun atmosphere of the venues located there. Also, the developers at authenticWEB took special care to ensure the mobile usability of the website, ensuring a great experience for anyone viewing the website -- whether on their computer, tablet, or mobile phone.

Working closely with their clients, authenticWEB prides itself in not treating each project as "just a website," but, rather, looking at the business behind the website, and finding its value and story. The team at authenticWEB believes that when their clients succeed, they succeed. As such, they are committed to helping every business and professional they work with to grow.

Wall St. Plaza's new website can be found at <http://wallstplaza.net>.

ABOUT AUTHENTICWEB

<http://yourauthenticweb.com>

authenticWEB combines Search Engine Optimization (SEO), online video, and social media for service professionals. They are business-oriented internet experts who focus on connecting professionals with their ideal clients, and turning website hits into real business.

ABOUT WALL ST. PLAZA

<http://wallstplaza.net>

Wall St. Plaza is a locally owned and operated complex of bars, restaurants and night clubs all located within one city block in Downtown Orlando. With eight different venues, there is something for everyone at Wall St. Plaza, from Mexican food, to house-batch moonshines.

CLIENT: OWN PERSONAL STYLE BLOG

PROJECT: BLOG POST REVIEWING A COSMETICS PRODUCT

I love wearing red lipstick. It is such a fun color, with so many possibilities— vampy, flirty, cute, pinup!

NYX is, in my opinion, one of the best drugstore companies — when I want reliable products that won't break the bank, they're always a good option. I love their lip products, so it's not surprise that one of my "go-to" reds is by them!

Today, I'm going to review their matte lipstick in Pure Red.

Here is a close up of what the lipstick looks like when applied. Keep in mind that I used no primer or liner for this, so I could get a good idea of how it stood up against wear and feathering. I did exfoliate and moisturize my lips before applying, as you always should.

Applying this was a dream, to describe it in one word. The color payoff was excellent, and it only took me two swipes to get full coverage and a bright, fun red lip.

Now, I've come to not expect superhuman staying power from drugstore lipsticks. I don't expect them to not transfer a little bit, unlike, say, my NARS ones. And I do own a mini lipstick brush, so carrying whatever product I'm wearing in my purse and reapplying isn't really an issue for me.

With that said, the staying power of this lipstick impressed me. I took a drink — not a trace of an imprint on the rim of my glass. Hours went by — it looked as good as did when I first applied it. And, when it did fade a bit, hours later, it still left a nice rosy tint on my lips.

This is quite the orange-red, and a really fun, cute shade. I like it well enough on my light-but-not-porcelain (not quite ivory, not quite medium) skin tone, but I also think it would look amazing on someone with medium-toned skin. Definitely one of my favorite retro reds!

CLIENT: LONG ISLAND AREA LAW FIRM

PROJECT: BLOG POST ON A HIGH-PROFILE CASE HANDLED BY THE CLIENT

NASSAU COUNTY ATTORNEY TOM FOLEY OBTAINS A DECISION ON BREWER CASE

On Wednesday, November 6th, a Nassau County judge ruled that Leatrice Brewer, the Long Island mother who killed her three young children, should not be entitled the share of the wrongful death settlements that she was seeking.

Attorney Thomas Foley, of Foley Griffin LLP, represented Innocent Demesyeux, the father of two of Brewer's children. Demesyeux won a settlement against the state, claiming that not enough had been done to keep the children from harm, and remove them from Brewer's custody.

Judge McCarty, who issued the ruling, called this "The Brewer Rule". Brewer had been found "not guilty for reason of insanity", which made a ruling under the "Son Of Sam" law unclear — the judge's decision upheld that, while Brewer was declared not legally responsible for the deaths of the children, she is still morally responsible, and, thus, not entitled to any of the settlement money. This could set a precedent for similar cases.

Attorney Foley called the decision "an extension of common sense." In court, he argued: "There can't be any circumstances where we allow her to profit from what she did."

CLIENT: NEW YORK AREA LAW FIRM

PROJECT: COPY/DESCRIPTION TO ACCOMPANY VIDEO ON IMMIGRANT WORKER'S RIGHTS (IN SPANISH)

SOY UN TRABAJADOR DE CONSTRUCCIÓN SIN ESTATUS MIGRATORIO LEGAL — CÚALES SON MIS DERECHOS?

De acuerdo con las leyes del estado de Nueva York, todos los trabajadores merecen los mismo derechos. Esto incluye el derecho a compensación justa por cualquier accidente que el trabajador sufra. Contrario a lo que muchos piensan, el estatus legal de el trabajador no tiene efector alguno en sus derechos. Si usted tiene cualquier pregunta, lo mejor es consultar con un abogado de accidentes de construcción en NY — Las oficinas de The Orlow Firm estan a su servicio.

ENGLISH TRANSLATION

I AM A CONSTRUCTION WORKER WITHOUT A LEGAL IMMIGRATION STATUS — WHAT ARE MY RIGHTS?

In accordance with New York law, all workers are protected by the same rights. This includes the right to compensation for any accidents suffered on the job. Contrary to what many workers believe, immigration status has no effect on a worker's rights to compensation.

If you have any questions about your rights, the best thing to do is consult with an attorney who knows worksite injury law. Our offices at Law Firm are at your service.

CLIENT: AUTHENTICWEB

PROJECT: BLOG POST ON OPTIMIZING CONTENT FOR LOCAL SEARCH RESULTS

GOOGLE+ LOCAL — HOW LOCAL SEARCH CAN HELP YOUR BUSINESS

As we have previously discussed, Google is becoming more intuitive. Search is being refined, conceptualizing websites and attempting to give users the most relevant and useful information — not just pages that happen to contain the searched terms.

One way in which Google is attempting to do this is by making search more local.

For example, if you search for a currently-playing movie's title while signed onto your Google account, your location information will be factored in — and you will be shown links and information on how to get tickets for said movie at theaters in your area. Google is smart enough to intuit that, if you live in Orlando, tickets for a showing in Tokyo will probably not be relevant for you.

THE IMPORTANCE OF GOOGLE LOCAL LISTINGS

If your business has a physical location — an office or storefront — you can take advantage of local search. Obviously, if you have a storefront, your ideal clients would be those people who are close enough to be able to visit your business. If you have, for example, a bakery in New York City — wouldn't it be great if Google users in your area who searched for "bakery" got a comprehensive result for your business, with quick access to driving directions and store hours?

This is why, if you are in a position to take advantage of local listings, we recommend that you do so. For small local businesses, it could mean all the difference. Local listings allow your business to enjoy the following benefits:

Maps integrated into the search result — This not only makes it easier for people to find how to get to your business, but it has been proven to attract user's attention, more so than being the number one top result. Access to every aspect of your business' Google Plus page — This will enable you to better control your business' presence on Google Plus by adding pictures, store hours, and more. Make sure your business is represented the way you want it to.

Improve your reach, and build your online reputation — Google Plus, can be a great platform to build your online reputation. Having control over your listing, as well as your G+ page, can help you connect with your clients.

The key thing here is that you want to be where your potential clients are. Why would you not want to take advantage of Google users who might be searching for something nearby?

CLIENT: AUTHENTICWEB

PROJECT: BLOG POST ON THE IMPORTANCE OF A STORY-DRIVEN SOCIAL MEDIA STRATEGY

“CONCEPTS, NOT KEYWORDS” – WHY YOU NEED TO TELL A STORY

In recent years, Google, as well as other search engines, have been making great strides to refine the way they find content on the internet and present it to users.

Google in specific, has become very intuitive. The search engine is slowly becoming better at not only figuring out what a user might want to know, based on their search; but also, what the concept of any given website is.

Let's take, for example, a football team. When searching for the team's name, Google will assume that certain pieces of information — such as the current roster, the team's current standing, and upcoming games schedule — will be relevant to the user's interests. Even if the search was not specifically “[Team] game tickets”, Google has learned enough about how people search to know that ticket information is part of the concept. You might, very possibly, be interested in seeing your favorite team play. Hence, Google will place a higher importance on a website that offers more related information, and a better informational experience, as opposed to just hunting for the keywords.

This is why, now more than ever, telling a story is important. You shouldn't be asking yourself “What keywords can I use to label my company?” but rather, **“What is the concept of my business? What is my story?”**

As another example, a personal injury attorney could choose to pepper his biography page with the words “[City] personal injury attorney,” or he could choose to craft content that is relevant to the concept of a personal injury attorney. He could choose to offer relevant information on injury law, such as a blog post on how workers' compensation is handled. He could reach out to past clients for testimonials and anecdotes about their accidents and how he helped them. He could choose to make a website that encompasses the concept of a personal injury attorney, all the way from slip and fall accidents to workplace injuries. In this case, by tackling a concept, he could find himself ranking not just “[City] personal injury attorney”, but for many other related searches.

SOCIAL MEDIA SAMPLES

MOCK SAMPLE SOCIAL MEDIA POSTS



Best Event Ever

1 min · 🌐

At Best Event Ever, we want your night to be magical. Check out our videos, get to know our team, and see what goes into making every event we work on feel special. <http://bit.ly/EventDecor>



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