

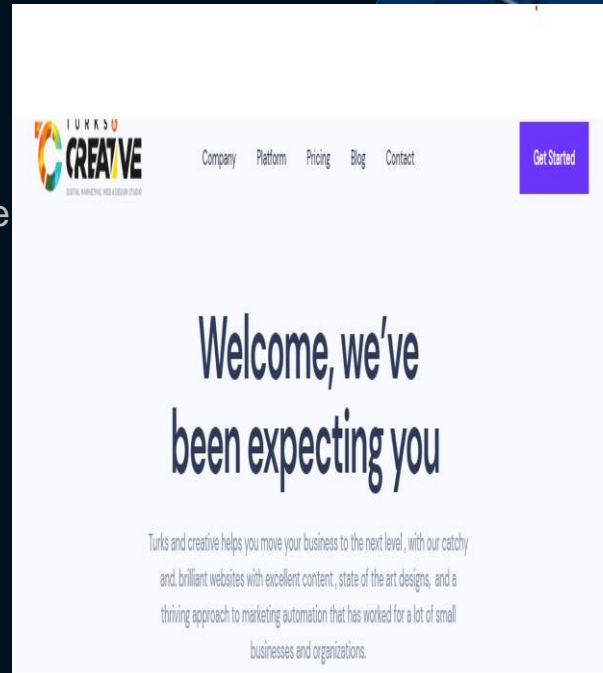
THE COPY SMITH PORTFOLIO



WEB COPYWRITING/TURKS AND CREATIVE

Project Overview

- CLIENT- Turks and Creative- A six figure web dev agency
- BRIEF- create a distinct tone that represents the vision of the agency.
- SOLUTION- A laid back copy style to engage users.
- COPYWRITING SERVICES- Website Copywriting, SEO Copywriting, Tone of Voice Development



starting a business, being able to run a successful business shows
You're brave, bold and strong. We are here to make that journey easy,
creative and as enjoyable as possible. We are constantly improving
in our value to those of you that dared to take the bold step.
Without you, there would be no Turks and Creative

Our Values

Made in Webflow

WEB COPYWRITING/CRYPTO OBONANZAS

PROJECT OVERVIEW

- CLIENT- Cryptobonanzas- A MLM/investment platform that teach freedom and how to create generational wealth with crypto.
- BRIEF- Develop copy that resonates with individuals that want to achieve financial freedom with crypto.
- SOLUTION- A calm tone of voice that helped create a personality that can resonate with individuals that want to achieve financial freedom
- FEEDBACK- “ Victory and Kingdavid helped us deliver our brand vision in a precise and clear message exactly how we wanted. It was amazing working with them



WHAT IS CRYPTO

In this digital age, payment has taken a lot of forms and using crypto(digital currencies) is becoming more popular and more accepted in different countries around the world and is moving at a very fast pace.

The wonderful thing about cryptocurrency is the FREEDOM it provides. A currency that is not only fully decentralized but it is also completely independent of any organization or world governments.

A currency that cannot be regulated is one for the future and is worth investing in.

A currency that has been able to rise to over 1.6 trillion dollars in market cap in just over a decade is the currency of the future and its time for you to become a part of that future.

You are probably already asking questions in your head like **how do I start, who do I go to, what currencies should I invest in?** This is why we are here and you would have your answers shortly

\$133m

24h volume

8,793

Crypto Currencies

36,372

Market pairs

\$1trn

Market cap

What is Digita?

We are a startup aimed at leveraging soundwave and blockchain technology by merging digital payments with digital identity for seamless and effective last mile and low value payments in Africa. Exploring limitless and endless possibilities with sound as never seen before on the continent.

[Read More](#)



Why Digita?



Uniqueness

With our pioneer soundwave and blockchain technology. We are taking last mile payments solution to a whole new level in Africa.



Security

Security that you can rely on, that you can count on. With encrypted data-over-sound transfer, Digita offers unparalleled security through multiple impenetrable layers without retaining any transactional data footprints.



Cost effective

We leverage on existing infrastructures e.g POS and ATMs to enable multiple use cases for users, making us a very highly cost effective solution to go for.



Dynamic

Digita Technology can be implemented across multiple devices as our soundwave technology is platform independent. Coupled with the fact that our technology is not bounded by the internet.

Use cases of Digita

WEB COPYWRITING/DIGITAL

Project Overview

- CLIENT-Digita- A fintech startup which uses soundwave for proximity based payments
- BRIEF- Create a distinct tone that represents the vision of the company
- SOLUTION- A refreshed tone that communicates the innovativeness of the brand in much clearer and much simpler terms
- COPYWRITING SERVICES- Website Copywriting, SEO Copywriting , Tone of Voice development
- FEEDBACK- We wanted to get the message in our heads to our target audience the right way, and they were able to do that efficiently