

**Client:** Lumnify (www.lumnify.com)

**Project:** Website copy and marketing message for Lumnify reports targeting non-technical IT managers

**Objective:** Lead generation

A lot of company websites don't empathise with their target audience enough, often just describing the features of their product. Here, I place particular emphasis on the challenges, needs and interests of the target market (non-technical IT managers) before introducing the product.

### Copy Excerpt 1

Note the use of conversational tone and relating to the situation and problems of the target audience. In particular, appealing to the fear of loss via hidden costs.

#### About Us - We help you reduce & prevent unnecessary IT costs Better code quality, less costs

Whether you're outsourcing development offshore, or doing it in-house, you all face the same challenge – keeping costs down while maximising your ROI.

And while you've released your app and are scaling your business, you might think "The app works, I'm bringing in revenue ... so why does code quality matter?"

But it isn't always apparent. In fact, you might only find out later when you're spending thousands – possibly even millions – of dollars more than you expected.

And with maintainable code, all these hidden costs *could have been avoided*.

### Copy Excerpt 2

#### Services section - Easy code quality management for non-tech decision makers

##### Businesses outsourcing development

If you've ever outsourced software development, you know how hard it is to get good quality code. Even harder if you don't know what good code looks like. And the last thing you want is to find out 6 months later that your time and money has gone to waste.

Our reports give you a bird's eye view of your software's overall quality, so that you don't have to end up in that situation. And with maintainable code, you can focus more on expanding your business.

### Copy Excerpt 3

The marketing message sums up the main benefit of their product and the main characteristic of their target audience (non-technical IT managers).

#### We help you reduce your IT costs, even if you can't read code.



*"Josef's brief was to update our website with the new product offering and new marketing message. Josef was great to work with. He was very organised and at our face-to-face meeting he took particular attention to have a deep understanding of our product. He delivered the new content very quickly and he had some really good ideas how we should communicate the new concepts on our website. I would not hesitate to recommend him. Thank you Josef!"*

Milo Hyben,  
CEO & Founder

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