

AJ MACDONALD | WRITER



WHAT I DO

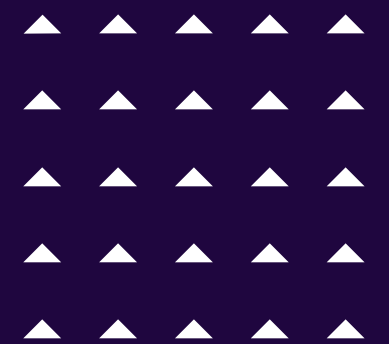
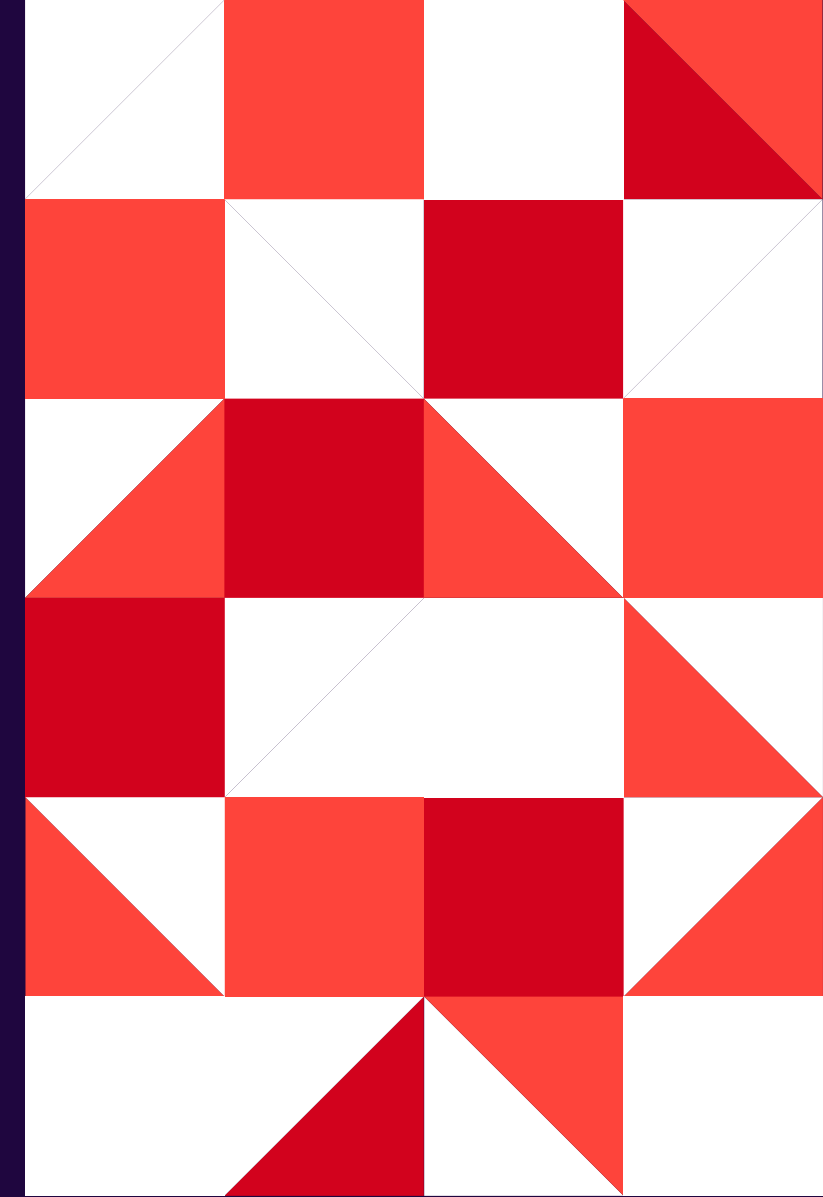
Copywriter & Content Specialist

I craft content across all channels. If it's words, I can do it — no matter the sector and audience, for brands both large and small, in any voice from quirky to corporate.

I specialise in helping brands say what they want in the best way, putting their ideas into compelling copy, taking stories from concept to print, website, social media—whatever the channel, medium, or message.

- Increase traffic
- Generate/convert leads
- Create revenue

1. Understand client needs / audience
2. Research
3. Create content / write
4. SEO-optimize
5. Get results



ETHOS / VALUES

Creative / Innovative

I will create content for you that goes outside-the-box and sells your product/service in a way that separates you from the competition.

Conscientious / Driven

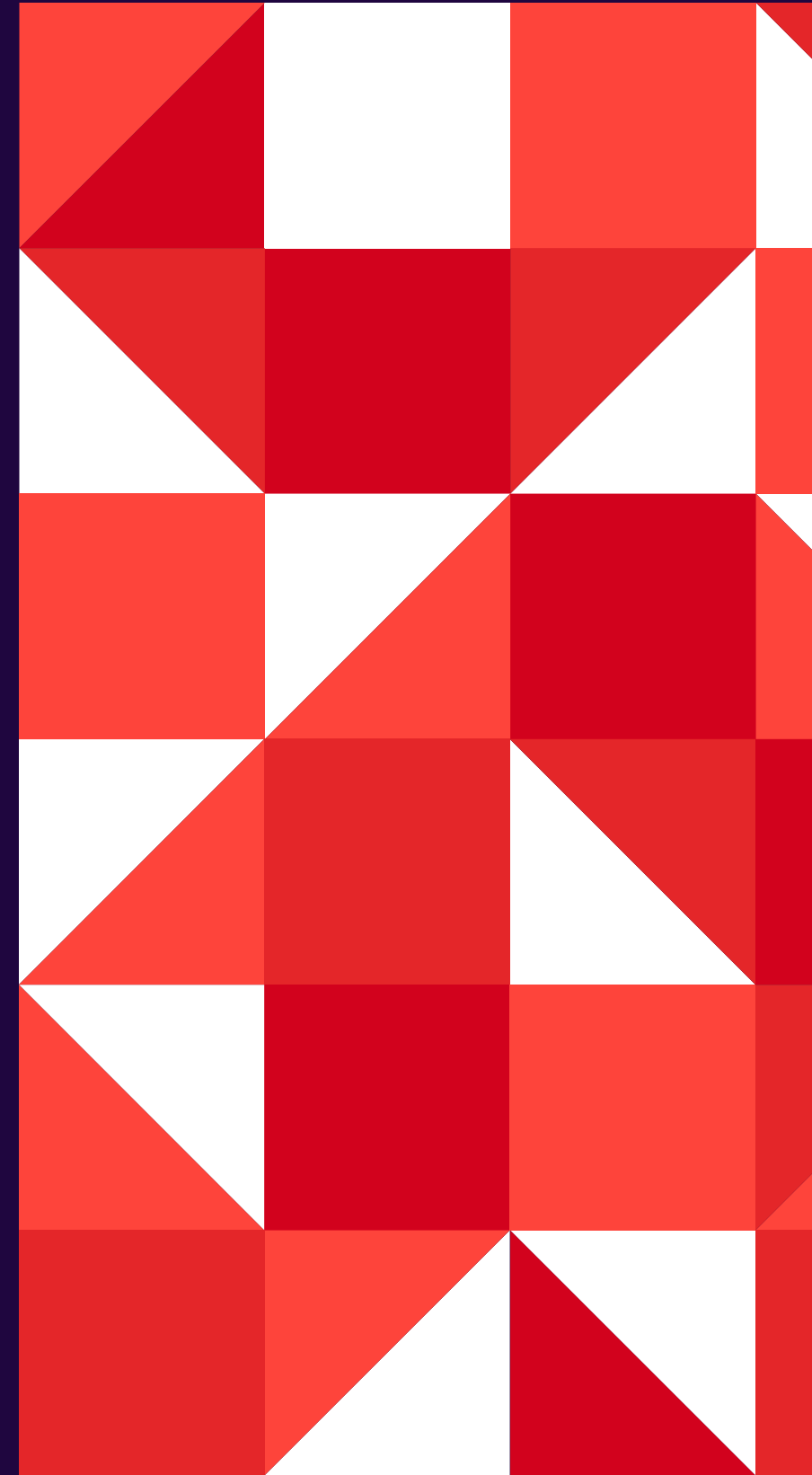
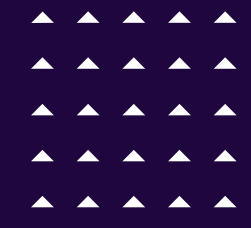
I take a personal pride in my work and do not stop until it is absolutely what you want. Quality over quantity.

Meticulous / Precise

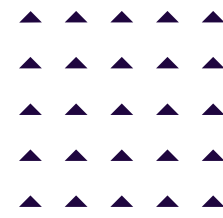
I undertake proper, extensive research on your business, needs, subject matter etc. to deliver winning content.

Results-orientated

I ensure that you get a great ROI and my content achieves your business objectives and reaches your target audience to engage, convert and create loyal customers.



WHY ME / USP



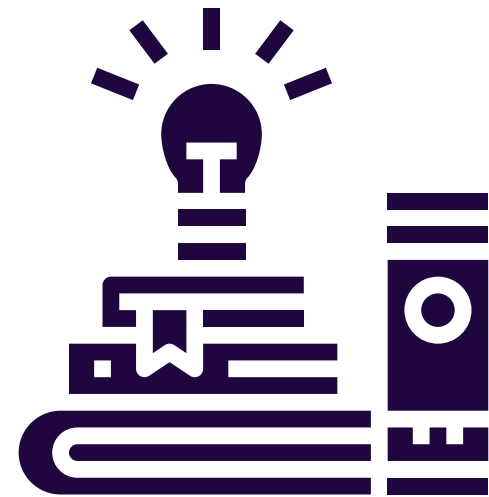
Wordsmith

Well-written, engaging content with excellent grasp of English language and techniques, making dry or complex subject matter accessible and effective.



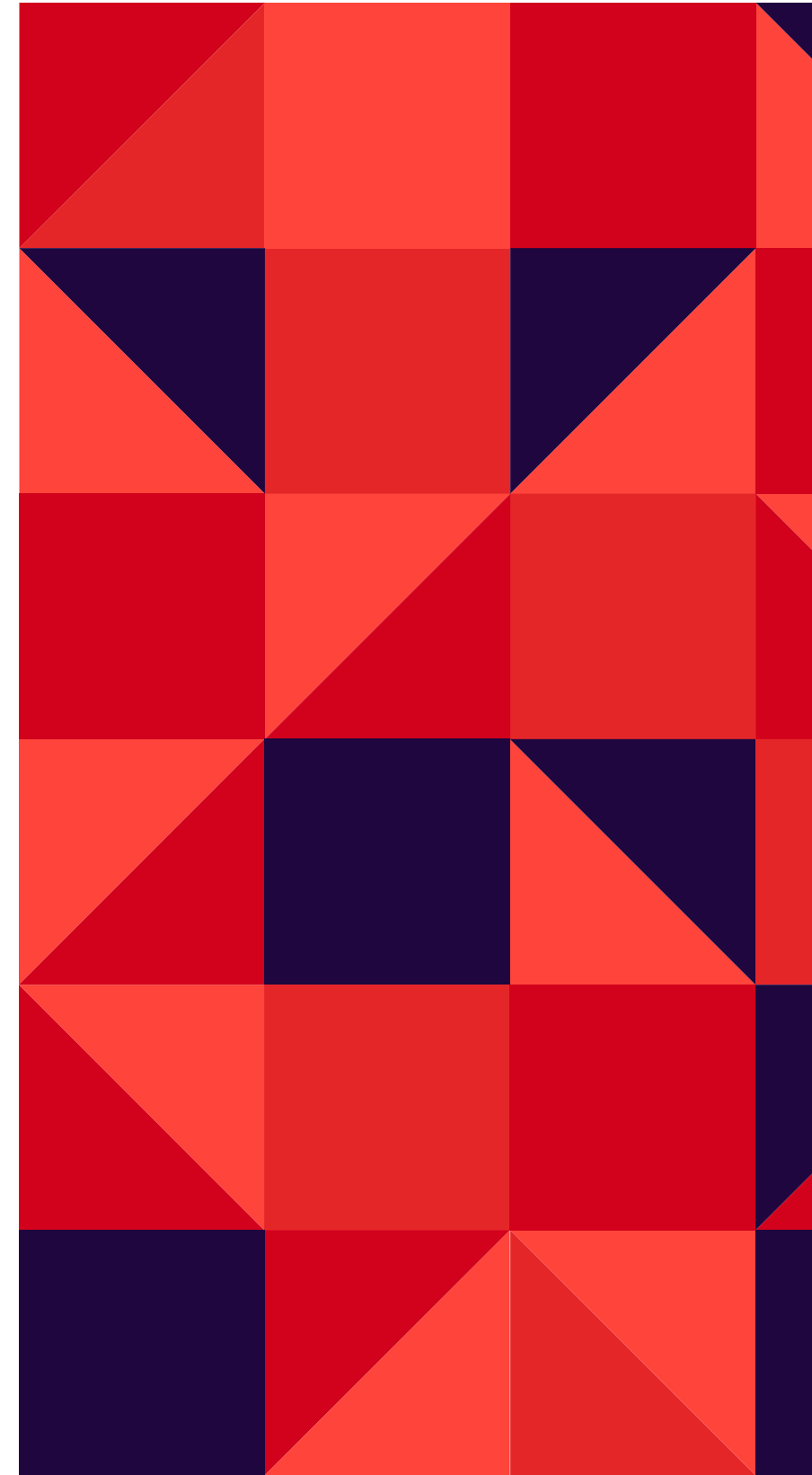
Informed

Content that works hard by calling on engaging stats and stellar research to support why customers should go to you. I make myself an expert on your sector.



SEO expert

Every piece of online content is optimised - from keywords, metatext, headings and layout - all to keep Google's robots and spiders happy as they crawl your content.

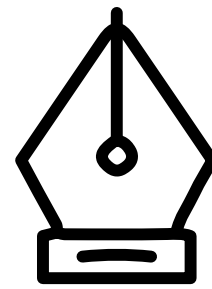


THE WHY / MY PROCESS

Every business needs content, every brand needs a voice. I write words that create business. I write words that work.

A.I.D.A.

- **A**ttention
- **I**nterest
- **D**esire
- **A**ction



Art

I make the content engaging and fun to read for the audience. The power of good copy should never be underestimated.



Science

I create content that meets SEO best practises, weaving in headings and keywords seamlessly so you get found.

74%

of web readers pay attention to the quality of spelling and grammar

8s

Average consumer's attention span

202%

increase in clicks through engaging content and CTA

20%

Readers only consume 20% of content on a page

KEY CHANNELS



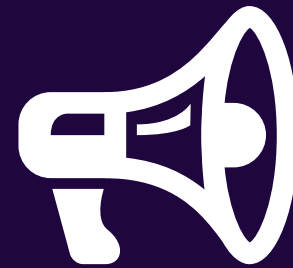
Social media



eBooks / whitepapers



Website



Advertisements / features



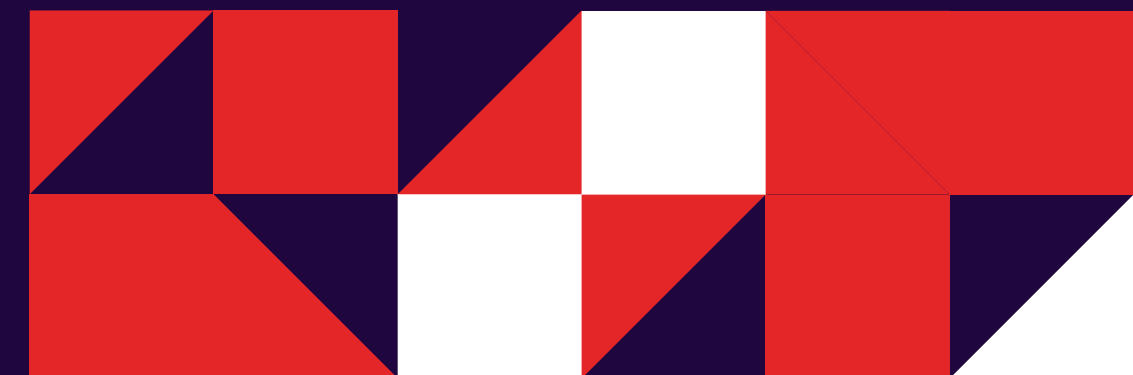
Articles / blogs



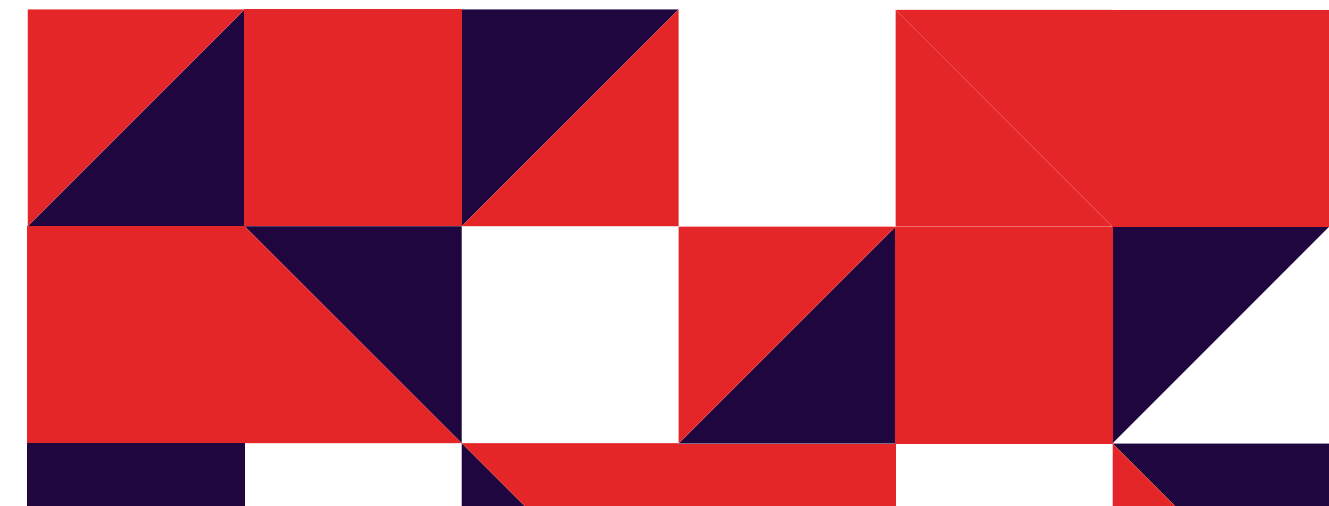
eCommerce / product descriptions



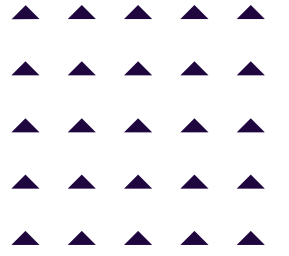
Email



WHO I DO IT FOR



SUCCESS STORIES



+15,000%
followers

Pulse Smart Hub

Created social campaign based around flagship video content.

-pulse

+£250K
revenue

Blisspot

Created eBook specifically targeting SME business owners.

 **Blisspot**

+3,000,000
audience

GlaxoSmithKline

Created copy and content for GSK's mental health / stress management app and supporting channels.


GlaxoSmithKline

WHAT THEY SAY ABOUT ME



Own Your Space

"I simply cannot recommend Alex enough. As an SEO agency, we deal with some tricky customers for achieving their tone of voice. In particular, we spent 3 months going back and forth with our biggest client. Within 4 weeks Alex has not only nailed the tone of voice but has produced content which has completely turned around our relationship with the client.

If anyone ever needs any content for themselves or knows someone who does then take it from me, don't go to anyone else but Alex."

Complete Care Services

"Alex is reliable, easy to get on with and a good communicator – he always does his best and isn't happy until he delivers the best job possible and exactly what we need from him. He is professional and conscientious.

The services we have received have been carried out diligently and to a high standard. He is personable, highly creative and can think outside the box, with a good work ethic."

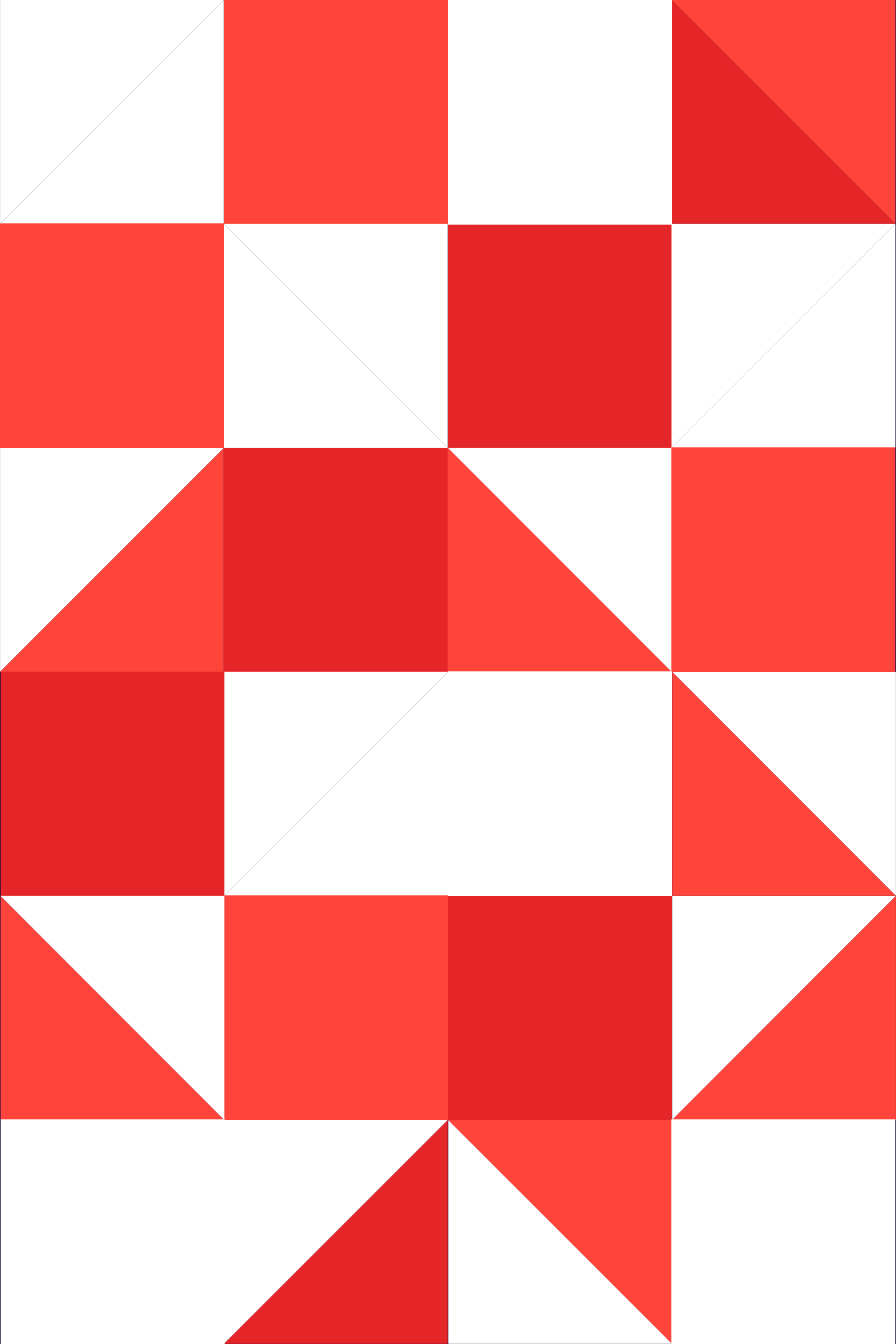
Blisspot

"It has been a pleasure working with Alex. He thoroughly researched the topics and put some excellent work together. He works hard to ensure that the copy is the best it can be and is passionate about the work he does and the topics he was writing on. Thanks Alex."



 Complete Care Services





**THANKS FOR
WATCHING**

