

# Improving Your Online Presence

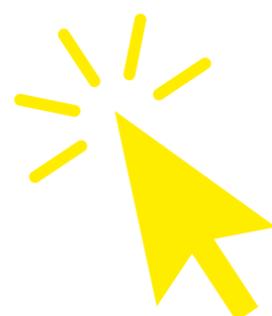
And how Alpha Copywriting can help

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## YOUR WEBSITE IS YOUR SHOP WINDOW

**48%** of people cited a website's design as the **number one** factor in deciding the credibility of a business.



If your website looks fantastic, people will browse it for longer. Our designers can help improve click-through rates.

## BE A HELP, NOT A HINDRANCE

### Search engines rate helpfulness

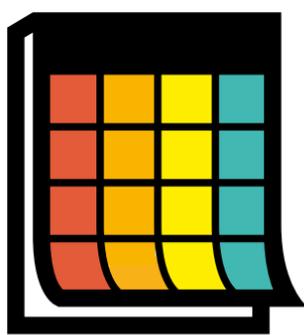
Our sector experts can help you add information, explanations and guides to your website to boost its rankings and keep your customers engaged.



## STAY UP TO DATE

### An updated website ranks higher

Refresh content with new ideas and topics, to show your company is up to date. We can help you write multilingual blogs and news articles that reflect the latest trends. Because if you have updated content you can...



## PUBLICIZE YOUR WEBSITE

### Links to blogs and news articles drive traffic

You've got great content just sitting there. Now you need to link it with your other main sources of publicity: your social media accounts!



Alpha can help you create impactful content for your website. For a website with the WOW factor!

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FIND OUT MORE AT [ALPHACRC.COM](http://ALPHACRC.COM)

# Your Online Presence: Social Media

Alpha Copywriting can help you reach the world

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## 3 billion

monthly social media users  
worldwide



### CROSS POST CONTENT



Create great content, and then use it across your accounts, tweaked for the different demographics. Our social media experts can help you adapt your content to suit each platform.

### DRIVE TRAFFIC TO YOUR WEBSITE

## 23%

of posts on social media  
that include a link to a  
blog post.



Grab attention with a catchy post that signposts how informative your website is.



### CREATE A STRATEGY AND STICK TO IT

#### Target your content at your audience

Our social media experts will research your audience and their interests. They will help you create a calendar that covers important holidays and events, and make sure your posts are **relevant** to your audience's locale.



### CONNECT WITH NEW AUDIENCES



Join the conversation about the latest trends, research, products and services in your sector. Connect with other companies and organizations, and build up your reputation.

Alpha can help you create great multilingual content that attracts **attention...** and followers!

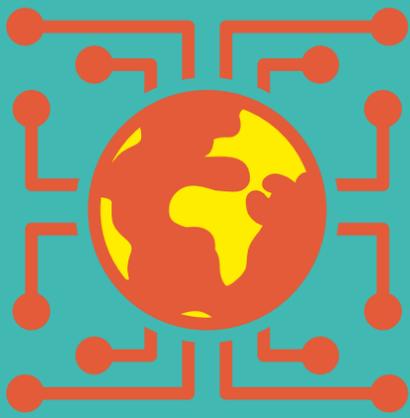
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# Improving Your Online Presence: Digital Campaigns

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Alpha Copywriting can tell your story



Alpha's copywriters can help you put together multilingual digital campaigns that encompass all the modern media: email, blogs, social media posts, articles and thought pieces.

## EMAILS ARE KEY

91%

of shoppers want to hear from companies they do business with via email.



*Did you know?*

Emails sent on a **Tuesday** have a higher open rate! Our copywriters can help you win sales with every email.

## PROVE YOUR WORTH

### Show clients what you can do

**Case studies** are a great way to give clients **practical examples** of how you can help them. Our copywriters can help you work out the best examples that showcase your talents.



## CREATE SOMETHING MEMORABLE



Proportion of visual content that people have the ability to recall almost three days later.

65%

Our designers can help you create engaging visuals and shareable infographics.

## ENHANCE YOUR REPUTATION

### Experts are in demand

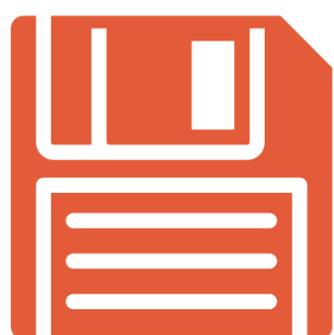
Whether they demonstrate knowledge of your sector or show that your company is a pioneer in your industry, digital campaigns give you a chance to prove your **expertise**.



Alpha can help you create a campaign that will get people talking... about you!

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FIND OUT MORE AT [THISISALPHA.COM](http://THISISALPHA.COM)

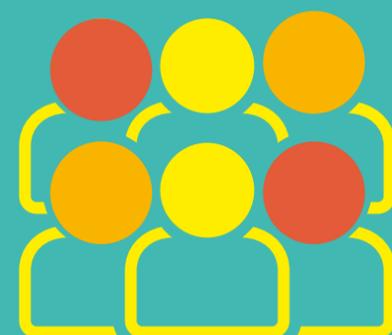


## 25-60%

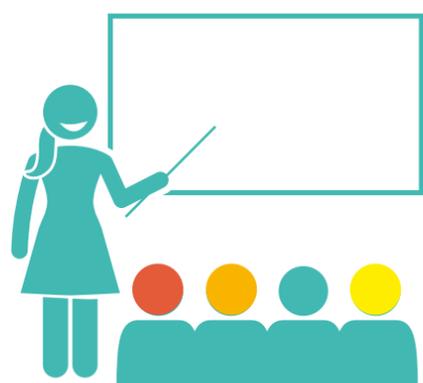
retention rates for eLearning, compared with 8-10% in traditional settings

### GO GLOBAL

Alpha can help you reach a global audience with eLearning content that **inspires** and shows off your **expertise**.



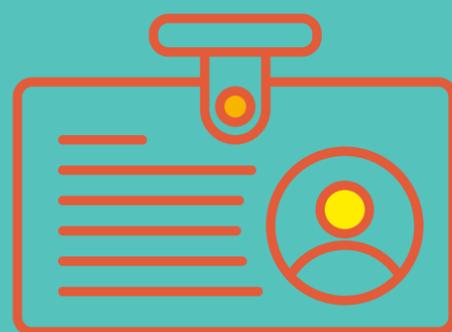
### TEACH OUT ACROSS THE OCEAN



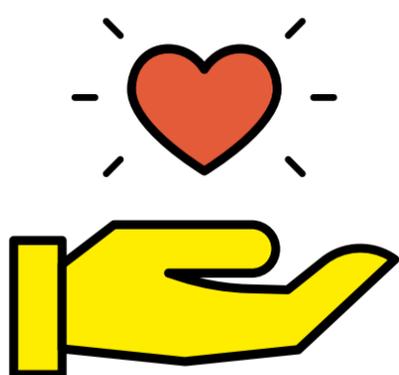
It's important to put together courses that bring the latest approaches to **teaching** and cutting-edge **technology** into people's homes. Alpha has experience working with both the front and backend of ELM systems.

### STAY ON BRAND

Have a **clear message** and **visuals** that stand out. Our designers can make sure your eLearning video represents your **brand** and **company identity**.



### SHARE EXPERTISE



Alpha can help you build your reputation as an expert in your field by demonstrating and sharing your expertise with your audience.

Alpha can help you become a recognized source of knowledge in your field and gain attention... and sales!