

Services



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What is Copywriting?

Copywriting is the act of writing text for the purpose of advertising or other forms of marketing. The product, called copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

Our Company

Headline Copywriters help create billboards, brochures, catalogues, jingle lyrics, magazine and newspaper advertisements, sales letters and other direct mail, scripts for television or radio commercials, taglines, white papers, social media posts, and other marketing communications.

We also specialize in Internet or digital copywriting. Our content writers help create online advertisements, web pages, email newsletters, blog posts and social media posts for you.

Our other associated services include positioning and messaging consulting, social media, developmental editing, copy editing, proofreading, fact checking, layout and design.

Print Materials

Headline Copywriters offers services to clients wanting to use various forms of print materials or media to advertise or communicate messages to their customers.

Our company will help you formulate written content for brochures, catalogues, newsletters, sales letters, direct mail, white papers and many other written forms of marketing communications.

Our clients come to us when they want dynamic and appealing content made for them. Too often they are tired of our competitors and their boring ways of communicating their messages to their customers. We revitalize their messages, using fresh ideas to deliver impactful marketing material designed to make their customers more receptive to their message.



Radio and Television Commercials

Our team at Headline Copywriters are highly skilled script writers. We offer strong and impactful tailor-made scripts designed to make your customers receptive to your message and crafted to leave a positive imprint of your business on your clientele.

Whether it's a thirty second TV spot or radio commercial for your business or script writing a half hour infomercial for your products, trust Headline Copywriters to help you deliver a receptive and influential message crafted to keep your potential customers engaged, attentive and influenced in a positive way.

Taglines, catchphrases and slogans

We create exciting, catchy slogans and taglines that grasps the public's attention. These become synonymous with a company and aids immensely in brand awareness, leaving a lasting and positive influence on the public when done correctly. It becomes ingrained in the public's perception of the company's ethos or vision often times the embodiment of company in one sentence.

Nike, Just Do It.

KFC, Finger Lickin' Good.

McDonalds, I'm Lovin' It.

Kit Kat, Have A Break, Have A Kit Kat.

These have left a positive imprint in our hearts and minds throughout the decades.

Headline Copywriters will help you formulate an iconic Tagline, catchphrase or slogan for your company based on your ethos, synergy, product or service offering.

White Paper

A white Paper is form of marketing presentation, a tool designed to persuade customers or partners and promote a certain product or viewpoint. They contain selected facts or logical arguments to build a case on why your product is better than your competitors.

They are used to generate sales leads, make a business case, inform and persuade prospective customers, channel partners, journalists, analysts or investors.

Let Headline Copywriters create world-class White Paper documentation for your business to help promote your products, viewpoints and build a greater perception of your brand.

Social Media

Allow Headline Copywriters to take care of your companies social media needs.

We write and edit engaging content for your company on various social networks, including Facebook, Twitter and Instagram. We optimize social media posts (language, tone, message) based on your target audiences behavior.

Headline Copywriters will also:

- Co-ordinate with internal teams to create advertising posts. (Example: for events, open roles and product releases.)
- Track and report on social media insights (traffic, engagement, shares, conversation rates)
- Applying advertising techniques to boost brand awareness, like promotions and competitions.

Websites

At Headline Copywriters we are known to create some of the most attention-grabbing content for websites. Whether it be content found on your Landing Page, Sales Page, About Page or even a blog post on your website, you can trust Headline Copywriters to do a great job when it comes to your website content.

Emails/Newsletters

Have something to tell your clients/subscribers but you just can't figure out how to tell them in a convincing yet effective manner? That's where we come in. Let us create email/newsletter content for you and allow us to do the thinking of how to best approach your clients/subscribers. Our copywriters have a knack for creating convincing marketing material for our clients, leaving them satisfied every time.

Graphic Design

Our highly skilled Graphic Design team are eager to create the most eye-catching advertising material for you. We offer highly detailed and custom designs of posters, flyers and banners delivered to you digitally. Often considered the first impression of a business, our team will ensure that your posters, flyers or banners look professional, credible and enticing to viewers.

Portfolio/Examples of Work

HIGHER POWER CHURCH PRESENTS

2019

PRAYER
Revival Conference

MARCH 20 2019

STARTS AT 7PM

BE REVIVED
BE RESTORED
BE RENEWED

TICKETS AVAILABLE AT:
WWW.THEHIGHERPOWERCHURCH.ORG

HHEADLINE
COPYWRITERS

UPCOMING events 2018

**10
AUG**

MUSIC FESTIVAL

ARGUABLY THE BIGGEST MUSICAL EVENT OF THE YEAR! FEATURING WORLD RENOWNED ARTISTS AND BANDS. THIS YEAR, THERE WILL BE PERFORMANCES BY KANYE WEST, POST MALONE, RADIOHEAD AND MANY MORE! JOIN US ON 10 AUGUST TO WITNESS A TRUE SPECTACLE!

BUSINESS SEMINAR

GET THE LATEST TIPS AND HINTS TO USE IN THE BUSINESS WORLD STRAIGHT FROM THE MOUTHS OF SOME OF THE MOST PROMINENT BUSINESS LEADERS FROM AROUND THE GLOBE. LEARN ABOUT LEADERSHIP AND MANAGEMENT FROM SOME OF THE BEST! SPEAKERS INCLUDE DAVID LOGAN, ROSELINDE TORRES AND MORE!

**13
AUG**

FUNDRAISING AUCTION

THE BIG STAGE COMPANY ANNUAL AUCTION TAKES PLACE IN AUGUST IN 2018! THIS YEAR, A PORTION OF THE PROCEEDS OF EVERY SUCCESSFUL SALE WILL GO TO THE HELEN KELLER INTERNATIONAL CHARITY. JOIN US ON THIS EVENTFUL DAY THAT WILL BE FILLED WITH FUN ACTIVITIES FOR THE WHOLE FAMILY!

**19
AUG**

BIG STAGE COMPANY

75 CARUSO STREET PHILADELPHIA PA 267

Lavoro Italiano

50% OFF

🌿 **HALF PRICE** 🌿

W E D N E S D A Y

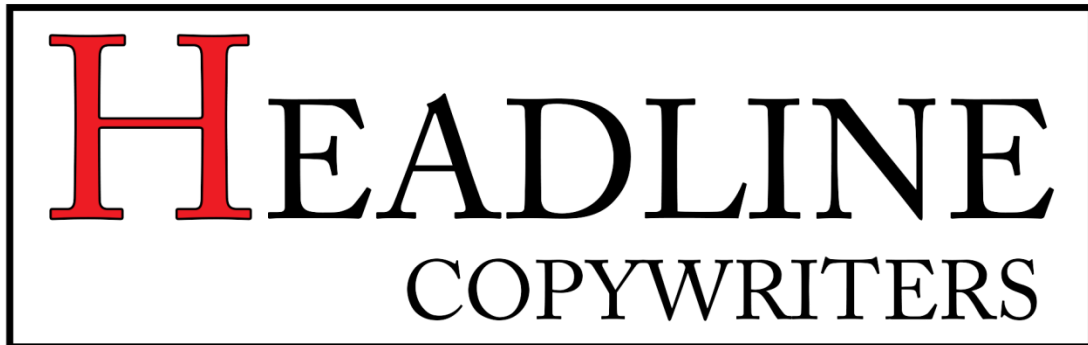


PIZZAS AT HALF PRICE. WEDNESDAY ONLY.

DELIVERY & ORDERS



Contact Us



EMAIL: HEADLINECOPYWRITERS@GMAIL.COM

PHONE: (+27) 081 470 4268

Website: <http://www.headlinecopywriters.com>

Twitter: Head_Copywriter

Facebook: <https://www.facebook.com/HeadlineCopywriters>