

ALAN MY THOUGHTS

CYMRIC STUDIO CASE STUDY



CLIENT

CYMRIC STUDIO IS A MALAYSIAN-BASED COMPANY THAT PROVIDES WORDPRESS DEVELOPMENT AND MAINTENANCE SOLUTIONS FOR E-COMMERCE WEBSITES, AS WELL AS ANY SITES THAT USE WORDPRESS AS ITS CONTENT MANAGEMENT SYSTEM (CMS).



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- THE WEB COPY IS NOT BEING RESONATED TO THE POTENTIAL PROSPECTS, NEW AND EXISTING ALIKE.
 - THERE IS A LACK OF PRESENTATION THAT DEMONSTRATES THE PROCESS OF HOW THEY DID THE WORK FOR THEIR CLIENT.

CHALLENGES





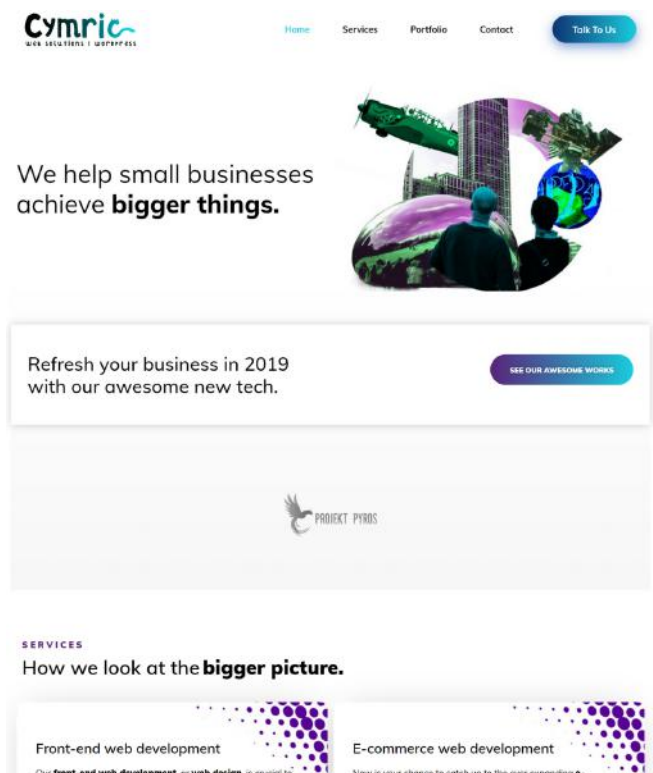
SOLUTIONS



1. MAPPING OUT THE OVERALL PROCESS OF THEIR WORK WITH THEIR CLIENTS AND TURNED THEM INTO A CASE STUDY.
2. REWRITING THE WHOLE WEBSITE COPY THAT RESONATES THE POTENTIAL PROSPECTS AND SPEAKS THEIR CLIENT'S LANGUAGE.
3. PRODUCING CONTENT ON THE FURTHER DETAILS OF THE WORDPRESS DEVELOPMENT AND MAINTENANCE CORE SERVICES.

OUTCOME

- ALL THE PROJECTS I MENTIONED ABOVE WERE A SUCCESS! THE WRITINGS WERE DONE THROUGH GOOGLE DOCS SO THAT NOT ONLY THE CLIENT CAN VIEW MY WORK IN REAL-TIME, BUT ALSO CAN POINT OUT WHERE TO ADD FURTHER INFORMATION OR MODIFY THE CONTENT/COPY.
- EFFECTIVE, BETTER REPRESENTATION OF THEIR ACTUAL WORK DONE, AND MORE IMPORTANTLY, IMPRESSED AND SATISFIED CLIENT ☑☑.

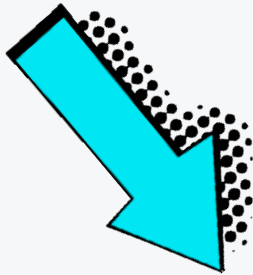




Now it's your turn!

Do you need help on writing contents that is relevant and resonates your audience?

I am here to help!



Click here to schedule a chat with me!

