

# VOCAL™

Copywriting



# Welcome to Vocal



**Allow us to introduce ourselves! We are Vocal. A small creative agency with big ideas.**

**As part of the award-winning Hudson Outsourcing, we're ready to help our clients stand up and be heard in their marketplace! Whether you're a small, micro business or a large organisation, we'll make sure your voice is heard.**

# Why choose Vocal?

**At Vocal, we have 45 years of creative sector experience, so we understand the importance of good copy. Afterall, it is one of the primary ways your brand communicates with your audience.**



**Our Copywriters have excellent writing and communication skills, with keen eyes for all the smallest details. We will express your brand's tone of voice and core values whilst engaging with and captivating your audience.**

**We're a loud bunch, so we know how to get our clients heard. We will establish the goals of the project and how you want the content to be used. If it's digital, we can incorporate SEO methods to increase visibility online.**



# Meet your Vocal team



**Jill Hudson – Project Director**

Our Project Director, Jill, oversees all work produced for our clients from beginning to end. She has over 20 years of experience in the creative industry and has an in-depth understanding of how good copywriting can benefit businesses.

**John Hudson – Marketing Director**

John is at the forefront of our Marketing Team and uses his extensive experience to elevate our client's platforms online.



# Experience

## Santa Academy

**Santa Academy was created to encourage children to fall in love with reading. Santa Academy has become a global Christmas favourite, with a website, an app, and a novel on the way.**

**Since Santa Academy was created to encourage children to read as well as being educational, we knew any associated copy had to be captivating from the get-go. Our Copywriters have worked tirelessly to produce content that is easy to read yet engaging for young readers as well as their parents and guardians so that helping them learn can still be fun!**



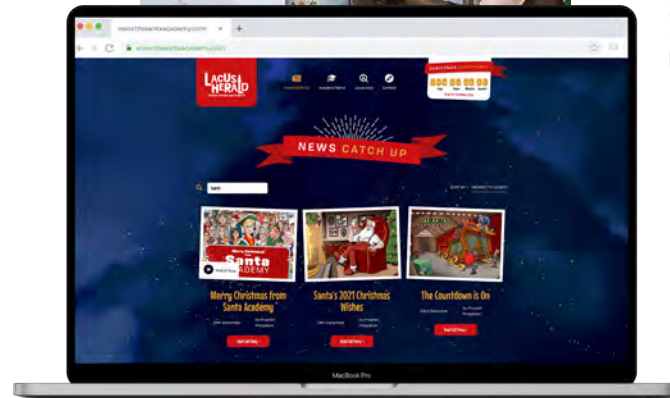


# Experience

## The Lacus Herald

**As part of the Santa Academy world, the Lacus Herald had to be treated with a similar approach. We aimed to create copy that was Christmassy and fun-filled to captivate that magical festive feeling and get readers excited to learn more. We know how much education was affected by the pandemic, so it was even more important to get these details right. On top of that, it became a great way for families to spend time together and get into the Christmas spirit.**

**The daily online newspaper features hilarious and engaging stories for kids to get lost in. It is also a great opportunity for families to read together and can be an educational resource. This is even more important due to the impact the pandemic has had on education. We reviewed all the web content to ensure its suitability for young readers and those just starting out in the world of reading.**



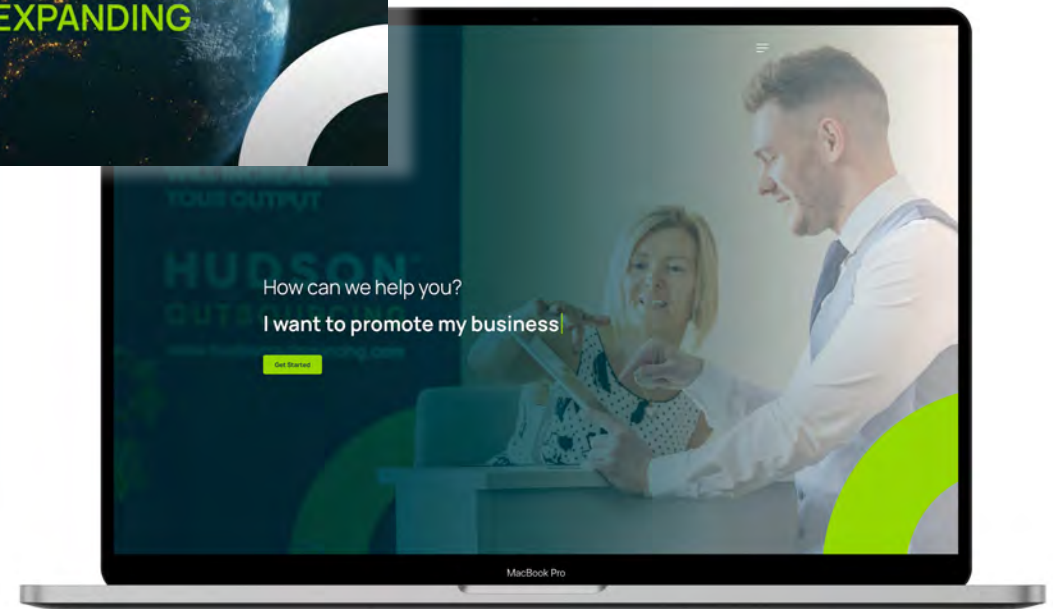
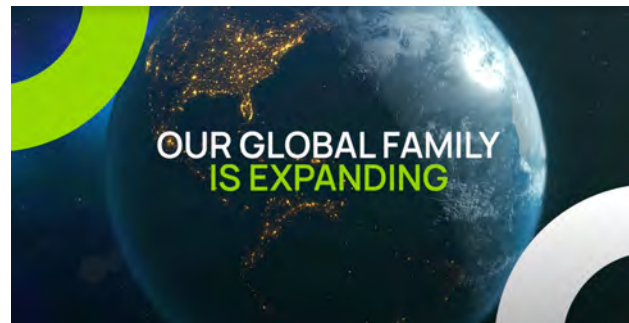
# Experience

## Hudson Outsourcing

**Our parent company, Hudson Outsourcing, underwent a makeover in 2021. The Vocal Team were there to ensure the quality of all copy across the new website.**

**With a new look, we also wanted a fresh feel, so our Marketing Team worked together to freshen up our website copy to ensure the tone matches the brand guidelines and the new visual style.**

**HUDSON**<sup>TM</sup>  
OUTSOURCING

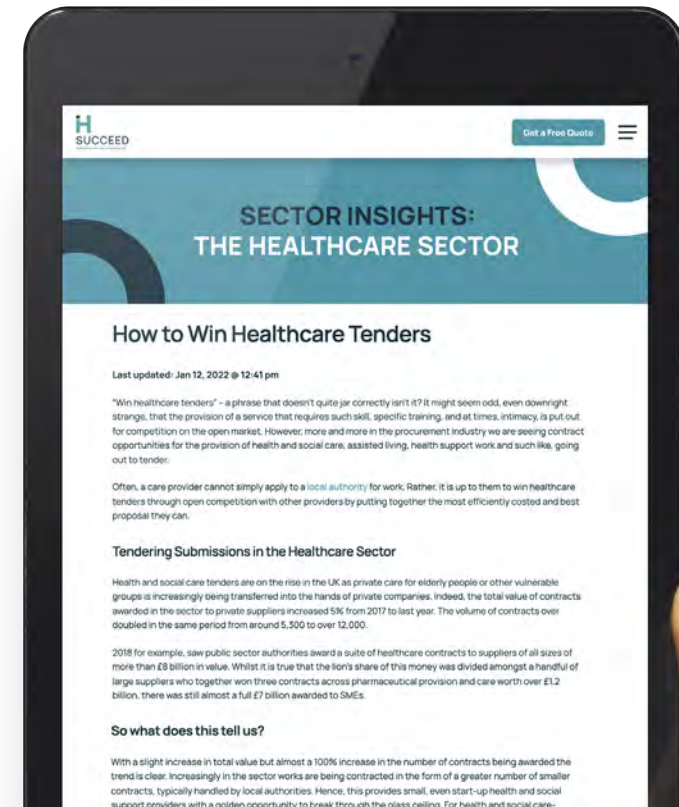
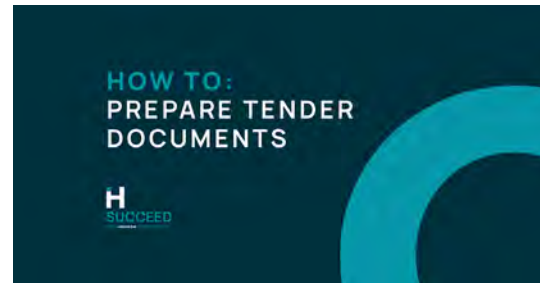


# Experience

## Hudson Succeed

**Through SEO-friendly blogs and tactics, we increased website visibility by 30% for our Hudson Succeed Division, making them the most visible bid writing firm in the UK and the US! Now, 70% of their site traffic comes from organic search.**

**We have also produced content for their clients within various sectors such as facilities management, healthcare, catering and hospitality, and a water company. The latter managed to secure a multi-billion-pound contract after our extensive language review.**



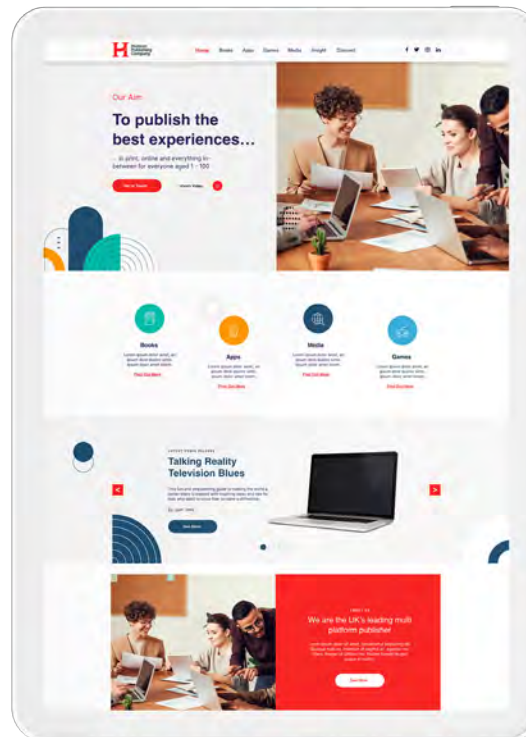
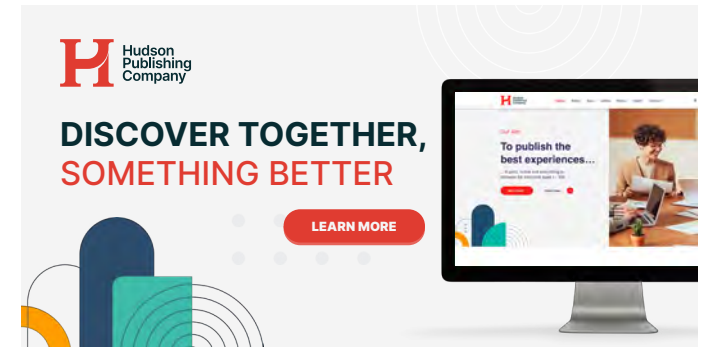


# Experience

## Hudson Publishing Company

**The Hudson Publishing Company aim to bring books, games, apps, and online media to children and young adults around the globe.**

**When we produced the Hudson Publishing Company website, we knew how important it was to get across the aims and aspirations of this company. The company aims to attract aspiring authors, game developers, and more to develop their careers! We ensured we ticked all the boxes for each and every web page, so visitors knew exactly what this organisation was all about.**



# How we work

1.

## Initial meeting

To begin with, we will get to know you and your business, whilst introducing you to our team. We will also get to grips with your project and your goals.

2.

## Project specification

We'll start the project by having a chat about your company to get any information we need. In this 'kick-off call', we will discuss exactly what you need from us. Then, we will do some research on your company and review your current web content, as well as any existing content you send us. We will check details and ask for any further information we couldn't access prior to the call.

3.

## Planning and research

Our Copywriters will take your brief and begin planning the process. For digital content, this will include keyword research and a plan of action to optimise your content for SEO so you can climb the SERPs (where necessary). We will also investigate your target audience to ensure the copy we produce will be compelling and appropriate for your readers.

4.

## Copywriting

Our writers will then get to work with producing the first draft of your written content. Once this has been completed, we carry out a three-stage proofing process within our team to triple-check that your content is of the highest standard. Then, we will send it to you to see what you think!

5.

## Development and revisions

We know how much your brand means to you, so you remain in control throughout this process. We will take your feedback on board and implement up to three rounds of revisions with any changes you have requested.

## Pricing



**OUR**  
**COPYWRITERS**  
**WORK AT A**  
**DAILY RATE OF**  
**£475+VAT**



**Based on producing 1,700 words a day.**

# A message from our Project Director



**The written word can be incredibly powerful, and oftentimes, it can be overlooked. Our Vocal Team work hard to reach goals for our clients and help them grow their business through our copywriting services.**

**– Jill Hudson, Project Director**



# Contact us

**Want to get loud? Get in contact to see how we can make to your business sound awesome.**

**Call: 02030512217**

**Email: [holla@vocalabout.com](mailto:holla@vocalabout.com)**

**Visit: [vocalabout.com](http://vocalabout.com)**

