



# Finding Your Voice

Landing page generates outstanding response for first time workshop

## At A Glance

### Challenges

- Raising awareness
- Generating traffic
- Converting visitors

### Benefits

- Affordable
- Empowering women
- Raising awareness of domestic violence



“For over 5 years, I've been creating content and copy for business owners across the UK, USA and UAE.

My mission is to to increase the wealth and ease the stress for every business feeling overwhelmed with their marketing and content creation.

**Emma Morris**

MOXYCOPY

## Objectives

Finding Your Voice is a 5-day online workshop aimed at supporting women to find the confidence and self-belief to speak up and be heard in their relationships (whether that's with a partner, friends, family, or professional relationships). The workshop is being run by two experts in their field and is priced at an affordable price point for all - just £24. The objective was to raise awareness and secure bookings for the workshop.

## Solutions

This project spoke to me on a deep level as it's a subject i am extremely passionate about so I was excited to be involved.

First, we needed to raise awareness of the workshop and with limited time the best strategy was to create social media posts that could target the audiences of both hosts.

Once posts had been created, it was important to have somewhere potential attendees could visit to find more information, therefore a landing page was created.

The landing page was designed to be warm and comforting with a headline that immediately caught the attention of visitors.

As this is an extremely sensitive workshop, it was important to build a connection between the visitors and the hosts as quickly as possible so images of the hosts were made part of the hero image as well as repeated along with their bios.

The main objective of this landing page was not to be a hard sell but an invitation that reinforced attendees would have a safe space to talk.

## Outcome

### Statistics

The social media posts directed approximately 145 views to the landing page, which in turn converted 37.8% of visitors into paying workshop attendees

### Feedback

IT ROCKS! your work always stands out, represents the message and will help us so much get the workshop off the ground. Truly appreciate your creative skills, your use of words and pulling together of colours 😊♥♥♥