

Copywriter opens the door to tens of thousands of pounds in additional sales for Boothroyd Associates Ltd.

A Mission Copywriting case study

..."the content on our website brought us to the attention of a global audience and one multi-national company in particular from which we netted tens of thousands of pounds...."

Mr C, MD, Boothroyd Associates Ltd.

**Client: Boothroyd Associates Ltd, professional private investigators, Glasgow, United Kingdom**

Boothroyd Associates Ltd provides a private investigation service to clients across the UK, Europe and USA. As a team of three, their professional services cover brand protection and fraud, intellectual property theft, and their particular area of expertise - using state of the art covert equipment for the purpose of intelligence and evidence gathering.

**The problem: Local authority cutbacks**

In July 2011 local authority austerity measures were cutting deep into the pockets of Boothroyd Associates. The firm of private investigators, with over 30 years investigative experience, was facing a painful future because their mainstay clients, public sector organisations, were facing their own budget chops.

**The solution: Attract new corporate and private clients**

At that time, Boothroyd Associates operated in three markets: public sector, corporate and private. However, the company's income from corporate and private clients combined was considerably less than that from the public sector. With public sector cutbacks likely to continue, managing director Mr C, faced the challenge of generating more sales from corporate and private clients than his business had ever done before.

**The approach: Aim straight for the heart**

Neglected for a number of years, the Boothroyd Associates website did not rank well with the search engines, nor did it produce email enquiries, or phone calls.

"We needed a website for our business as we had set one up some years ago and it was somewhat outdated. We are in a highly competitive marketplace and the website was no longer effective in getting clients to phone."

Mr C, MD, Boothroyd Associates Ltd.

### **How the story unfolded**

Mr C hired Mission Copywriting on the personal recommendation of a fellow member of the Rotary Club, a community and business networking group.

Our chief copywriter, Jacqueline, met with Mr C who outlined how important it was that his company rank for local search terms. Yet, Mr C was loath to engage another SEO company; he was plagued by cold calling SEO companies and those he had engaged in the past had failed to deliver. He was also spending in excess of £13,000 per year on Yell internet advertising while his website was getting him nowhere.

Mission Copywriting provides a copywriting service, not SEO. However, Jacqueline is trained in [web copywriting](#), which, when combined with keyword research, results in organically ranking search-engine-friendly copy.

Jacqueline and Mr C worked together until they were clear on exactly what Mr C wanted the website to do: rank well for local search terms and generate sales leads in the form of emails and phone calls which Mr C would then convert into sales.

### **The first step was to research**

Having identified the services Boothroyd Associates offered and wanted to promote, Jacqueline researched the ways in which potential customers searched for those services online.

### **The second step was to write**

Based on the research, Jacqueline compiled a series of questions; then, wrote new content for each page of the website where the content answered the questions being asked.

The new content appealed to the heart; it was emotional with a gentle supportive tone, recognising that many people who require the services of a private investigator are often in an agitated or fragile emotional state.

“As private investigators we find that people who are call are under stress and we require to put them at ease in order to assure them they are in safe hands. This is something that my colleagues and I do naturally in person or on the phone, but the content we had written for our original website was brutish by comparison. When we read the new, emotionally driven content we were uncomfortable with it at first, it wasn’t like anything we would have written. But as Jacqueline pointed out, that’s why we hired a copywriter, so we decided to go with it.”

Mr C, MD, Boothroyd Associates Ltd.

### **The third step took Boothroyds all the way to the bank...**

During the research phrase Jacqueline identified a number of queries relating to “private investigator Scotland”, not significant in volume, but highly potent in user intent.

So Jacqueline wrote new content aimed specifically at the international market. Nine months later this resulted in a particular sales lead which was valued at more than half Boothroyd Associates annual income.

**From:** Admin@Boothroyds [mailto:info@boothroydassociates.co.uk]  
**Sent:** 09 November 2012 15:20  
**To:** 'Jacqueline Morrison'  
**Subject:** Wedbsite

Hi Jacqueline,

How are you long time no speak. We got a US client that kept us going fo months so no time for marketing etc.

I need to have a review of the website so would hope to meet up with you at your convenience.

When are you free to meet?

Best wishes

### **Can you spot the two new surveillance vans, each equipped with the latest kit?**

As a direct result of keyword research Boothroyd Associates is now tapping into a lucrative new market – companies based overseas needing boots on the ground in the UK. Today, the Boothroyd investigators are driving two brand new eco-friendly surveillance vans, each equipped to the hilt and paid for in full because of one lead from their website. Mr C, the MD, treated himself to a silver Mercedes-Benz SLK.

Jacqueline helped us design and write our website content and she continues to monitor and tweak its performance. Our specialist services have since been brought to the attention of a global audience introducing us to a huge multi-national company netting tens of thousands of pounds from the services we provided and results we gave them. We have continued success in the global market and needless to say swear by the content on our website and skills provided by Jacqueline at Mission Copywriting.

Mr C, MD, Boothroyd Associates Ltd.

### **Could this be your story?**

When Jacqueline and Mr C met at the end of 2011 they created a set of goals for the Boothroyds website, namely that the site rank organically for terms deemed important by Mr C and that it produce sales leads via email and phone calls.

As of September 2013 the site ranks highly for a spread of relevant search terms while emails and phone calls are received on a daily basis. In addition, a lucrative new market is more than making up for the shortfall caused by local authority cutbacks – the problem which originally brought Mission Copywriting and Boothroyds together. Mr C is still plagued by cold calling SEO companies but no longer spends £13,000 on Yell, he gets a much better return on his investment from copywriting.

The content on the Boothroyd Associates website is attractive, functional, optimised and sensitively worded all thanks to Jacqueline's good work and counsel. We continue to work with Jacqueline on a regular basis, not just for our website now, but for our company brochures and sales letters too.

R C, MD, Boothroyd Associates.

### **Next steps**

Are you facing challenges similar to those faced by Boothroyds Associates? Call Mission Copywriting on 0141 416 5540 and tell us what you want your customers to do; hire us and we'll research and write copy designed to move your customers to action.