

LOVE AUDREY

Beautiful Bespoke Copywriting For Your Business



HELLO, I'M FRANKY,

a freelance copywriter, social media
maven and self-confessed 'word nerd'
based in Bristol.

I've been creating digital content since 2009, but writing for as long as I can remember. I love words. In fact, I feel a little giddy just thinking about them. They have the power to convey a multitude of meanings and tell a million different stories.

As a small, independent business, your story could be one of the most powerful marketing tools you possess. Tell it well and it will stick in readers' minds, helping them remember your brand in a way that visuals won't.

Of course, sparkling prose doesn't write itself and words don't always come easily. If you find yourself struggling to form a coherent sentence or simply say what you really mean, it's probably time to let me help.

I've made it my business to worry about the words, so you don't have to. I can tell your story, create persuasive copy and ultimately help you and your brand stand out from the crowd in a bustling digital marketplace.

SERVICES



COPYWRITING

Although I specialise in digital content, I'm more than capable of fulfilling your every written need. Whether you want enticing web copy, witty blog posts, stellar marketing material or a punchy press release, I'm happy to edit, proof and polish existing copy or help you develop a unique voice from scratch.

- Website Copy
- Digital Marketing Materials
 - Emails
 - Blog posts
 - Brochures
 - Infographics
 - Press Releases
- Product Names and Descriptions
- Print Marketing Materials
 - Packaging
 - Brochures
 - Flyers
 - Leaflets
 - Mailshots
 - Sample Packs
 - Client Gifts
- Client Correspondence and Administrative Documents




SOCIAL MEDIA MANAGEMENT

Words alone are not enough. Nowadays, customers want conversation too, so I also offer bespoke social media packages that will help you nurture and grow an online community who care about your brand and are invested in what you do.

I can work across multiple platforms or focus on a single area, creating high quality content that's designed to help you build a meaningful relationship with your customer base.





“Thank you so much
for all your help with
my website - you made
it all so easy and were
so great to work with!”

- Rachel Trott, The Rose Shed

EXPERIENCE

Weddings are my speciality and I relish the opportunity to support independent creative businesses within this field. During my freelance career, I've written about everything from bridal hair and beauty to sequin table linen, so whatever product or service you provide, I'm sure I can create compelling copy you'll adore.

CASE STUDIES



The Rose Shed is a fabulous wedding florist based in Bristol. Specialising in sumptuous floral design full of romance and charm, Rachel is deeply passionate about the natural beauty of flowers.

Inspired by the English countryside and cottage gardens that overflow with an abundance of blooms, she draws on her vast botanical knowledge and years of experience to produce work that is elegant, effortless and incredibly stylish. Adept at creating classic, timeless arrangements with on-trend, design-led details, Rachel takes great pride in her work and the personal, friendly service she provides.

THE BRIEF

I created a full complement of fresh, engaging copy for the redesigned Rose Shed website, crafting text that would enhance Rachel's professional image, appeal to her ideal client and communicate the products and services she provides in a clear, concise and attractive manner.

I paid particular attention to cementing Rachel's position as a high-end wedding supplier, using language, style and tone to move away from the budget connotations of 'rustic' without losing sight of the unfussy, organic quality of her work.

CASE STUDIES



Founded by Helen Hopkins, Pudding Bridge is a party company like no other, supplying decorative items for stylish weddings and events throughout the UK.

Everything in the Pudding Bridge range is proudly made by hand in the South West, epitomising the bespoke, but down to earth nature of this charming brand. From elegant sequin table linen and dazzling chair adornments to gilded charger plates and the funky 'Booth in a Box', Pudding Bridge is dedicated to helping their clients create breathtakingly beautiful celebrations.

THE BRIEF

I produced brand new copy for the redesigned Pudding Bridge website, along with an extensive portfolio of marketing materials and administrative documents such as e-mail templates and booking forms. Since then, Helen has commissioned me to manage social media, update the Pudding Bridge blog, create email marketing campaigns and produce copy for both digital and physical products.



“ Franky is beyond fantastic!
During the time we’ve worked
together, she’s become the voice of
Pudding Bridge and totally
understands both my vision for the
business and the needs of our
clients. She plans and executes
campaigns perfectly and always
contributes her own ideas. I cannot
recommend her highly enough. ”

- Helen Hopkins, Pudding Bridge

CASE STUDIES



Launcells Barton is a family-owned, Grade II* listed building in Launcells, a small parish situated near Bude in northern Cornwall. Steeped in history and set amidst stunning wooded countryside, the property launched as a unique wedding and events venue in early 2016.

Combining historic buildings with a purpose-built Events Barn, owners Lara and Matthew have successfully fused old world charm and contemporary design to create a sophisticated venue with timeless appeal.

THE BRIEF

I wrote original and persuasive copy for the new Launcells Barton website, working hard to establish an image of the venue as the perfect destination for weddings, events and corporate away-days. Having developed a friendly, down-to-earth tone that also gives an impression of quality and attention to detail, a great deal of emphasis was placed on the property's status as an exclusive use venue, as well as the bespoke nature of the packages Lara and Matthew plan to provide.

CASE STUDIES



Becky Lord Design Studio provides an array of services to the style savvy professional seeking fabulous branding and design for their business. Alongside this, Becky also offers a unique collection of contemporary wedding stationery for the modern couple.

Playful and imbued with a sense of fun, the brand is high-end and aspirational. Perfect for those who appreciate good design and a little luxury, Becky invests a great deal of time and energy into getting to know her clients so she can truly understand their needs and create something they'll adore.

THE BRIEF

I produced new copy for a select number of pages on the redesigned Becky Lord Design Studio website. Establishing a luxurious style and tone, I also gave the text a playful feel to reflect Becky's glamorous, girly personality and the sense of fun that shines through in all her work. Since then, Becky has commissioned me to write new product descriptions for the site and an email marketing campaign for her design clients.



“ Working with Franky is always a pleasure; she immediately grasps a brief and better than that, she contributes her own ideas.

As a small business, that kind of input is invaluable and her research and contributions are always appreciated. From the very first time we worked together, she immediately grasped our ‘house style’ and consistently meets short deadlines for a diverse range of projects. ”

- Laura Caudery, Fetcham Park

THAT'S NOT ALL...

Harrods

HOTEL
Chocolat.

John Lewis

Mercure
HOTELS

My copywriting experience also extends to fashion, beauty, interior design and luxury retail. Through my lifestyle blog, Love Audrey, I've worked with a number of brands including Harrods, House of Fraser, Hotel Chocolat, John Lewis and Mercure Hotels.



Over the last 5 years, I've spent a considerable amount of time crafting beautiful literary accounts of other people's weddings in my capacity as an associate writer for The Wedding Reporter.



INVESTMENT

COPYWRITING

My fee very much depends on your specific needs, but as a rough guide my hourly rate is £35. Project rates and monthly retainers can also be arranged.

4-5 pages of web copy starts from £350, including a first draft and any revisions.

SOCIAL MEDIA MANAGEMENT

I have a completely flexible approach to managing social media for my clients, but I've also compiled two 'off-the-peg' packages for those who want something simple.

Basic Online Presence

- Initial social media audit
- 1 x blog post a week
- 1 x email newsletter a month
- Daily status updates on Facebook and Twitter {Mon-Fri}
- Monthly stats reports


£300 per month

Comprehensive Online Presence

- Initial social media audit
- 2 x blog posts a week
- 1 x email newsletter a month
- Daily status updates on Facebook and Twitter {Mon-Fri}
- Monitoring of and engagement with online communities to create an emphasis on interacting with other users {e.g. responding to tweets, liking Facebook posts etc}
- Monthly stats reports
- Monthly campaign conference and update

£400 per month

For ad hoc blogging and email marketing {i.e. without a specific schedule in mind}, prices start from £35. Clients will generally specify the topic and supply any relevant imagery to illustrate the article. Blog posts will be 300-600 words long depending on the subject.



“Franky played an invaluable role in establishing a voice for the Her Lovely Heart social media. She also had a hand in setting the tone for copy on the website itself and helped knock blog submissions into shape. Always trustworthy, kind and caring, it was a real pleasure to have Franky as part of the team, and I hope we’ll have an opportunity to work together again in the future.”

- Marianne Taylor, Her Lovely Heart

CONTACT

Want to ask a question? Ready to book my services right away?!

I'd love to hear your story and learn more about your business. Email me directly on franky@love-audrey.com or come and find me on Twitter, Facebook and Instagram.

L.A.

www.love-audrey.com