

# One page. My work as a copywriter for IT sector businesses.

My name's Laurence Blume. I'm a professional marketing copywriter who has been writing marketing communications for well over 3 decades. I worked as a writer and Creative Director in major advertising agencies for 18 years before going into business as a freelance copywriter.

Throughout much of this time, I have written for companies across the IT sector value chain.

This work has covered a wide range of marketing collateral, with particular emphasis on the online and print requirements of business to business marketing.

I work directly with Marketing Directors and senior executives in larger companies, and owners, CEO's and senior executives in SMEs.

I'd be pleased to discuss your project with you.

Laurence Blume

## Experience with IT companies large and small.

- I've written for smaller IT sector businesses in areas including software development, outsourced development, consulting and smaller scale IT services/support.
- I've worked with larger IT companies in the areas of webhosting, network infrastructure, security and encryption, Cloud services, and Managed Services, as well as in specialist areas such as financial technology, risk management and integrated comms.

## What do I know about your business?

- Not nearly as much as you do. But you can rest assured that I will understand your commercial context, objectives and the core of the technologies involved, from the beginning.
- The accumulated knowledge and experience of many years of writing for IT companies ensures I have a solid grounding.
- Most importantly, I will have the technical knowledge and detail which you will provide to me in your brief, and have the experience to understand this and to ask for clarification should I require it.

## Eliminating your risk.

I meet with the deadlines and demands of some of the world's leading companies. If you assign a project to me, you can count on the same level of professional delivery and accountability that you'd expect from any reputable consulting firm.

Examples of my IT sector work at: [freelancecopywriter.co.uk/sample-cat/it-copywriting/](http://freelancecopywriter.co.uk/sample-cat/it-copywriting/)

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INFORMATION TECHNOLOGY

## 10 Leading IT Sector Companies I've Written For

Citrix
Microsoft UK
Mcafee
JANET Network
Plan-Net
Centrality
Cloud Gateway
Scyllogis
Ovum
Littlefish

## What do I write?

I write, with expertise and experience, for all media and for all digital platforms.

### Web content

website content • SEO website content • web banners and towers • video web content treatments and scripts • e-com catalogue product meta-data

### Sales letters and email marketing

print sales letters • web sales letters and landing pages • email sales letters • autoresponder sequences • DM mail packs • email newsletters and bulletins

### Brochures, leaflets and other print materials

corporate brochures /leaflets • sales brochures/leaflets • newsletters • magazine and newspaper advertisements • press releases • articles • e-brochures

### Video

corporate video treatments and scripts • TV commercial concepts and scripts • web video treatments and scripts • conference-insert video concepts and scripts

### Audio

podcast scripts • radio commercial scripts • conference continuity scripts • radio PR scripts



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