

## Case study

# Welcome solution for web designers

*Midlands based web designer says partnership with O'Connell Copy ensures quality content received on time and within budget*

### The client

Vision Identity is a young, vibrant company specialising in marketing communications solutions, specifically web design, for SMEs throughout the Irish midlands and Southeast. They provide a one stop shop for all marketing materials ranging from stationery and business cards to web design and multimedia provision. They service many small companies across numerous market sectors and their eye catching designs (print and web) have been part of the Carlow and Southeast business landscape in recent years. Managing Director and owner John Foy is an honours design graduate and has shown real innovation and business acumen in his ventures to date.

### The challenge

Winning business was never a problem for John and Vision Identity. Giving the client exactly what they needed and at great prices ensured word spread and through word of mouth alone, Vision Identity has won many contracts and friends across various industries.

The challenge for Vision Identity concerns both time and expertise. John noticed a big problem particularly when it came to web design projects. He would complete the design in time but often his clients, overworked entrepreneurs like himself, simply could not find the time to write the content he needed. That job would bounce around their office or else be left to John who is a top class designer but found copywriting tedious and time consuming. This would lead to projects overrunning, late payments and general hassle. For the client, unless they had an in-house marketing specialist, it may lead to poorly written copy and errors within their written communications.

This was not an ideal situation for either party. John became aware of the work of his fellow Laois-based company, O'Connell Copy and quickly realised a partnership would solve loads of problems for him while improving Vision Identity's overall product offering.

## The work

At O'Connell Copy, we engaged in a variety of projects with Vision Identity and the first thing we needed was a system. We wished to address where Vision Identity were encountering problems. It seemed clear that after the initial design consultation, content was an afterthought and would be fitted in with whatever design chosen. O'Connell Copy proposed that Vision Identity could offer content production as an add-on. This proved very popular as once clients realised such a service was available, they went for it. Vision Identity used copywriting as a USP and demonstrated that it was yet another hassle they could take off the client.

Once a company had decided they wanted to go with content production, they would be guided through a simple process. O'Connell Copy would organise an interview, in person or over the phone. With a prepared questionnaire, we ensured we covered all areas required for content production. Each interview was also recorded to ensure as few call backs and clarifications as possible.

## The results

Speed - this was the main issue. John had felt very frustrated with some projects as they drifted on and on. With a copywriter on board, John can now guarantee real project turnaround. This results in fast project completion and subsequently prompt payment on completion of project.

This means he and Vision Identity can take on new projects. This in turn helped plan his schedule and manage his pipeline accordingly.

One particular example concerned a website for an energy specialist in Tipperary which was completed in less than two weeks. Once the client had chosen the design approach, O'Connell Copy organised a meeting, interviewed the client and wrote up the content. We then liaised with Vision Identity and they were able to deliver the site live with full content, all within a fortnight.

**“Outsourcing the content made my life a lot easier and gave my clients a better overall product”**

**John Foy**

**MD, Vision Identity**

Sound familiar? If you are a web designer/developer experiencing similar problems, maybe we can help. Contact O'Connell Copy on 087 6597571, email [diarmuid@oconnellcopy.com](mailto:diarmuid@oconnellcopy.com) or please visit [www.oconnellcopy.com](http://www.oconnellcopy.com).