

WEBSITE COPYWRITING PORTFOLIO

# Vanarama - Business Assist

Product-page copywriting | Automotive / SME

## Turning breakdown cover into a business-continuity benefit.

|           |                                                                                                                                                              |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE BRIEF | Reassure prospects that their business would not suffer if their van broke down, and position Vanarama as a safe choice for purchase or leasing.             |
| MY ROLE   | Translate the Business Assist features into practical advantages, reassurance and a clear reason to choose Vanarama.                                         |
| AUDIENCE  | SMEs upgrading a van, leasing for the first time, or replacing a vehicle at the end of a contract.                                                           |
| APPROACH  | Connect breakdown cover to customer service and professional reputation; make the page highly scannable; remove perceived catches; finish with a simple CTA. |

### PORTFOLIO NOTE

This PDF contains selected extracts from a larger website copywriting project. The extracts have been chosen to demonstrate the approach, structure and style of the copy without reproducing the complete project.

Product copy

Automotive

SME

Conversion

01 / START WITH THE COMMERCIAL CONSEQUENCE

# Start with the commercial consequence

The proposition reframes vehicle cover around the thing an SME really fears: being unable to serve customers.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

**Whatever Happens, You'll Never Be Off The Road For More Than 24 Hours...**

**Alternative headline**

Whatever Happens, If You're Off The Road For More Than 24 Hours... Your Brand New Replacement Vehicle Is FREE On Us For The Next Week!

**Business continuity**

With Vanarama's FREE 'Business Assist' you've always got access to a brand new replacement vehicle within 24 hours, should you ever break down or have an accident.

**Reassurance**

Never feel helpless or frustrated again - simply call the 24-hour number, and you'll quickly get assistance and be mobile again.

**Reputation**

And with a brand-new replacement vehicle available to you within 24 hours, you'll quickly show customers how professional you are.

END OF COPY EXTRACT

THE THINKING BEHIND THE COPY

The feature is made relevant by connecting downtime to customer expectations and the buyer's professional reputation.

02 / TRANSLATE FEATURES INTO BENEFITS

# Translate features into benefits

A simple list keeps the product easy to scan while explaining what each element means in practice.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

## Home Start

No more freezing hands under the bonnet, trying to figure out the problem.

## Breakdown Recovery

Get fast assistance from an expert who knows how to diagnose and fix issues in minimum time.

## Like-For-Like Replacement Vehicle

For up to 7 days should you be off the road for 24 hours or more.

## Onward Travel

Complete your journey or get back home safe and sound.

- No more AA/RAC/Green Flag membership fees
- Protect your business and your customers from unnecessary delays
- One call puts you back in control after a breakdown or accident

END OF COPY EXTRACT

## THE THINKING BEHIND THE COPY

The copy repeatedly answers the buyer's implicit question: 'What difference does this make to me and my business?'

03 / CLOSE WITH REASSURANCE AND ACTION

## Close with reassurance and action

The page finishes by restating the practical value before moving directly to a quote request.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

### Rest assured

Whether you're 5 miles or 500 miles from home, you're always covered. So you can quickly get home, minimize inconvenience for customers, and protect your professional reputation.

### Call to action

To discuss your needs and find the right vehicle - backed by our 8-point Price Protection Guarantee AND the reassurance of Free Business Assist package - simply call one of our friendly experts or [CLICK HERE](#) to request your free quote.

END OF COPY EXTRACT

### THE THINKING BEHIND THE COPY

The CTA combines the core reassurance with the existing price-protection proposition, so the close feels like a continuation of the argument rather than an abrupt sales ask.