

BTopenworld: insert copywriting for business broadband

It's incredible to reflect that, in less than ten years, ADSL has completely revolutionised internet access. Helping to make the case for BTopenworld's ADSL offering to business users and drive adoption, I was commissioned to draft a concise insert clearly illustrating the benefits of broadband over leased lines, ISDN and dial-up access. Copy: Ian Castle, Freelance Copywriter. Agency: Clarke Hooper Proximity

Example extracts:

Going Broadband. The fastest decision your business could make.

Reveal:

A wider world. Faster.

The broadband internet. ADSL. Everybody's talking about it. But what does it all mean?

Quite simply, broadband access means the internet has come of age.

BTopenworld could transform your existing phone line socket to give you internet performance you simply won't believe. Browse websites or download data up to 40 times faster than dial up access.... enjoy an 'always-on', fixed price connection, with no internet call charges... use the phone and internet simultaneously, all through the one line.

It can save you time and money. From just £39.99 per month, it's the fastest decision your business could make.

Same phone line. Same computer. Lighting speed.

It's not a new line, just a different technology: ADSL. Asymmetric Digital Subscriber Line technology lets existing phone lines carry vast amounts of data. An engineer replaces your existing wall socket with one for a new ADSL. It splits the line between your computer and your phone or fax.

The Internet with broadband. Set your business free.

Whether you're a sole trader working from home or a company with 50 employees, broadband internet access will change the way you think and work.

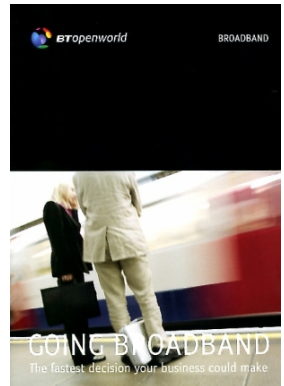
File transfers and downloads that took several minutes now complete in just a few seconds. The implications are dramatic. Send or receive business presentations and credentials rich in video, graphics and sound online. Watch video streams smoothly, without stuttering or buffering delays. High quality videoconferencing lets you conduct meetings across the world, without costly travel. Employees can even learn online – by accessing multimedia training courseware direct over the internet.

Independent research* of companies using broadband shows the business benefits run even deeper....

This page illustrates professional copywriting credentials for Ian Castle, Freelance Copywriter. Images serve only to provide context for work. As such, depiction of design, imagery, marketing names, trademarks and branding devices is incidental and such elements are expressly the properties of their respective owners. No endorsement by commissioning clients, agencies, third parties or brands is intended or implied. Original copy is copyright and may not be adapted, repurposed or otherwise remarketed.

Ian Castle t/a Ian Castle Freelance-A3 Elmbridge Court Business Park · Cheltenham Rd East · Glos · GL3 1JZ · Tel: · 01452 523123 ian@iancastle.co.uk · VAT: 691 6560 09

For Sale. Persuasion.™



It's not a new line, just a different technology. ADSL lets existing lines carry vast amounts of data. It'll save you time and money. It should be the fastest decision your business makes.



iancastlefreelance