

# **An Executive summary**

## **About My Portfolio**

My portfolio features my work as a web2 copywriter for an e-commerce fashion brand(B2C) known as Verdevogue. In addition to that, I am engaged in writing personal blog posts relating to copywriting terms and concepts.

Do give me a follow, if you are pleased with my work!

More so, my portfolio highlights my articles and blog posts as a web3 writer for companies like Web3bridge and MGS web.

## **About Verdevogue**

Verdevogue is a sustainable ideal fashion brand that specializes in suits (for both Female and Male), Men's leather clutch purses and female corsets.

This ideal brand was solely created for the main purpose of showcasing an efficient and adequate sales funnel used in marketing Verdevogue's products as well as highlighting some copywriting techniques and strategies employed by the brand.

With the intent to nurture visitors into lifelong/loyal customers.

## **About the Project - Verdevogue's**

This project was guided by the various stages of a cohesive sales funnel, aligned with Verdevogue's mission; which is to restore confidence and self-worth in their target audience, helping them stand out in any of their pieces.

Verdevogue's target audience includes working class individuals both men and women as well as postpartum Mothers. The project is a highlight of

each marketing campaign that Verdevogue offers, rather than focusing on a specific one, hence its versatility. The sales funnel used, included blog posts, social media ads, landing page, indoctrination emails, a sales email series and a sales page to finalize the end of the funnel that guides leads to a successful purchase.