



BLUE LINES COPYWRITING

CONTENT MARKETING

— WHEN LANGUAGE COUNTS —
— BLUE LINES MAKES —
— ALL THE DIFFERENCE. —
— WITH INPIRING —
— CONTENT MARKETING, —
— CATCHY COPYWRITING —
— AND GROUND-BREAKING —
— TRANSLATIONS —
— FOR COMPANIES —
— AND ORGANISATIONS. —

**CONCEPT AND COPY-
WRITING AS WELL AS
TRANSLATION**

We craft your content, from concept to translation. That gives you appealing marketing material in all the languages you work with. A single team takes care of everything. So there's no need for you to explain anything twice.

**RIGHT
ON TARGET**

We write texts that go straight to your target group's heart. Because we incorporate the soul of the language and culture into your story.

**TEMPTING
AND SMART**

It's all about drawing the reader into your story. We do that with creative concepts, strong titles, appealing intros and smart keyword optimisation.



TELL YOUR STORY. SPREAD IT. SELL IT.

Which channels are you using to share your ideas? A captivating website, activating social media posts, a newsletter that people really read, informative blogs... A well-thought-out content strategy lets you create **content that appeals, informs and converts**. The result? A stronger brand, more customers, higher sales.

YOUR STORY, OUR CONTENT PLAN.

OUR CONTENT SERVICES WILL
TAKE YOUR COMPANY TO
THE NEXT LEVEL:

- ✓ Landing page optimisation and development of Google Ads campaigns
- ✓ Concept and creation of social media posts
- ✓ SEO copy for your website
- ✓ Concept and creation of blogs, client cases, testimonials
- ✓ Newsletter concepts and copywriting;
- ✓ Development of your content calendar for a quarter, semester or year
- ✓ Reporting, evaluation and advice



“

Veerle Blontrock, Strategic Marketing at Addax Motors:

Blue Lines is the perfect content marketing partner for Addax Motors. Their love of creative language, their no-nonsense approach, the way they genuinely care about our story, the quality of their copy regardless of the language, how they weave our mission and current events into their writing... We are convinced that two small, passionate businesses can achieve great things together. Content is also about people and values – and those are two things that really define our partnership with Blue Lines.

TOGETHER, WE TURN YOUR IDEA INTO A SUCCESS STORY



✓ Feasible **content plan**

We develop a hands-on content strategy for you. No grand theories: just a well-thought-out, practical plan with measurable goals.



✓ Personal **project management**

We prefer a personal approach to a faceless persona. Because people are what really matter. That's why we want to get to know you and your business story! We genuinely care, as fellow humans.



✓ Your **story** told by experts

Every copywriter has their own specialisation. Some dot the i's in ICT; others put a spin on fashion or health. At Blue Lines, we give every unique story – including yours – professional allure.



✓ **Concept, copy and translation**, all in one

We craft your content, from concept to translation. You get top-notch marketing material in all the languages you work with. Our project team coordinates everything for you. So there's no need for you to explain anything twice.



✓ Handy **content calendar**

Our practical content calendar takes many factors into account: the goal of your content, its themes, frequency, channels and so on. As a result, your content remains firmly rooted in your strategy.



✓ **Results you can measure**

We put our work to the test by reporting on the results your content delivers in terms of visibility and conversions. We do this with the statistics on your social media channels, Google Analytics, Google Data Studio and Google Ads.



COPYWRITING. IN ANY LANGUAGE.

Got a fantastic idea, a brilliant product or an essential service, but can't seem to find the right words to fire up your audience? Then you've come to the right agency. Because our experienced copywriters always know just what to say. Content only works when it is imbued with the soul of a language and culture, which is why we only work with **native speakers who are born wordsmiths.**

The right writer for every text

An informative press release, an eye-catching annual report, a brochure that makes your sales soar or a brand-new website? Whatever type of text you need, we've got you covered.

Get a taste of our copy menu:

- › Editing and proofreading
- › Long and short copy
- › Magazines, brochures and leaflets
- › Online and social copy, newsletters
- › Annual reports
- › Creative copy: slogans, baselines, ads, campaign copy, Google Ads copy...
- › The specials: something with a bit of extra flair!

A specialist for every sector

Perhaps you're wondering whether Blue Lines really is a suitable partner for your project. Well, we don't expect a fashion editor to be an IT whizz. That's why we work with an **experienced team of specialists:** experts in medicine, business, technology, PR, property and construction, social profit, finance and insurance, education, distribution, food and health, etc.

Do you work in a B2B or B2C environment? Or perhaps for a communications agency? We will support you and your clients with **clever copy that opens doors.**



“

Marieken Dewitte, language coach at The Dutch Club:

I got to know Blue Lines as a translation partner, and I was very satisfied with the quality and personal support they offered. When I needed texts for my new website, I went looking for a copywriting partner and ended up right back at Blue Lines' door. The copy they sent me really expresses who I am and what I want to say. Blue Lines is far more than just a translation agency. They excel at everything to do with language and content!



COPYWRITING. WITH SMART SEO.

Want clients to find your high-ranking website in one click? That's exactly where our specialist SEO copywriters excel. The web texts they write are **relevant to both your target group and search engines like Google**. The result? More visitors, more leads, more sales.

SEO analysis: smart writing that gets you seen!

Smartly crafted content draws visitors to your website and convinces them to linger. *Search Engine Optimisation* is vital for this. A thorough SEO analysis and choosing the most relevant keywords is what makes your website a success. Our SEO copywriters incorporate these keywords into your web pages so that they sound completely natural. So send us your list of keywords or ask us to do keyword research for you. That way we can write web copy that really works.

Blue Lines works with:

- › The best SEO experts for keyword research, in any language.
- › The best SEO copywriters, who turn those keywords into convincing content.
- › SEO translators who translate your original SEO copy into spellbinding stories, tailored to your target market.

SEO copywriting: copy for conversion

Nothing is more irritating than stilted content that has you tripping over clumsily inserted keywords. Above all, your web content should engage, inform and seduce. Of course, the keywords still need to be incorporated into your content in the right way. But slipping them imperceptibly into your content is precisely what talented SEO copywriters do best. They seamlessly weave keywords into captivating copy that catches visitors' attention and leaves them eager for more.

Language barriers: one SEO translation, coming right up!

What if you're doing well in your own language area, but you'd like to break into new markets? Great plan! All you need now is a team of SEO translators. They'll translate your web content and slip keywords into your texts in such a natural way that website visitors won't even notice it's a translation. In short: a proper SEO translation by *native speakers* is your passport to success across language barriers.



OUR COPY MENU.

We've tried and tasted all sorts of texts, and we're always open to new flavours. Here are a few firm favourites.



Editing and proofreading

Presenting crystal-clear, easily readable information is our speciality. Do you like to keep things effective and professional, or do you prefer an exciting dash of creative flair? We can do it all. We get right under the skin of your target group and translate your message into impactful texts with a captivating, familiar tone of voice. Would you prefer to deliver the basic texts yourself? That's great. We know exactly how to polish your texts until they shine. We give them a consistent tone and ensure the language and style are impeccable.

Magazines

We write for many different magazines, in a wide variety of styles. Yet all of them are reader-driven, informative and stimulating. Clear texts that reflect exactly what the interviewees were trying to say.

Brochures/leaflets

These are a specific genre of their own, which people read in a very different way to magazines. They need a very different look and feel as well.

Web pages

Web texts are written to be found by target groups on the internet. So understanding how Google scans and ranks texts is the starting point for successful SEO copywriting. We write web pages that really do lead to conversions.

Social media copy

Original posts on Facebook or LinkedIn? Whatever you need, we'll write it! We help you come up with exciting angles and write posts that shoot straight through social media algorithms.

Annual reports

An annual report that really puts your organisation on the map? One that highlights your sustainable approach to people and resources? We will turn an obligatory chore into a clear, readable and compelling story.

Specials

What if you need that little bit extra? We love coming up with unusual ideas that offer you something unique!

Got a taste for tempting
texts and words that go
down a treat?

Have a chat with **Ilse** – she'll get you
started in no time!



66

Ilse Criel,
Content Manager
at Blue Lines:

Blue Lines has a long-standing reputation as the ultimate creative translation agency that delivers real quality. In recent years, more and more clients have started using us for copywriting projects as well, not just in Dutch but in French, English and other languages too. Those writing assignments led to the request for strategic input on the use of content, fleshing out the content calendar and developing campaigns. And Blue Lines content marketing was born!



+32 (0)9 233 16 06
www.bluelines.be

BLUE LINES