



A WORD-right Case Study



Copywriting Resource for Internet Marketing Specialists

IRUN Solutions Ltd, based in Oxfordshire, provides business development and Internet marketing solutions to companies of all sizes.

IRUN's team currently consists of 20 consultants working in different locations across the UK, and the company is growing rapidly. Each IRUN Consultant provides website solutions, as well as a full range of Internet marketing services.

Copywriters needed ...

Joy McCarthy of WORD-right first contacted Steve Darnell, MD of IRUN Solutions Ltd, in 2007. The company was growing and clients all over the UK were choosing IRUN as their website provider. While some clients opted to write their own web copy, many were looking to IRUN to provide this service.

A lasting relationship ...

WORD-right started working with IRUN to look at ways of developing its copywriting service. In November 2007, the first website copywriting was commissioned. Terrafirma, a company which provides temporary road surfaces, wanted a 10 page website to promote its service. Joy McCarthy contacted the Terrafirma MD and, working closely with him, wrote

the copy for the new website. This company has become a showcase for the IRUN service. With a highly professional and well-written website, the Terrafirma business took off and sales have soared.

Part of the IRUN team

As the IRUN business continued to expand, WORD-right became an integral part of the team. The need for copywriting services has continued to grow and many of IRUN's clients have now benefited from professional writing. WORD-right is also responsible for writing IRUN's client case studies. These are used on the company websites, and as part of IRUN's PR campaigns.

In 2008, WORD-right and IRUN Solutions joined forces to sponsor two worthy causes:

- Miheer Dodhia's 8000 km cycle ride from London to Beijing to raise funds for charity Médecins Sans Frontières.
- Chipping Norton Lido's 2008 Auction of Promises

Both fund-raisers benefited from sponsored websites and professional copywriting and, to date, have collectively helped to raise £23,000 for the charities concerned.

Copywriting training resource

Today, Joy McCarthy delivers the copywriting module for IRUN's in-house staff training courses. The IRUN consultants are in regular contact with WORD-right, arranging copywriting for their clients. In addition, Joy delivers the IRUN copywriting webinars: online and telephone workshops, which provide an information resource for anyone interested in Internet marketing.

"It's a pleasure to work with Joy and David McCarthy. They are in regular contact with our clients who enjoy a good working relationship with them. They are very much part of the IRUN team, and Joy is now a regular presenter on our training courses. I wouldn't hesitate to recommend WORD-right to any company looking for copywriting services. I look forward to continuing our relationship in the future."

Steve Darnell - Managing Director, IRUN Solutions Ltd

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