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Kiwi Avenue

B2B Website Copy & Service Positioning

AUDIENCE	Business owners, agencies, corporate teams, authors, coaches, and consultants seeking creative services
OBJECTIVE	Clarify a broad service offering, establish professional credibility, and guide prospects toward an inquiry
DELIVERABLE	Multi-page B2B website copy. Selected and lightly edited for portfolio presentation; client name retained with permission from the writer.

PROJECT STRATEGY

Turning a Wide Creative-Service Menu Into a Clear Business Story

The site needed to speak to several distinct buyer groups without losing a unified voice. The copy balances approachable energy with concrete service information, helping prospects quickly recognize where they fit and what to do next.

POSITIONING	Present the agency as a flexible creative partner capable of supporting both one-time projects and ongoing business needs.
AUDIENCE	Address corporate clients, agency owners, authors, coaches, consultants, speakers, and small businesses through tailored pathways.
STRUCTURE	Move visitors from a concise homepage promise into audience-specific portfolios, service options, process information, and contact.
VOICE	Keep the language energetic, accessible, and encouraging while communicating professional capability and scope.
CONVERSION	Use direct invitations and service-specific calls to action to reduce friction and encourage qualified inquiries.

The result is a modular content system: a high-level homepage for orientation, focused audience pages for relevance, and detailed service pages for decision-making.

Live website: kiwiavenue.com

SELECTED HOMEPAGE COPY

Your One-Stop Shop for All Things Creative

Bring your ideas to life with creative direction, graphic design, video, branded merchandise, and practical visual support for your business.

Designing for Your Business Shouldn't Feel Overwhelming

The right creative partner turns scattered ideas into polished materials that are consistent, memorable, and ready to work across every customer touchpoint.

Support Built Around the Way You Work

AGENCY OWNERS	Turn client ideas into rock-solid graphics, videos, and branded designs without overloading your internal team.
CORPORATE CLIENTS	Present your brand in a polished, professional format designed to capture attention and reinforce credibility.
GROWING BUSINESSES	Access practical creative support for launches, campaigns, events, digital channels, and everyday marketing needs.

LET'S SEE WHAT WE CAN CREATE FOR YOU

SELECTED CORPORATE SERVICES COPY

Corporate Branding & Graphic Design

A corporate brand brings color theory, design principles, and industry insight together to create a visual identity that speaks to the right market and positions the company as a trusted problem solver.

Build a Brand Customers Recognize and Remember

As business communication becomes increasingly visual, every asset must reinforce the same promise. A cohesive identity helps companies reach their audience, support sales, and show up with confidence across digital and print channels.

BRAND IDENTITY	Create a recognizable visual system shaped by audience expectations, business goals, and the realities of the market.
VIRTUAL DESIGN	Support websites and social channels with consistent graphics that help customers find information, products, and service.
PRINT DESIGN	Carry the brand into presentations, sales sheets, business cards, mailers, banners, and other high-value business materials.
DEVELOPMENT	Coordinate the moving parts of a corporate brand, from stakeholder priorities to industry trends and customer preferences.
COHESIVENESS	Keep the brand's look, feel, and message consistent enough to become memorable at a glance.

Selected copy has been lightly edited for clarity and portfolio presentation.

SERVICE POSITIONING & CONVERSION

Flexible Creative Support for Real Business Needs

Different projects call for different working relationships. The service copy gives buyers clear ways to engage based on their goals, budget, timeline, and volume of work.

DESIGNER ON DEMAND	Ongoing creative support for businesses with recurring design, web, video, and marketing-material needs.
VIP DAY	A focused option for completing high-priority brand assets such as presentations, workbooks, posters, and campaign materials.
MERCH DESIGN	Branded stickers, mugs, coffee, apparel, and related materials that extend the identity into physical products.
PROJECT MENU	Practical a la carte support ranging from brand boards and email signatures to podcast graphics, websites, and speaker materials.

A strong B2B website does more than list services. It helps buyers recognize their needs, understand the value, and see an easy next step.

EXPLORE THE WORK. BUILD YOUR WISHLIST. START THE CONVERSATION.

Client: Kiwi Avenue | Copywriting: Patrice Turner | Visual identity and website design belong to the client.