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Safelite AutoGlass

## Content Creation for Safelite's National Reach | Copywriting · SEO Strategy · Email Marketing (B2B & B2C)

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### *In the Driver's Seat of Strategy*

As a contracted content strategist for Safelite, I led two major initiatives for this national auto glass repair brand:

#### **1. SEO-Driven Landing Pages**

- Wrote and optimized 150+ landing pages for top car makes and models in the U.S.
- Conducted keyword research to align copy with user search intent and boost Google rankings
- Crafted engaging, brand-aligned messaging that reflected the personality of each vehicle's driver
- Highlighted Safelite's nationwide reach, trusted service, and model-specific expertise
- Included tailored content for all Mini Cooper variants and common causes of glass damage
- Encouraged conversion with clear CTAs and quote scheduling

#### **MINI Cooper windshield replacement**

Windshield replacement as suave as your MINI Cooper

In search of a trusted auto glass repair company for your iconic MINI Cooper? Rest assured that Safelite AutoGlass® can handle your "baby" with the care, knowledge, and experience it deserves.



## 2. Disaster Response Email Campaigns

When disaster strikes, clarity and compassion matter most. Safelite's automated email strategy delivered both—on time and at scale.

This work involved:

- Developing automated email sequences tailored to hurricanes, wildfires, and other natural disasters
- Crafting B2B and B2C messaging to keep agents, partners, and customers informed of Safelite's response plans
- Writing pre- and post-storm communications with localized details and support resources
- Ensuring timely, empathetic outreach that reinforced Safelite's reliability and care during crisis events

### Sample Emails

#### A. Pre-Storm B2B Email: Preparedness Message

**Subject Line:** *Hurricane <Name of Weather Event>: We're Ready to Support You*

**Preview Line:** *Our response plan for <Name of Weather Event> ensures uninterrupted support for you and your policyholders.*

Dear [Recipient Name],

As Hurricane approaches, we want to reassure you that Safelite AutoGlass® is fully mobilized and ready to support you, your team, and your policyholders throughout this event.

*Our Storm Response Plan for <Name of Weather Event>*

Whether it's increased technician availability, mobile units on standby, or prioritized claim processing—we're here to keep things moving.

Need assistance? Reach out to me directly at <Phone Number>. You can also contact our Agency Care Desk at [agencycare@safelite.com](mailto:agencycare@safelite.com) or call 877-792-4368 (877-79-AGENT).

To file a claim, visit [safeliteforagents.com](https://safeliteforagents.com) to get started quickly and easily.

We're closely monitoring conditions in and remain committed to providing seamless service and support.

Stay safe,  
Regional Agency Manager | Safelite AutoGlass®

## B. Post-Storm B2B Email: Relief & Recovery Message

**Subject Line:** *Hurricane <Name of Weather Event>: Relief & Recovery Support Is Underway*

**Preview Line:** *We're increasing service capacity to help your policyholders recover.*

Dear [Recipient Name],

We hope you and your loved ones are safe following Hurricane <Name of Weather Event>. In response to the storm's impact, Safelite AutoGlass® has activated a comprehensive relief plan to ensure fast, reliable service for you and your policyholders in <Location>.

Relief plans include expanded technician coverage, extended service hours, and prioritized scheduling for affected areas.

Questions or concerns? Feel free to contact me directly at <Phone Number>. Our Agency Care Desk is also available at [agencycare@safelite.com](mailto:agencycare@safelite.com) or 877-792-4368 (877-79-AGENT).

To file a claim, visit [safeliteforagents.com](https://safeliteforagents.com) to begin the process.

We're here for you—committed to helping your policyholders get back on the road safely and swiftly.

Take Care,  
Regional Agency Manager | Safelite AutoGlass®

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