



AVIVA CAMPBELL

Copywriting, Digital Marketing
& Brand Management

Safelite AutoGlass

Copywriting, SEO Strategy, Email Marketing (B2B and B2C)

My work with Safelite, a national auto glass repair company, included two main projects:

1. I created landing pages for one hundred and fifty of the most popular car makes and models in the United States. Optimized web copy targeted specific vehicles and their drivers' web queries to ensure Safelite pages populate Google search results. I conducted keyword research to inform the landing page copy, which was engaging and embodied the personalities of the profiled car owners.
2. I developed automated B2B and B2C email sequences for natural disasters, such as hurricanes, tornadoes, and wildfires. Sequences notified customers, partner companies, and independent agents of actions taken in the event of a natural disaster.

A. Landing Page for Mini Cooper Drivers

Mini Cooper windshield replacement [h1]

Windshield replacement as sophisticated as your Mini Cooper [h2]

Trust the safety and reliability of Safelite AutoGlass® with auto glass repairs for your iconic Mini Cooper. We'll handle your "baby" with the care, knowledge, and experience it deserves. Our expert technicians provide superior auto glass solutions from complete Mini Cooper windshield replacement to minor windshield repair. It's easy to [get your quote and schedule online](#).

Why trust Safelite AutoGlass with your Mini Cooper to repair or replace your windshield or window? [h2]

Whether you're the owner of a rare vintage model or swanky modern Mini Cooper, you're in the best hands with Safelite. Why?

- We're the most trusted auto glass repair company in the nation.
- Safelite services 97% of the United States from over 7,800 MobileGlassShops™ and physical shop locations.
- We're a national brand that provides a personal, custom service at a competitive price.
- We know Mini Coopers! Safelite Auto Glass is staffed by the country's most experienced auto glass repair specialists.
- You'll be cruising again in no time. Our Mini Cooper windshield repair and replacement services are completed quickly and diligently.

FIX MY GLASS [BUTTON]

Mini Cooper windshield repair and replacement for every model [h2]

- Hardtop 2 Door
- Hardtop 4 Door
- Countryman
- Clubman
- Convertible
- Cooper Roadster
- Paceman

What causes Mini Cooper windshield damage? [h3]

Here are the most common reasons Mini Coopers require auto glass repair services:

- **Car accidents:** *Collisions cause everything from nicks and chips to full-on shatters of windows and windshields.*
- **Faulty installation and cheap glass:** *Your auto glass is only as good as its installer. Your auto glass won't last if they cut corners or skimp on materials. Choose your windshield replacement partner wisely.*
- **Rapid temperature fluctuations:** *Glass reacts to dramatic changes in temperature and pressure quickly. It may crack as it expands and contracts due to these extreme changes.*
- **Road debris:** *Frustrating yet unavoidable, you might just be the unlucky recipient of rock to your windshield after merging behind a trucker whose wheel catches and kicks up loose debris.*
- **Extreme weather:** *From hail to fallen branches, mother nature could threaten your auto glass during storms, tornadoes, and other extreme weather events.*

How much does a new Mini Cooper windshield cost? [h3]

The estimate for Mini Cooper auto glass repairs will depend on the size of the glass damage, whether complete replacement or windshield repair is needed, and other factors related to your Mini Cooper's age, model, and built-in technologies. [Get your quote today.](#)

Get the best Mini Cooper windshield repair service [h2]

Be intentional about your auto glass repair company. Invest in the highest quality and most dependable products for the best driving experience and longevity of your Mini Cooper.

When you need auto glass repair services for your Mini, Safelite will provide a premium and convenient service near you. [Find your nearest Safelite shop](#) and get back on the road!

B. Sample B2B emails before hurricanes, typhoons, and tropical storms

Subject line: <Hurricane/Typhoon/Tropical storm> <STORM NAME>: We're fully prepared

Preview line: Here's how we'll take care of you and your policyholders in <LOCATION>

Email copy:

With <Hurricane/Typhoon/Tropical storm> <STORM NAME> expected to make landfall in the coming days, please know that Safelite AutoGlass® is fully prepared to take care of you, your colleagues, and your policyholders during this time.

Our plan for <Hurricane/Typhoon/Tropical storm> <STORM NAME>: <CUSTOM MESSAGE WITH EVENT DETAILS>

Have questions? Reach out to me directly at <RAM EMAIL> or <RAM PHONE NUMBER>, or contact the Agency Care Desk at agencycare@safelite.com or 877-792-4368 (877-79-AGENT).

Need to file a claim? Visit safeliteforagents.com to start a claim today.

We're continuously monitoring the circumstances in your region and standing by to provide support.

Stay safe,

<RAM NAME>
Regional Agency Manager
<RAM EMAIL>
<RAM PHONE NUMBER>

C. Sample B2B email after hurricanes, typhoons, and tropical storms

Subject line: <Hurricane/Typhoon/Tropical storm> <STORM NAME>: Our relief plan

Preview line: Help is here for you and your policyholders in <LOCATION>

Email copy:

We hope you're safe after Hurricane <STORM NAME>. I'm writing to share details about the relief plan organized by Safelite AutoGlass® to increase service capacity in <LOCATION>. Our goal is to serve you and your policyholders as quickly and safely as possible.

<Hurricane/Typhoon/Tropical storm> <STORM NAME> Relief Plan:

<CUSTOM MESSAGE WITH EVENT DETAILS>

Have questions? Reach out to me directly at <RAM EMAIL> or <RAM PHONE NUMBER>, or contact the Agency Care Desk at agencycare@safelite.com or 877-792-4368 (877-79-AGENT).

Need to file a claim? Visit safeliteforagents.com to start a claim today.

We're keeping you and your policyholders in our thoughts, and we're standing by to provide post-storm assistance.

Stay safe out there,

<RAM NAME>
Regional Agency Manager
<RAM EMAIL>
<RAM PHONE NUMBER>