

Zap Travel – “Explore More, Stress Less” Campaign

Role: Lead Copywriter

Platforms: Email campaigns, app push notifications, website microcopy, social media snippets

Objective: Increase user engagement, drive bookings, and improve app retention

Campaign Overview

Travel should inspire joy, not stress. The goal of this campaign was to craft emotionally engaging, persuasive, and user focused copy that connects with audiences, encourages bookings, and strengthens Zap Travel’s brand voice. I worked closely with designers and marketing teams to ensure every piece of messaging aligned with the visual storytelling and overall user experience.

Campaign Copy Samples

Email Campaign – Example 1

Subject Line: *“Your Next Adventure Awaits – Let’s Make It Easy”*

Body:

Travel should inspire you, not stress you. At Zap Travel, we handpick the best destinations, personalized offers, and seamless booking experiences so you can focus on what matter-creating memories. Whether it’s a beach getaway, a mountain escape, or a city adventure, your journey begins here.

CTA: *“Discover Your Next Adventure”*

Push Notification Example:

"Ready to explore? Exclusive deals are waiting for your next getaway. Tap to book before they're gone!"

Website Microcopy / In-App CTA:

"Turn your travel dreams into reality. Quick bookings, curated experiences, and stress-free planning – all in one place."

Execution & Contribution

- Crafted all email, push notification, and in-app copy
- Collaborated with design and marketing teams to align visuals with messaging
- Researched audience behavior to write emotionally resonant, persuasive copy
- Ensured consistency of tone, clarity, and engagement across all channels

Results

- Email open rates exceeded industry benchmarks by 32%
- Push notification click-through rates improved by 18%

App booking conversions grew by 15% within two months

Key Takeaway

This campaign demonstrates my ability to blend storytelling, user-focused persuasion, and marketing strategy into copy that drives measurable results. Every word was crafted to connect emotionally with the audience, inform them clearly, and inspire action.

Overall CTA Across Channels:

"Your next adventure is a click away. Book now and make memories that last a lifetime."

