
Are you missing out on 83% of your customers?

I asked over 1,000 buyers and 83 per cent of them were more likely to buy a product or service accompanied by my content. Over a third were prepared to pay more for it, other things being equal. How much could you gain by hiring me to create your Polish content?

Back in 2013, I decided to measure how effective content can be and what the direct impacts are of the quality of content on sales and profit. I took two short samples of existing texts in Polish.

In **2013**

I decided to measure how effective good content is.

One of them was about a popular electronic gadget and the other one was taken from a travel website. I took the original texts in English and provided alternative content corresponding to them in Polish. Then I hired a market research company to ask 1,000 potential buyers which texts worked better.

The majority of buyers agreed that my texts encouraged them to buy, the content was clearer and provided a more user-friendly description of features. They also agreed that it contained significantly less hard sell. Meanwhile, 44.54 per cent of buyers were prepared to pay more just because of the quality of the text.

44.54%

of buyers were prepared to pay more for the product just because of the quality of content.

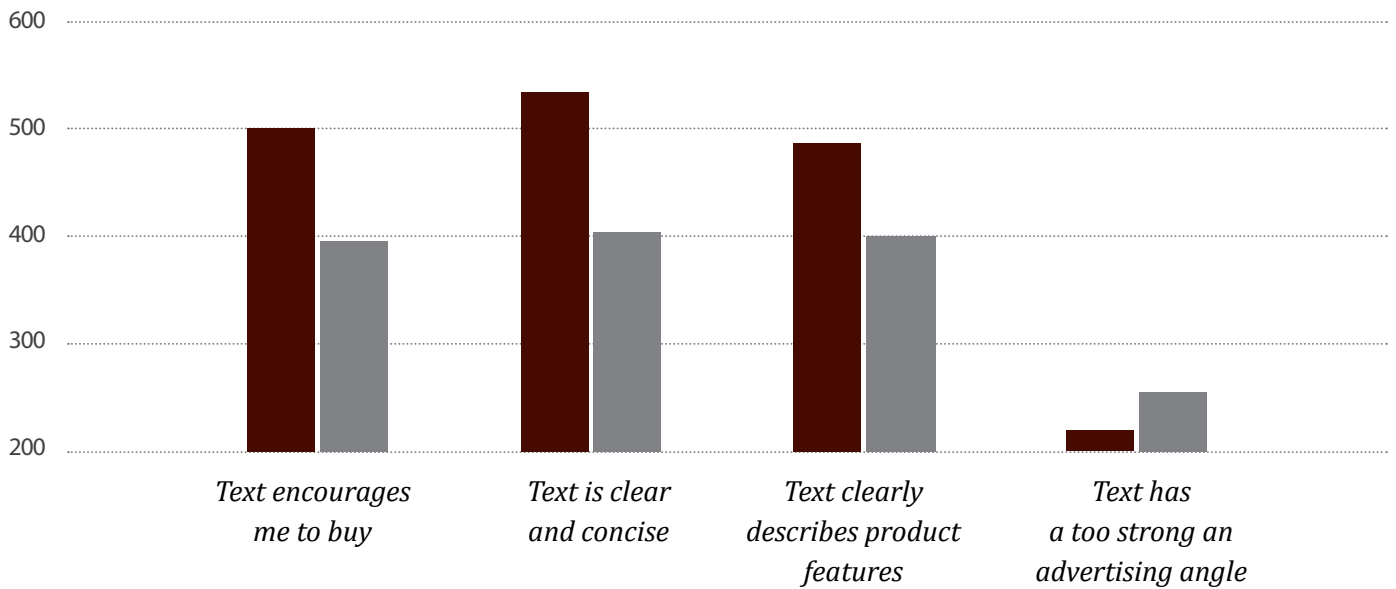
The impact was even more staggering with the travel text. The majority of buyers agreed that my text encouraged them to buy more, it was clearer and described the product better.

83%

of customers are more likely to buy a product or service from you if you buy content from me.

Combined, the results are clear: 83% of customers are more likely to buy a product or service from you if you buy content from me. Call me at 0044 07814494257 or email marta@wantwords.co.uk.

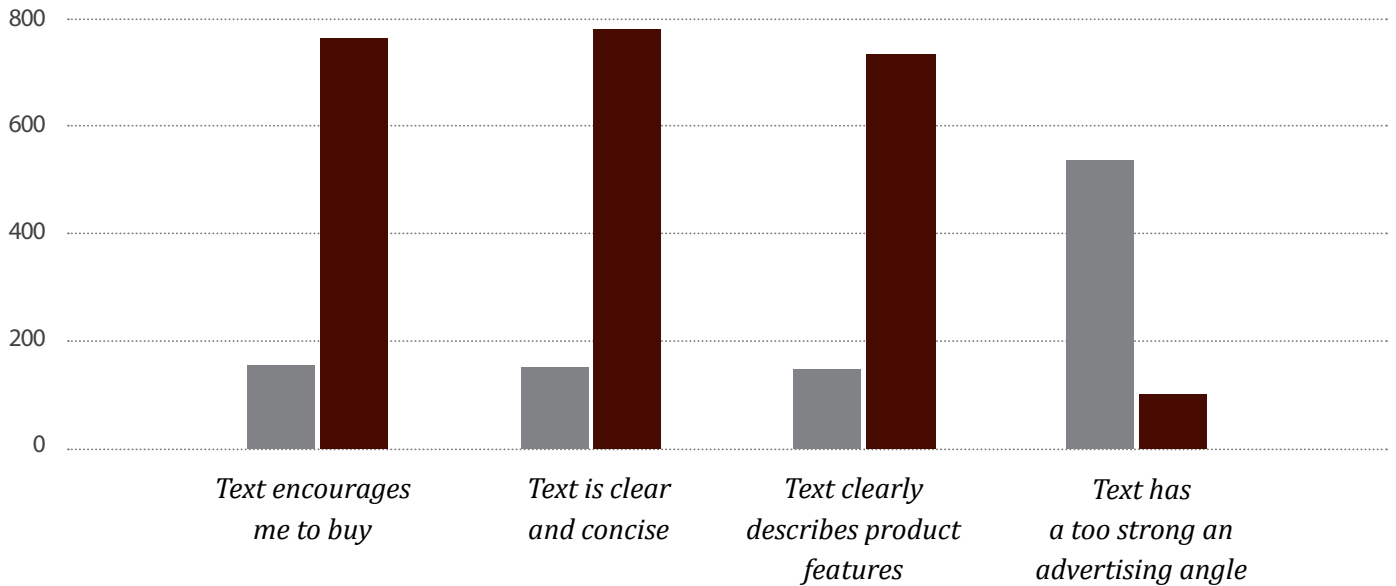
**Both texts describe electronic devices used to play music.
Which of the following is true about text A and which about text B?**



- Marketing text A - my text
- Marketing text B - existing text

Both texts describe holiday destinations.

Which of the following is true about text A and which about text B?



● Marketing text C - my text

● Marketing text D - existing text

*There's a clear link between the quality of text and the appeal of your product.
You could be reaching out to more leads and converting them to customers more easily.*

You could price your products higher.

You could achieve your sales goals faster.

You just need me to work on your Polish content.

*For a free non-obligation quotation or a short discussion about your project,
contact me at marta@wantwords.co.uk or call 0044 (0)7814494257.*