

Writing workshop 2

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Product:

The "Topsy Elves" Holiday Ugly Christmas Sweaters.

Target Audience:

Millennials and Gen Z, individuals who love quirky and fun fashion, and people who embrace the spirit of the holiday season.

Digital Marketing Channel:

YouTube

1. Three versions of an effective headline:

Headline 1: Tipsy Elves: The Holiday Sweaters That Will Make You the Life of the Party!

Headline 2: Ugly Christmas Sweaters Done Right: Tipsy Elves.

Headline 3: Get Ready to Spread Holiday Cheer with Tipsy Elves.

2. A sub-headline or image (as appropriate to the channel format):



3. Outline of the points to include in the body copy:

Introduction: Start with a humorous hook and after, introduce Topsy Elves as the brand that makes holiday fashion fun and outrageous.

Product Features: Highlight the unique designs of Topsy Elves sweaters, emphasizing their comfort, quality, and variety. Mention that they are perfect for holiday parties, gatherings, and spreading holiday cheer.

"Shark Tank" Connection: Mention Topsy Elves' successful pitch on Shark Tank, putting in the holophote the popularity and the investment they received.

4. The value proposition points to include near the CTA:

Tipsy Elves Make You the Life of the Party: Stand out from the crowd with unique and hilarious sweaters.

Spread Holiday Cheer: Show your holiday spirit and bring laughter to every gathering.

High-Quality & Comfortable: Tipsy Elves sweaters are made from comfortable materials and are designed to last.

5. The CTA, including any formatting instructions:

CTA: Get ready to rock the holidays! Visit our website and check out our full collection of Topsy Elves sweaters. Click the link below!

6. A description or sample of any images or video that will accompany the content:

Video Examples:

A humorous video of people wearing Topsy Elves sweaters, showing the fun and festive atmosphere.

A behind-the-scenes look at the Topsy Elves team designing and creating the unique graphics.



