

SAMPLE / FICTIONAL BRIEF

Website Hero Copy

Before, after and three ready-to-use variants

Fictional brief: AcmeCloud manages software licences, owners and review dates for growing IT teams. The next step is a demo enquiry. Tone: clear, practical and direct. The variants use only these assumed product capabilities.

Before / constructed starting example

Innovative solutions for the digital future.

We support businesses with a modern platform.

CTA: Learn more

01 / Lead with value

Your software licences. One clear overview.

AcmeCloud brings your IT team's licence inventory, owners and review dates together in one place.

CTA: Request a demo

Suitable for visitors unfamiliar with the product: the task and intended output are immediately clear.

Additional copy variants

02 / Lead with the audience

Licence management for growing IT teams.

Keep track of the software you manage, who owns it and when the next review is due.

CTA: Explore AcmeCloud

Suitable for audience-specific landing pages: the intended team can recognise its own situation.

03 / Lead with the task

Know who owns each software licence.

Assign your software licences to clear owners and keep review dates alongside your inventory.

CTA: Discuss your use case

Suitable when unclear ownership is the main problem. Match this emphasis to the campaign promise.

Selection recommendation

Recommendation for this sample brief: start with variant 1, which explains the product and value most broadly. Variant 2 suits IT-team campaigns; variant 3 emphasises ownership. This is an editorial recommendation, not an A/B test result.