

When the Words are Simple

A Story Where Clarity Meets Conversion

By Greg Long

Senior Creative Copywriter

1. Where The Clicks Begin

Once there was a guy named Greg who loved writing about complicated things.
But they stopped being complicated when he wrote them.

He had a pencil, a deadline, and a Google Doc.
No team. No budget. No time.
Just a story to tell and the numbers to prove it worked.

This is what happens when creativity meets strategy.



2. How a Blog Found Its \$5M Voice

Greg transformed a quiet blog into a high-traffic, trust-building **learning hub**¹.

He developed the content strategy, conceptualized the editorial direction, and served as the primary creative voice behind the work.

In just 18 months:

- **300+ articles** using “They Ask, You Answer” — built around real customer questions.
- **Organic clicks:** 3,100/month → 47,000+/month
- **Engagement rate:** 12% → 64%
- **Sales influenced:** \$5M+ (confirmed customer paths, ~\$700–800K gross profit)

No paid ads. No outside agency. Just words that worked.



Click superscripts to view samples

3. Built to Be Found

Buyers don't start with brands — they start with questions.
That's why I create content that shows up with answers when it matters most.

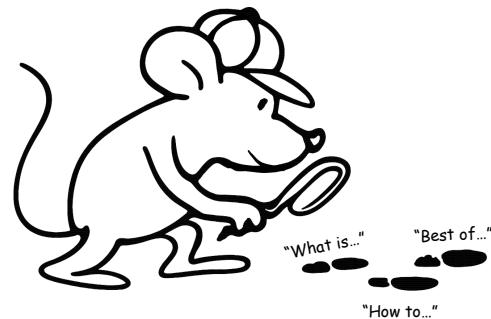
When my research revealed strong search demand for “short” fifth wheels, I:

- *Analyzed* the data and uncovered key content gaps
- *Partnered* with inventory and sales to align messaging with available products
- *Coordinated* with digital and social teams to extend reach
- *Wrote **Top 5 Fifth Wheels Under 30 Feet***¹

In less than a year, that one article delivered:

- **362,000 impressions**
- **20,000+ organic clicks**
- **5.5% CTR**

Because the best content
meets buyers the moment they start looking.



4. Built to Connect

Not every question shows up in keyword research.
But buyers ask them anyway.

One of those questions: **Hidden dealer fees¹**.

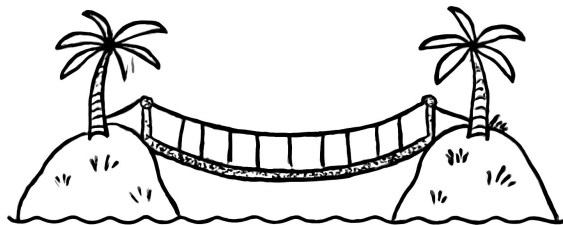
Instead of dodging it, I pulled back the curtain — showing shoppers the real numbers other dealerships avoided. The goal wasn't just traffic. It was trust.

The article helped sharpen our “no hidden fees” positioning and became a reference point for sales conversations across stores.

In less than a year, it generated:

- **104,509 impressions**
- **6,840 organic clicks**
- **6.5% CTR**

One honest article that helped shoppers ask better questions.



5. Inbox Impact

Emails aren't just messages — they're quick connections.
I've built campaigns that strengthened relationships *and* drove action.

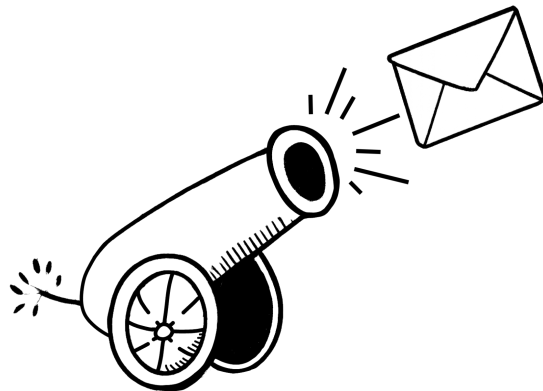
Two standouts:

- **The Route Newsletter**¹ – practical RV tips, news, and emerging trends
- **The Nerd Herd**² – ghostwritten as “Josh the RV Nerd,” delivering entertaining, informative content

I led the end-to-end content and voice strategy for these campaigns — developing topics, shaping distinct brand voices, and partnering with digital, sales, and service teams to keep messaging timely and relevant.

What happened next:

- **8,000+ subscribers**
- **Open rates:** 39%–59%
- **CTR:** 19%–30%
- **Reader replies:** real conversations, not just clicks



6. Where Voice Meets the Feed

Social isn't just where brands post.
It's where brand voice gets tested in the wild.

The brands that break through have something in common:
They know who they're talking to — and they're not trying to please everyone.

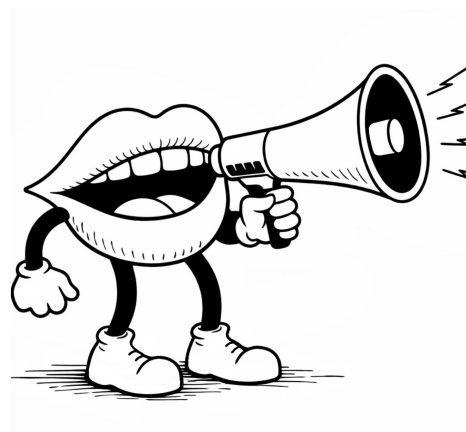
Strong brands have a clear point of view.
And they're not afraid to ruffle feathers —
without being obnoxious.

At Bish's RV, voice-led social helped fuel a 47% lift in engagement.

Below are selected social concepts and voice-driven examples
showing how brand personality holds up when the feed moves fast.

Words with Teeth:

X / Twitter Concepts¹



7. The Launch that Landed

RV service delays keep customers off the road for weeks — sometimes for months.

With RVFix, I shaped the messaging for an industry-first subscription repair model — reducing hesitation, building early trust, and driving sign-ups.

The launch rolled out across email, landing pages, video, blog, and product education, reinforcing the message at every stage of the buyer journey.

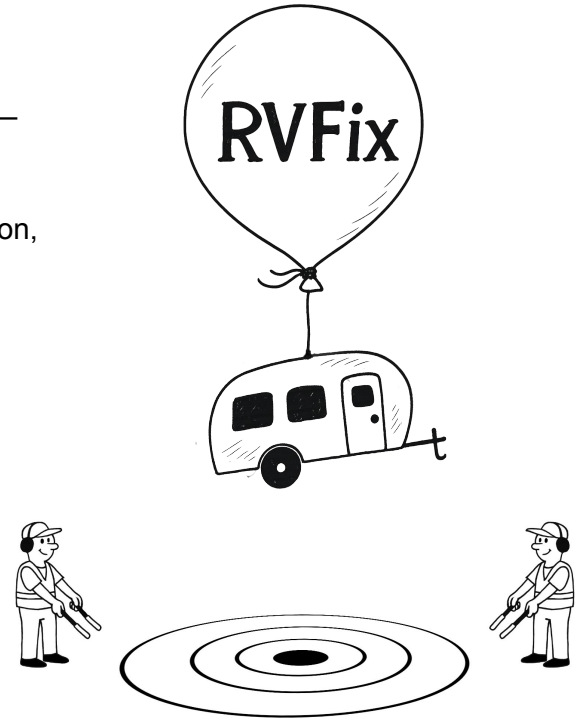
Launch Results:

- Subscribers in first 6 months: **10,000+**
- Google rating for RVFix: **4.8**
- Repair time saved: **27,000+ hours**

Peek under the hood:

Landing Page¹ | Campaign Video² | Campaign Blog³ | How-To Video⁴

**Role varied by asset; full campaign strategy, messaging, and scripting led by Greg Long.*



8. Just Bee Cause

You can't sell honey without bees — so we set out to save them.

I led the Save the Bee campaign — defining the core messaging framework and aligning GloryBee Foods with a national movement to protect pollinators, educate communities, and build brand authority in natural sweeteners.

Highlights:

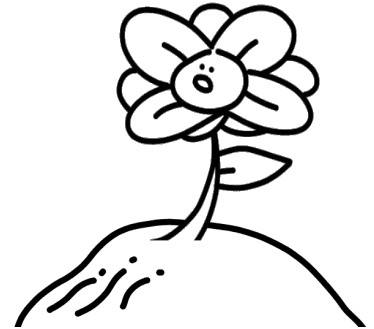
- Partnered with manufacturers like Bob's Red Mill and Attune Foods
- Positioned President Alan Turanski for **National Honey Board membership**¹
- Helped the City of Eugene become an official **Bee City USA**²

Campaign Elements:

Save the Bee video³ | Annual *State of the Bees* report⁴ | Educational blogs⁵ | Campaign Ad⁶

Results:

- Positioned GloryBee as a leading voice in the natural sweeteners industry
- Raised **\$300,000+** for bee research and habitat restoration
- Forged and sustained national brand partnerships



9. Numbers Tell a Story

(A 24-Month Snapshot)

Performance

- **350+ Blogs Written**
365K+ organic clicks
- **\$2M+ Profit Influenced**
Content directly tied to sales growth
- **Email Campaigns**
40% average open rate (peaks at 59%)
6.8% CTR (≈2x industry avg.)
- **5+ Product Launches**
Including RVFix¹ and Wayfinder RV² private label campers
- **Cross-Channel Impact**
Engagement driven across search, email, social, and product launches



Growth

- **Organic Clicks**
3,100 → 23,000+/month in 2 years
- **Keyword Rankings**
900 → 22,000+ Google Keywords
- **Social Media**
+47% engagement and followers
(Facebook & Instagram)
- **A/B Testing Insights**
Data-driven refinements improved performance across channels
- **Newsletter Audience**
Grew to 8,000+ engaged subscribers

10. How the Work Takes Shape

The internet doesn't have a content problem.
It has a trust problem.

AI is making words cheaper.
Belief is getting more expensive.

When a brief hits my desk, I look for three things:

- **Where's the real tension?**
- **What does the audience actually care about?**
- **Why should they trust us enough to act?**

Clarity beats clever.
Credibility beats volume.

That's the standard I bring to the work.



Beyond the Last Page

Every story has a last page...
Not this one.

You've seen how ideas become strategies —
and strategies become results.

This is only the prologue to what *we could build together*.

So... shall we start chapter one?



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