

Writing samples

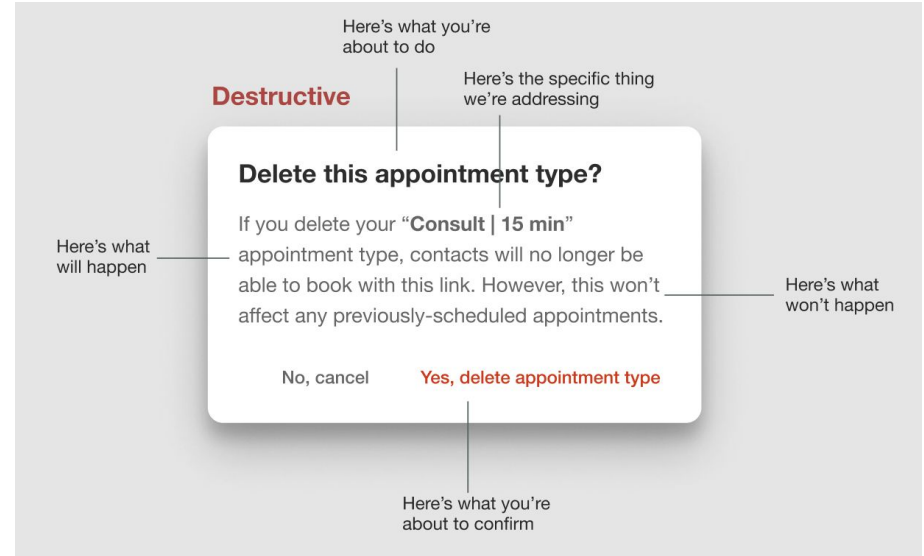
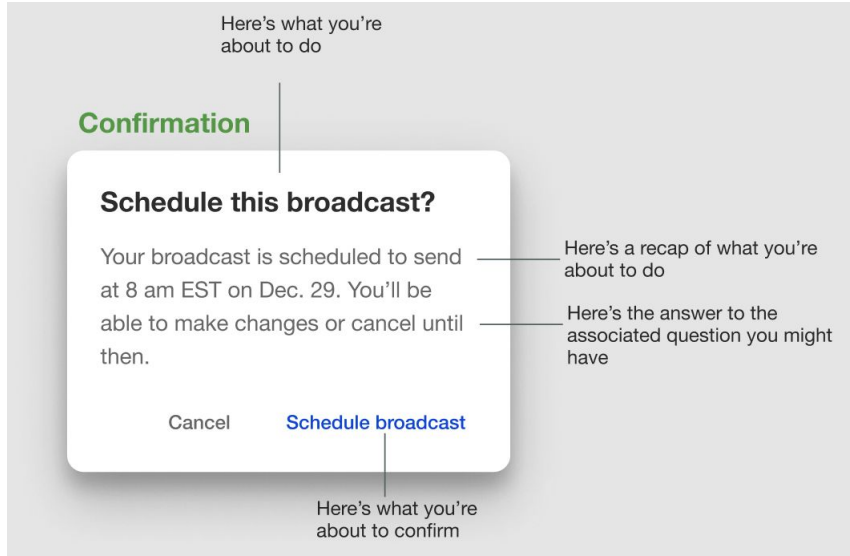
Libbie Miller

Role:

Lead Content Designer

Design System - Dialogs

As the only content designer in my organization, I wanted to make clear and consistent writing accessible and scalable. I worked closely with our design ops leader to define the content experiences for a variety of critical components.




Error prevention - Marketing Number provisioning

Customer support continued to receive calls with users struggling to get their Keep Marketing Number provisioned. We determined the cause of the issue and I designed a flow to prevent the error from occurring.

× **Keep Marketing Number setup**

1 Add details — 2 Accept terms



Let's set up your Keep Marketing Number. It's your designated phone number for sending automated and broadcast text messages. Only available in the U.S. ⓘ

This feature is only available to businesses in the US. Attempting to send from or to non-US numbers may damage your sender reputation.


You're missing some information
To use your Keep Marketing Number, you'll need to add some details

Business name*

Next

× **Keep Marketing Number setup**

✓ Add details — 2 Accept terms



Let's set up your Keep Marketing Number. It's your designated phone number for sending automated and broadcast text messages. Only available in the U.S.

Please review and agree to these terms and policies.

- I agree to the [terms and conditions](#)
- I agree to the [privacy policy](#)
- I understand that I'll be charged \$0.04 each time a message is **successfully sent and opted into** by the recipient.

Get my number

Text marketing onboarding 1: Planning

I used a variety of inputs (prior user tests, customer feedback channels, customer support insights) to determine both points of curiosity / anxiety as well as delighters to create the text message broadcast onboarding narrative.

Help...

Consumers

Editors

...understand that text message broadcasts give you the ability to:

Target and reach up to 500 contacts at once with your dedicated Keap Marketing Number

Make your message feel personal with merge fields

Preview and test messages before sending to your recipients

Customize your opt-in and no-reply messages to ensure you're sending in accordance with text marketing laws while still making it your own

Track the impact of your efforts with reporting metrics, like successful sends, opt outs and more

Stay in control of your bottom line with the ability to see how much you've spent on text messages sent from your Keap Marketing Number broadcasts per billing cycle.

so they can

Keep contacts informed and engaged at scale, while still making it feel purposeful and personal.

Text marketing onboarding 2: Implementation

Reach lots of your contacts at once
Send relevant, targeted text messages to individual contacts, groups of contacts

Send compliant messages with an opt-in
Allow contacts to opt in to text messages so you can grow your business and build relationships

Get the most out of text message broadcasts
There are lots of reasons to send text message broadcasts, beyond simply marketing products and services. Use text message broadcasts to help you:

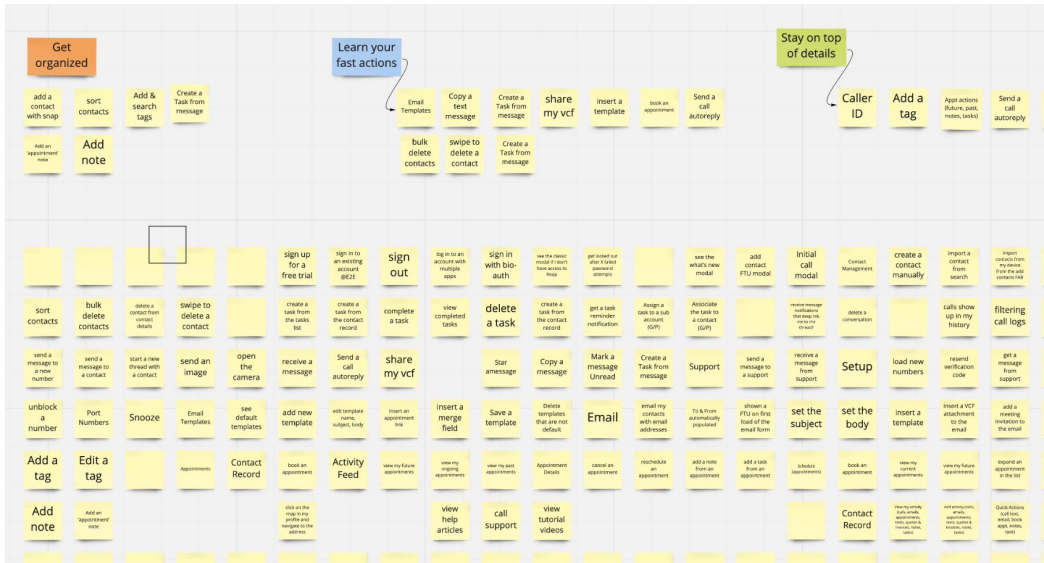
- Custom message the pre-setting
- Send an event reminder
- Communicate important info

Find inspiration using a text message template

Next →

Mobile app onboarding

The mobile app has lots of valuable features, but users got lost in how to best couple features to deliver toward outcomes. I worked closely with the product designer to define all of the features and group them by outcome. This exercise drove the onboarding narrative.



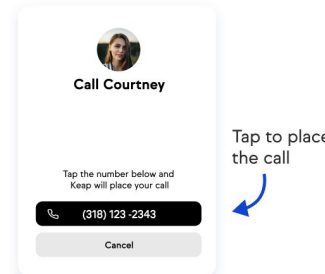
Step 2:

Place your outbound call with the Keep switchboard



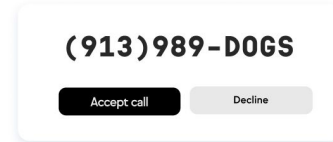
What you see:

A call routing number



What your contact sees:

Your Keep Business Line



How to: Make calls with your Keep Business Line



Use your new Keep numbers to separate business calls from personal ones.

Step 1:

Open your Keep app to make an outbound call

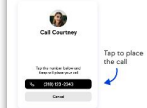


Step 2:

Place your outbound call with the Keep switchboard



What you see:



What your contact sees:



Step 3:

Add a note or create a follow-up task




Step 4:

Track all of your activity on the contact record

Recurring Invoices

When it comes to getting paid, customers want absolute clarity and confidence that it will work as planned. They also care very deeply about their customer's experience. These content elements were created to build trust.



Recurring series

Kick off a recurring series in 3 steps

- 1** First, create your invoice
Create a new product or add an existing product or service
- 2** Then, set up your payment options
Set a schedule and select how you'd like to get paid
- 3** Last, review and send
Review and share your recurring series through email or text message

[+ Create a recurring series](#)

[Cancel](#)

Billed to

Emily Weissman
emily.weissman@gmail.com
[+ Add billing address](#)

Recurring items — Monthly

Item	Price	Quantity	Total
Monthly consulting Each month, we'll have a strategic consulting call with a pre-determined set of action items...	250.00	1	\$250.00/mo

[📅](#) Emily will be auto-charged on the 21st of every month, beginning on Aug. 21, 2020 and ending on Aug. 21, 2021. [Edit](#)

Create Invoice [Send](#)

Edit invoice Payment options Review

Let's review what you set up, Alex:

Emily will be auto-charged \$100.00 on the 21st of each month, and the final charge will occur on Aug. 21, 2021.

[See invoice preview](#)

See how it would work for Emily:

- 1 Emily receives and pays your first invoice, opting in to auto-charges
Emily's first invoice for \$100.00 is due upon receipt
- 2 Emily's preferred payment method is automatically charged each time
Emily's preferred credit card will be charged \$100.00 each month on the 21st
- 3 Emily receives a payment receipt every time an auto-charge occurs
Emily will receive a receipt immediately after the charge occurs