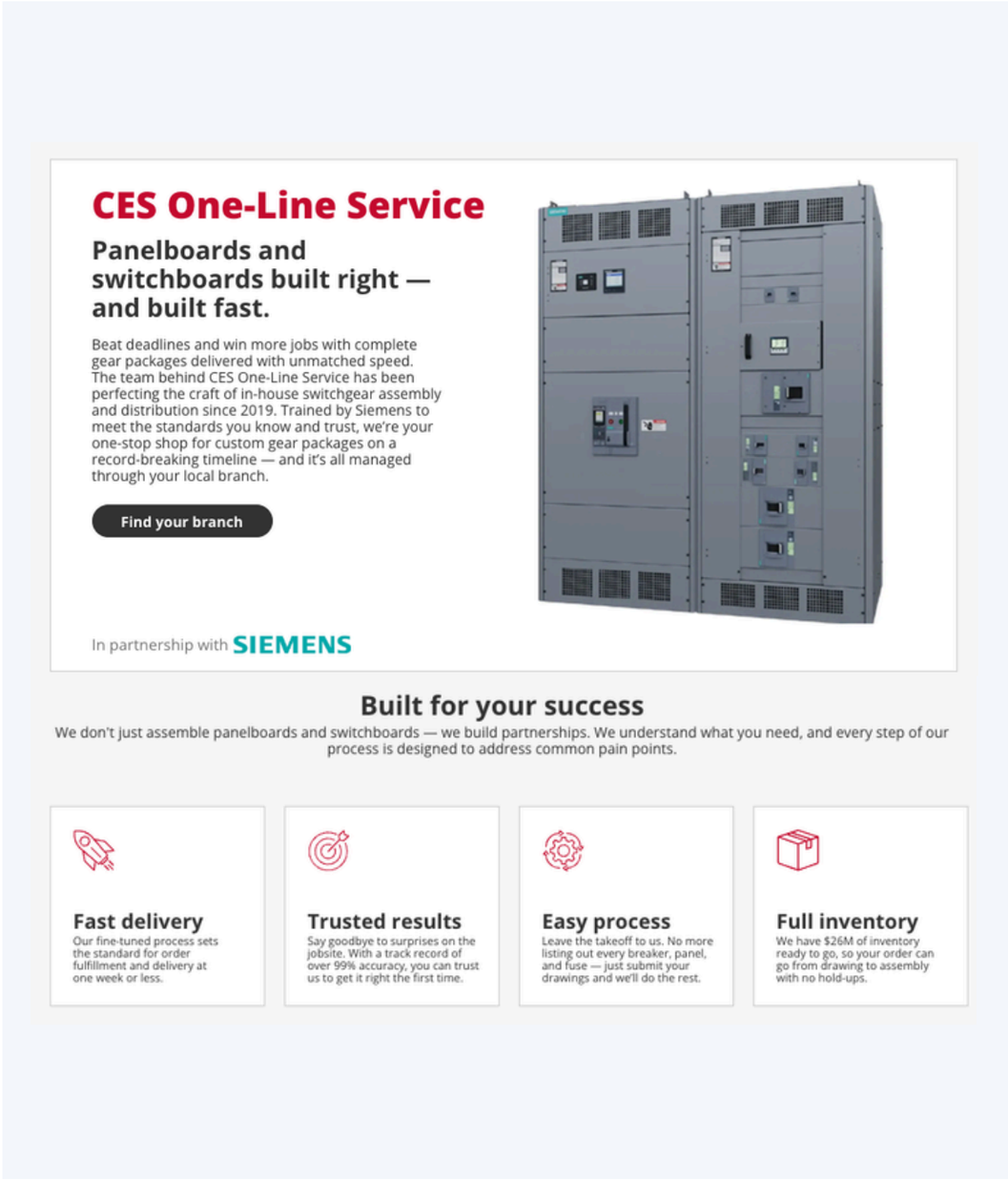


CITY ELECTRIC SUPPLY · LAUNCH

WEB COPY | EMAIL | AD

CES One-Line Service

THE JOB

Launch a new service that assembles custom panelboards and switchboards in a week or less, and make it clear to contractors who are used to waiting months. I wrote the full launch: landing page, digital signage video scripts, announcement emails, a blog post and digital ads.

> "Can't wait the standard six weeks to nine months? Ask your local branch about getting your order in one week or less!"
>
> THE CONTRACTOR'S PROBLEM, THEN THE ANSWER

> "Leave the takeoff to us."
>
> TECHNICAL WORK, SAID IN FIVE WORDS

RESULT

Top 20 of ~6,000 entry pages on the site in its first 90 days

See it live: cityelectricsupply.com/one-line

CES ONE-LINE SERVICE · LAUNCH EMAIL AND AD

EMAIL

Working on a project with a tight deadline?

Meet CES One-Line Service, your one-stop shop for panelboards and switchboards in record-breaking time. Trained by Siemens, our team has been perfecting the craft of in-house panelboard and switchboard assembly and distribution since 2019 — and we're prepared to make meeting your deadlines faster, easier, and more efficient than ever.

In partnership with SIEMENS

Every step of our process is designed to eliminate pain points.

Fast delivery
Our fine-tuned process sets the standard for order fulfillment and delivery at one week or less.

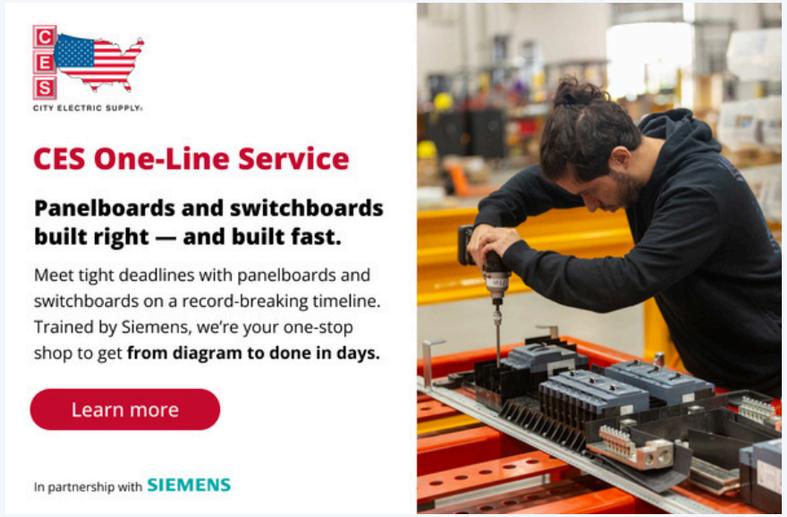
Trusted results
Say goodbye to surprises on the jobsite. With a track record of over 99% accuracy, you can trust us to get it right the first time.

Easy process
Leave the takeoff to us. No more listing out every breaker, panel, and fuse — just submit your drawings and we'll do the rest.

Full inventory
We have $26M of inventory ready to go, so your order can go from drawing to assembly with no hold-ups.

Stay on schedule with CES One-Line Service
and go from diagram to done in days.

AD



> "Working on a project with a tight deadline?"
>
> THE EMAIL OPENS ON THE READER'S PROBLEM, NOT THE PRODUCT

> "...from diagram to done in days."
>
> THE SAME PROMISE CLOSES BOTH THE EMAIL AND THE AD