

Sample Messaging Review

French landing page for a fictional online course in Abidjan

Fictional demonstration, not client work. The brief, source copy and product details below were created for this example. No audience research or campaign testing has been conducted, and no results are claimed.

Review conclusion

Revise before publication. The draft includes an unsubstantiated employment promise, France-specific wording and no clear way to assess whether the course fits the reader. The revision names the practical learning outcome and makes the next step explicit.

The fictional brief

Audience: French-speaking early-career professionals in Abidjan, Côte d'Ivoire, who want practical spreadsheet skills for work. Objective: encourage qualified readers to request the course programme. Tone: professional, approachable and respectful, using "vous".

Assumed product facts for this exercise: four live online sessions in French; practical work on tables, formulas and charts; access to session recordings; registration enquiries handled through WhatsApp. A computer and internet connection are required. No employment outcome is promised. Price and session dates have not yet been supplied.

Original French copy

Passez au niveau supérieur avec notre bootcamp Excel !

Boostez votre employabilité avec une formation premium pensée pour les talents de toute l'Afrique francophone. Que vous soyez à Paris ou ailleurs, nos experts vous donnent les clés pour décrocher le job de vos rêves en quatre sessions.

Profitez d'un accompagnement sans prise de tête. Inscrivez-vous vite, les places partent comme des petits pains !

Bouton : Je fonce !

How to read the findings

"Change before launch" identifies a mismatch with the brief or a claim lacking support. "Editorial improvement" identifies a proposed wording change. Audience preferences remain hypotheses until tested; the review does not treat all Francophone African audiences as interchangeable.

Findings and proposed changes

1 Remove the employment promise

Change before launch. “Décrocher le job de vos rêves en quatre sessions” promises an outcome the fictional brief does not support.

Suggested replacement: “Apprenez à organiser vos données, à utiliser des formules et à créer des graphiques dans Excel.”

Reason: describe the course content without presenting employment as an expected result.

2 Match the stated market

Change before launch. “Que vous soyez à Paris ou ailleurs” centers Paris, while “toute l’Afrique francophone” expands beyond the Abidjan audience in the brief.

Suggested replacement: “Vous travaillez à Abidjan et souhaitez mieux utiliser Excel au quotidien ?”

Reason: this is a campaign-targeting choice, not a claim that readers in Abidjan need a distinct variety of French. Use broader wording for a genuinely regional campaign.

3 Explain the format instead of relying on labels

Editorial improvement. “Bootcamp” and “premium” do not explain what participants actually receive. Neither term is inherently unsuitable for this market.

Suggested replacement: “Quatre sessions en ligne et en direct, en français, avec des exercices pratiques et des enregistrements accessibles après chaque session.”

Reason: the proposed copy makes the assumed format concrete. Test specialist terminology only if it serves the audience and brand.

4 Remove unsupported urgency

Change before launch. “Les places partent comme des petits pains” implies fast sales that have not been established. “Sans prise de tête” also shifts the tone away from the agreed professional register.

Suggested replacement: “Consultez le programme pour découvrir les exercices et le déroulement des sessions.”

Reason: provide a useful next step. Add a deadline or capacity limit only when it is confirmed.

5 Make the button describe the action

Editorial improvement. “Je fonce !” does not say whether the reader will pay, register or request information.

Suggested replacement: “Recevoir le programme sur WhatsApp”.

Reason: WhatsApp is specified in the fictional brief, not assumed to be every local audience’s preferred channel. Confirm that the destination opens the correct business conversation.

Revised French copy

The following version uses only the assumed product details in the fictional brief. It is suitable for a programme-enquiry page, not a complete registration or checkout page.

Headline

Maîtrisez les bases d'Excel pour vos tâches au quotidien

Introduction

Vous travaillez à Abidjan et souhaitez mieux utiliser Excel au quotidien ? Apprenez à organiser vos données, à utiliser des formules et à créer des graphiques grâce à quatre sessions en ligne et en direct, en français.

Course details

Entraînez-vous avec des exercices pratiques et retrouvez les enregistrements après chaque session. Pour participer, prévoyez un ordinateur et une connexion internet.

Call to action

Découvrez le programme avant de vous inscrire.

Bouton : Recevoir le programme sur WhatsApp

Confirm before launch

The provider must confirm session dates and times, price and payment terms, required Excel version or licence, duration of recording access and the working WhatsApp destination. Make these details available before asking anyone to register or pay. Do not invent local testimonials, trainer credentials or payment options.

What still needs audience validation

This review proposes clear professional French without adding local slang for effect. Validate whether the audience finds the tone appropriate and understands the offer. Ask a small group of intended readers what they expect to learn, what happens when they press the button and what information they still need. Treat their feedback as qualitative input, not proof of conversion performance.

For any expansion beyond Abidjan, confirm the new audience, service availability and campaign details before reusing the copy. This sample demonstrates editorial reasoning, not comprehensive country research.

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