



Client: A baby product manufacturer

Project: New blog

Objective: Provide information in an engaging way to improve customer satisfaction, brand loyalty and sales

Client Specifications

“Provide awesome, useful content that will help [our customers] with their feeding journey and new journey into motherhood”

Business Challenge

The client stated they wanted to be ‘best in class’. They wanted to become the go-to source of information for mothers to improve brand loyalty and brand awareness. They are, however, in a competitive market. There are a number of very well-known brands that produce the same class of product, often selling products at cheaper prices. The challenge was to produce blog posts that provide valuable information and also clearly convey how the client’s products differ from those of their competitors and justify the added cost.

Solution

- Produce a number of blog posts that focus on a single aspect of each part of the ‘sales funnel’ or ‘sales flywheel’ (except advocacy):
 - Unaware prospects
 - Prospects researching the class of product they need
 - Prospects choosing the specific product they need
 - Customer satisfaction/loyalty
- Produce blog posts that are more detailed than those of the competitors
- Optimise each blog post so it ranks highly in the major search engines but still provides an excellent reading experience for prospects and customers

Sample headlines

Note: I also provided alternative SEO headlines

- A letter from your baby
- Why generic teats contribute to reflux and colic and how you can prevent reflux and colic from taking hold in your baby by using [client]’s teats
- Reflux in babies - what it is and how to deal with it
- Learn to express breast milk like a pro and nourish your baby even when you’re separated

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Just a quick email to say I have read this blog it is absolutely outstanding! Thank you very much!

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Experience, Competencies and Certifications

- Experienced in using popular blog tools including:
 - Wordpress
 - Shopify
- Proficient in HTML and CSS
- Inbound Certified (HubSpot Academy)
- Content Marketing Certified (HubSpot Academy)