



Client: A baby product manufacturer

Project: Rewrite all product descriptions

Objective: Increase sales

Client Specifications

Rewrite all product descriptions with a descriptive paragraph, a list of what each pack contains and a list of benefits. Analyse customer feedback to tease out any benefits not currently being advertised.

Business Challenge

The existing product descriptions were very dry. The client didn't have a clear idea of their target market nor were they willing to do (or commission) the research required to refine their target market and develop customer personas.

Solution

- Analyse the customer feedback to elucidate key customer values, attitudes and pain points
- Use active language to describe the benefits
- Incorporate power words into the descriptive paragraph
- Focus the descriptive paragraph on the value of the product to the customer
- Use emotive language in the descriptive paragraph to describe how each product can solve the most likely customer pain points

Samples

As a parent, you want to do all you can to protect your baby's precious breastfeeding technique. Our sensational 3+ Months Feeding Kit contains everything you need to get your 3-6-month-old baby off to a great bottle feeding start while avoiding nipple confusion. The two nipples in this kit provide different flow rates to help ensure your baby doesn't learn the lazy feeding habits promoted by generic nipples regardless of your baby's feeding speed.

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Newborns need special care and attention and nothing is more important than ensuring they feed well. [Brand] is devoted to giving premature and full-term babies the best feeding experience and our revolutionary extra-slow nipples will help your newborn build strong breastfeeding skills. With the benefits of anti-mastitis, anti-reflux and anti-colic functionality, [Brand] has you covered.

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Thanks for these new product descriptions, they are so much more engaging!

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Certifications

Inbound Certified
(HubSpot Academy)