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How CopyPress Helped Lovepop Scale Content Production 5x and Get More of its Products Noticed

CASE STUDY

"The volume and quality of writing from CopyPress is way beyond anything we could have achieved on our own.

It's been an incredibly positive investment on our end."

Hannah Davies,
Creative Content Associate, Lovepop

Challenges

Lack of capacity to write product descriptions meant new products were going unnoticed

Since its successful appearance on TV's Shark Tank in 2015, Lovepop hasn't looked back.

Today, the company sells products in thousands of retail stores across the country—including 13 owned locations—has a strong online presence, and holds licenses with entertainment mega-brands, including Star Wars and Disney.

For Creative Content Associate Hannah Davies, Lovepop's success and growth is a source of pride. But it also brought with it an avalanche of additional workload.

> "In the early days of the start-up, Lovepop was introducing maybe one new design a week," explains Hannah. "Now, we typically release upwards of 80 new designs for an upcoming season—and every one of them needs a product description."

Hannah was at the forefront during this explosive growth in product development. She already had a broad job description, including social media management and copywriting across the brand. Now, she had a significant number of product descriptions to write, too.

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Solution

Lovepop partnered with **CopyPress** who:

- Created custom teams of writers to dramatically scale output within short deadlines

- Matches Lovepop's brand, tone, and writing style with ease

- Writes 100s of product descriptions every month, including licensed products

- Provides a custom CMS to manage projects from a single platform

- Takes significant workload off Lovepop's shoulders

Results

- 5x increase in content output in a matter of months

- Having a description for every product on their website boosts SEO performance and product visibility

- With workload lifted, Lovepop's in-house writer can focus on other strategic priorities

> "I would find out that we were launching all these new products that everyone was excited about. At first, I could keep up with the growing volume, but it didn't leave me much time to focus on the rest of my responsibilities," says Hannah.

As launches became ever more frequent, the job of writing so many descriptions single-handedly became unsustainable.

> "I just didn't have the capacity to write all the descriptions like I used to," says Hannah. "I started asking our Customer Happiness team to help out. While they were happy to pitch in, at the end of the day it wasn't their job to do it."

Before long, products were hitting the website without any description at all.

> "Oftentimes, there were products that would go without descriptions, just because we didn't have the capacity to produce one for every single new product that came out," says Hannah.

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As a content expert, Hannah knew this was bad news for Lovepop. Product descriptions are essential for retail businesses to succeed online. Every gap in content was bad for SEO, bad for brand visibility, and bad for sales.

The burden on Hannah got worse when licensed products launched. Writing licensed descriptions was even more problematic, because they had to meet the strict guidelines of each brand partner—and then go through lengthy rounds of approval.

> "We went from introducing one new licensed product per season to launching 12 per season, which put even more pressure on me to create the required content," she says.

To keep up with the aggressive pace of new product development, Lovepop needed an expert who could match their style and voice—and scale content output fast.

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Solution

A time-saving, hassle-free way to populate their website with quality product descriptions

Lovepop discovered CopyPress, which helps companies create effective content marketing and stand out in their industries.

Lovepop was a little nervous about using CopyPress at first, as they'd never worked with an external content provider before. To test the waters, they established a trial project where CopyPress had to write 10 descriptions for new Mother's Day products.

Hannah shared Lovepop's brand and style guides and laid out what she wanted. Two paragraphs of copy: one describing the product and its benefits in detail, and a second that was occasion-specific.

> "The test went really well," she says. "It was surprisingly seamless from the start and I was impressed by how CopyPress picked up on our brand, tone, and style of writing very easily."

Hannah was so impressed, she asked CopyPress to provide 90 more descriptions—within two weeks.

While Lovepop would never have had the bandwidth to deliver so much content in so little time, CopyPress did. With a team of around 2,500 certified writers and editors available on their content team, CopyPress calculated how many writers were required to meet the deadline, and set them to work.

> "CopyPress has an in-house team of copywriters and an external network of specialists. So even if you need to achieve huge scale, they can meet your requirements," says Hannah.

Seamless process through a single platform

Hannah appreciated how easy it was to get quality copy written and published.

The workflow between Lovepop and CopyPress is seamless, effortless, and efficient.

With CopyPress's proprietary Project Management System, Dante, writers, editors, and QA specialists streamline the content creation, management, and publishing process.

Meanwhile, Hannah accesses everything she needs, makes edits, and confirms approvals, all in one place.

> "CopyPress is great and their process is seamless," says Hannah. "Dante is user-friendly and takes all the usual back and forth out of the approval process."

Hannah soon handed over all Lovepop's product descriptions to CopyPress.

She had so much confidence in their writing, she even passed across the ultra-demanding job of licensed product descriptions.

Hannah created short guides for each brand and let CopyPress run with it. She was so happy to see a chunk of challenging work disappear from her lap.

> "Our licensed products have continued to grow in popularity. This was a challenge for me because I was the only one with a knowledge of writing licensed copy based on the licensors' brand guidelines, and the increased workload was a lot to face alone," she says. "CopyPress came in, picked up the workload, and I had virtually no edits, which was so beneficial to me."

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It was exciting to Hannah that CopyPress could match so many unique writing styles so quickly.

> "CopyPress has been able to do that for every product and license we've thrown at them, including those that are more niche," says Hannah. **"I rarely have any edits on anything they write."**

While product descriptions can easily become repetitive, Hannah appreciates how CopyPress keeps its work original and fresh.

> "Having the thoughts, insights, and perspectives of CopyPress's writers adds an overall breadth and variety to our descriptions, which wouldn't be there if I was writing everything," she says. "It's refreshing to see no repetitive lines and it feels unique every time I read a new description."

Because Hannah trusts CopyPress, she increasingly calls on them to produce broader marketing content, including SEO-optimized blog posts.

> "Everything I approach CopyPress with, they're always positive and responsive," she says. "Mostly, I just hand off different projects to them. They take it, run with it, and the content they produce always comes back great."

"I was impressed by how CopyPress picked up on our brand voice and tone really easily. I rarely have any edits on anything they write."

Results

Content output increased by 5x—which boosted the visibility of Lovepop's products and business online

CopyPress enabled Lovepop to massively scale its product descriptions without the costs of hiring and training more staff.

Thanks to CopyPress, Lovepop scaled its content output by at least 5x—all in the space of a few months.

> "The volume and quality of output from CopyPress is way beyond anything we could have achieved on our own," says Hannah.

Hannah knows that having more SEO-focused product descriptions on the site will increase the visibility of Lovepop's products and business online and drive more organic traffic.

With a major distraction eliminated from her daily duties, Hannah has more time to focus on other responsibilities.

"The turnaround time and speed we get from CopyPress is insane," says Hannah. "It means I don't have to worry about product descriptions anymore, which gives me more capacity to contribute to other business priorities."

As a fast-growing start-up that often needs things done yesterday, Hannah also appreciates how responsive CopyPress is.

"CopyPress is always very quick at turning around any last-minute tasks we throw at them," she says.

Hannah believes CopyPress is a great partner for any retail business looking to scale content production fast.

"It's been an incredibly positive investment on our end working with CopyPress," she says. "They save us time and money, and enable us to have a complete website where every product has a description. That's great in terms of future SEO benefits, ensures our brand stays visible, and gives us a better chance of attracting more customers."

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Seamlessly scale your content output with CopyPress

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