

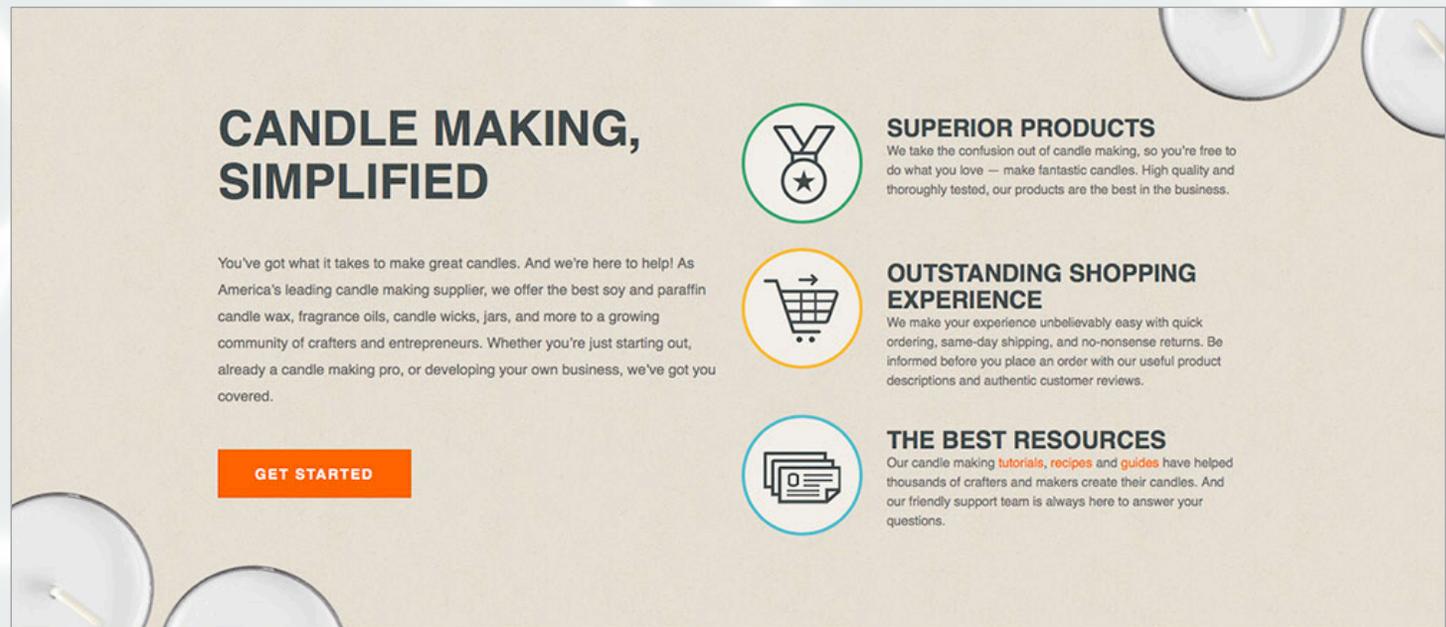
CLIENT SUCCESS  
STORY:

CandleScience

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## How a Comprehensive Content Marketing Strategy Boosted an E-Commerce Company's Business



### CANDLE MAKING, SIMPLIFIED

You've got what it takes to make great candles. And we're here to help! As America's leading candle making supplier, we offer the best soy and paraffin candle wax, fragrance oils, candle wicks, jars, and more to a growing community of crafters and entrepreneurs. Whether you're just starting out, already a candle making pro, or developing your own business, we've got you covered.

[GET STARTED](#)

- SUPERIOR PRODUCTS**  
We take the confusion out of candle making, so you're free to do what you love — make fantastic candles. High quality and thoroughly tested, our products are the best in the business.
- OUTSTANDING SHOPPING EXPERIENCE**  
We make your experience unbelievably easy with quick ordering, same-day shipping, and no-nonsense returns. Be informed before you place an order with our useful product descriptions and authentic customer reviews.
- THE BEST RESOURCES**  
Our candle making [tutorials](#), [recipes](#) and [guides](#) have helped thousands of crafters and makers create their candles. And our friendly support team is always here to answer your questions.

### Who They Are

CandleScience is a B2C and B2B e-commerce business based in Durham, North Carolina. The company wholesales candle supplies—fragrance oils, waxes, molds, dyes, diffusers, and wicks—to candle makers and small businesses around the world.

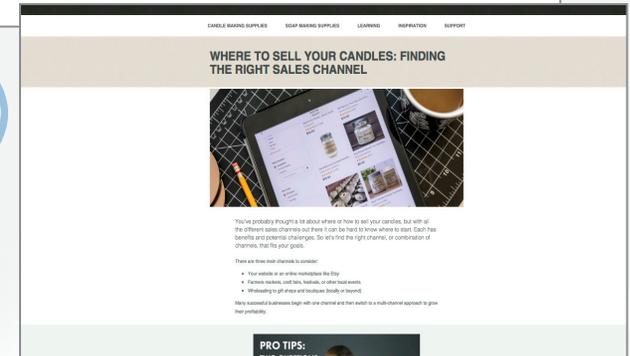
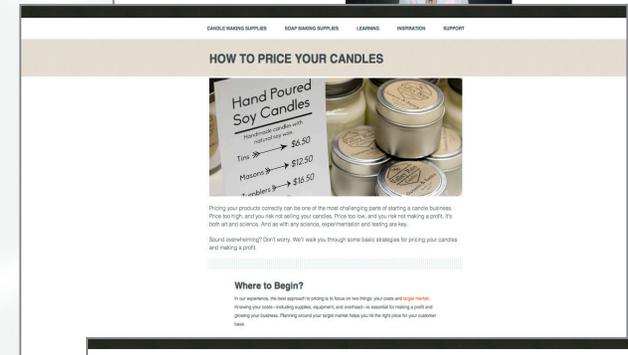
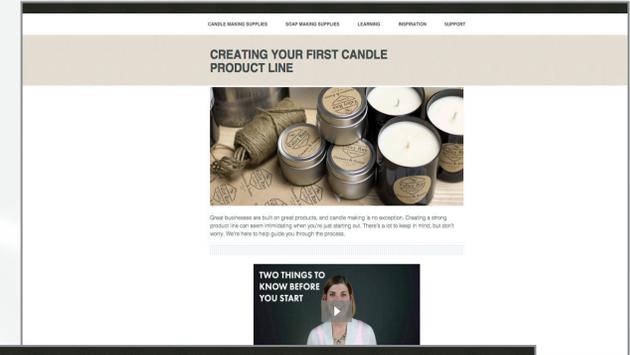
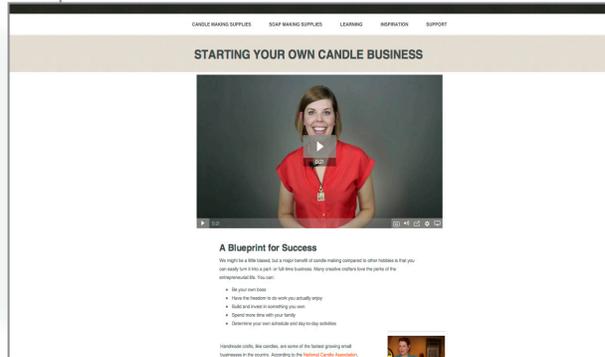
### What They Needed

CandleScience contacted us to help with basic copywriting for transactional emails, but the partnership quickly blossomed into comprehensive content marketing services. This included developing top-notch website copy, lead-generating mechanisms such as tutorials and customer success stories, social media content, drip email campaigns, new product launches, and product descriptions.

## Small Business Guides

Because a significant share of revenue comes from small business owners who order supplies in bulk, CandleScience had a pressing need to create lead-generating content for getting new prospects into the sales funnel. Working in close collaboration with CandleScience's marketing and product development departments, we created a powerful four-part series of business guides introducing novice candle makers to the world of candle making as a small business.

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The four guides rocketed to the number one slot in Google's search results for "how to start a candle business" (out of 22.1 million results). The pages also received 17,874 pageviews over a four-month period.

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## Email Marketing

**Drip campaign:** Another key goal for CandleScience is to introduce beginners to the basics of candle making. Again working closely with internal teams, we developed a five-day educational drip email campaign on beginning candle making, with a call-to-action prompt to purchase the client's soy candle making kit.

**Newsletter emails:** CandleScience regularly communicates with customers through email. We stepped in and turbocharged the copy with some added flair and zest.



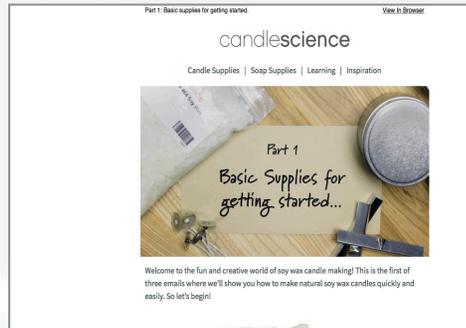
Landing page



Newsletter 1



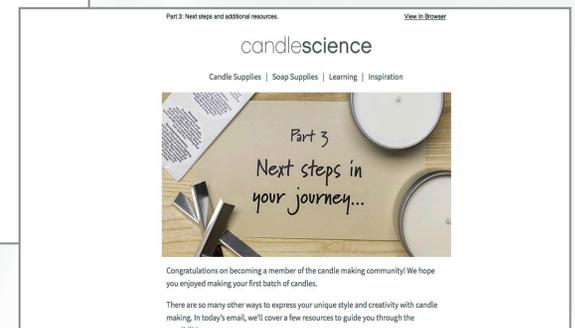
Newsletter 2



Email 1



Email 2



Email 3

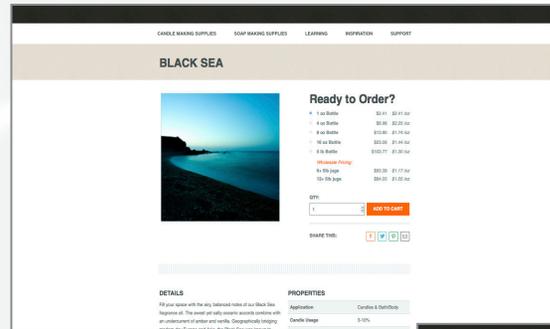
Results:

- 1 A bottom-line 16% conversion rate for purchasing the soy candle making kit, remarkably high by industry standards.
- 2 New customers who took the email course spent 32% more than a typical new customer.
- 3 The value of existing customers who took the course was 72% higher than customers who didn't.

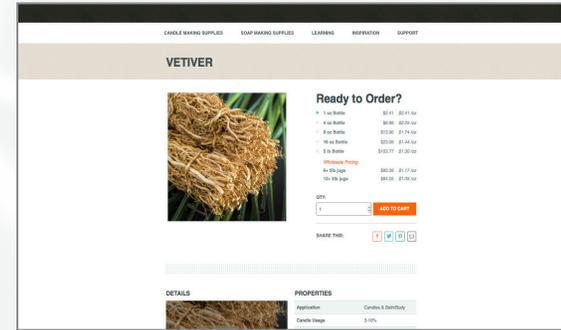
## Product Descriptions

As part of our copywriting presence, we revamped or created fresh new descriptions for dozens of products in CandleScience's catalogue, including products that eventually become strong sellers.

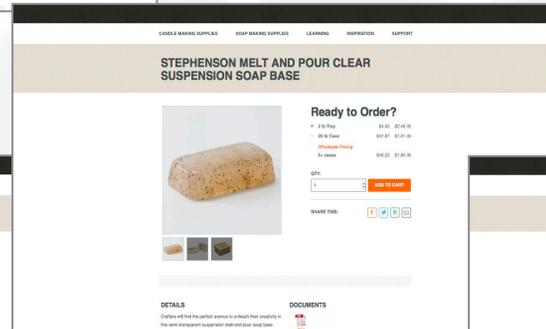
CLIENT SUCCESS STORY:



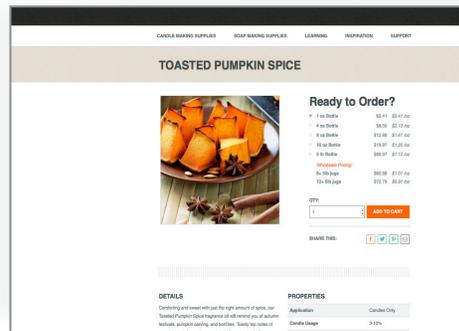
Black Sea Fragrance Oil



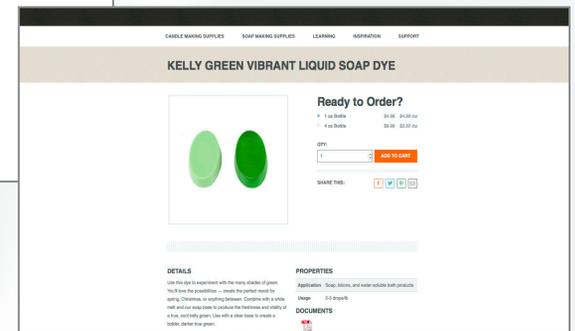
Vetiver Fragrance Oil



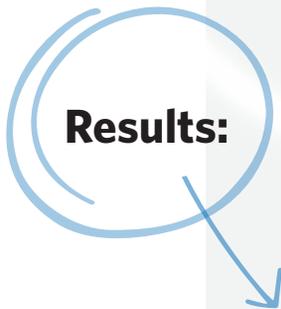
Clear Suspension Soap Base



Toasted Pumpkin Spice Fragrance Oil



Kelly Green Liquid Soap Dye

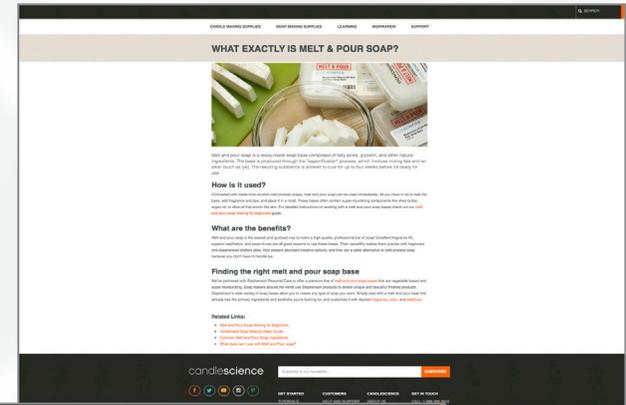
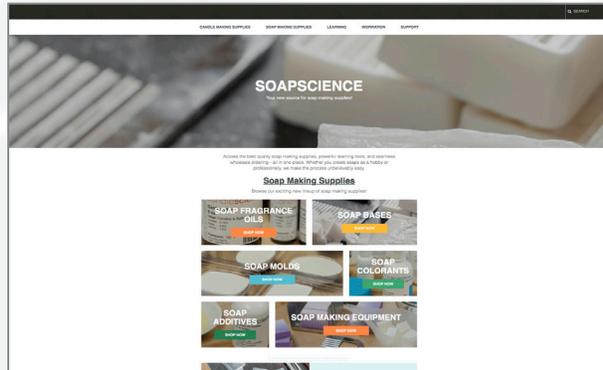


Wrote descriptions for some of the most popular fragrance oils, including Black Sea (49,716 hits to date), Blood Orange (38,515 hits to date), and Fraser Fir (27,040 hits to date).

## New Product Launch

In May 2016, CandleScience branched into an entirely new product line: soap making supplies. We provided crucial support on everything from website copy to product descriptions to social media content to other marketing collateral.

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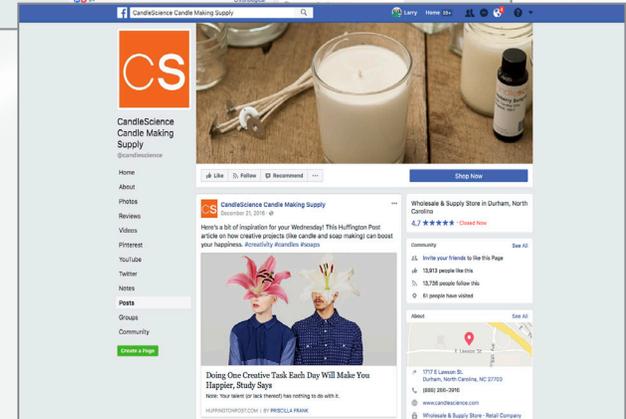
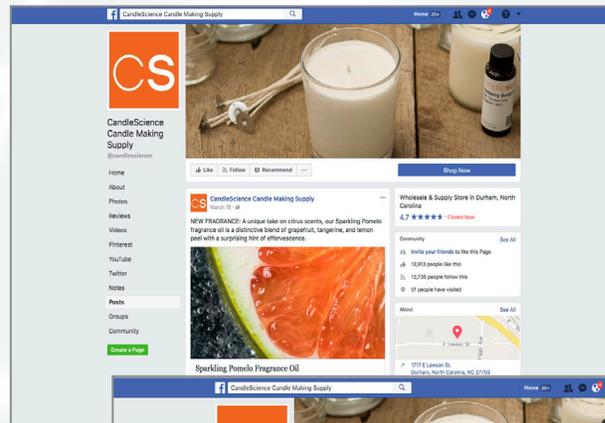
**Results:**

Over a 15-month period, wrote copy for pages that generated 783,762 pageviews and strong revenue from current and new customers.

## Social Media

As part of our renewed content marketing focus, we worked with internal CandleScience teams to develop a workable social media schedule for Facebook, Twitter, Google+, and Instagram and began a successful campaign to re-engage customers on these platforms.

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Results:

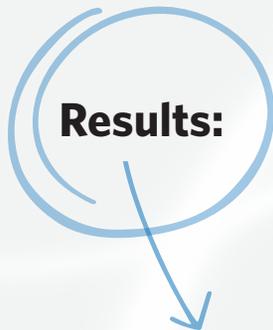
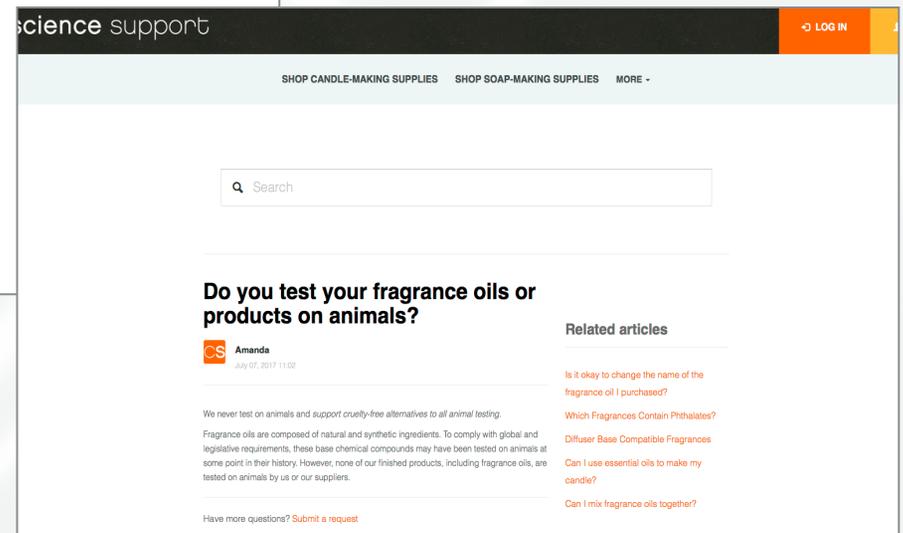
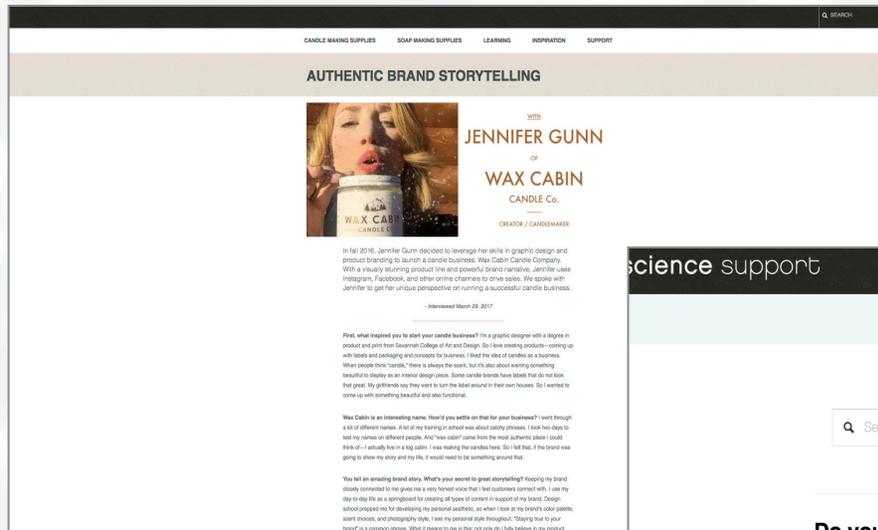
We wrote copy for highly successful Facebook posts, including single posts performing with a reach of 20,989 and 13,798 each.

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## Website Copy

We also provided website copy for CandleScience in other areas, including interviewing customers and re-telling their experience through Q&A success stories, revamping the homepage copy, and developing transactional content such as FAQs.



A 17 percent growth in website traffic over a 20-month period compared to the previous 20-month period.