



PAWS & CLAWS

## Paws & Claws

### The Challenge

Paws & Claws is a well-established e-commerce business in the pet niche, specializing in high-quality pet products for dogs and cats. However, despite having a strong brand and a loyal customer base, the company was struggling to drive sales through its website and social media channels. Our main objective was to increase sales and customer loyalty through targeted and effective website copywriting and Facebook ads.

### The Solution

To turn things around, we implemented a comprehensive approach that included: Redesigning the website copy to better convey the company's brand identity and the benefits of its products Developing targeted Facebook ads campaigns to reach a wider audience and drive traffic to the website Optimizing product descriptions and website pages for SEO to increase visibility in search results

### The Result

In the first month after implementing the new website copy and Facebook ads, Paws & Claws saw a 180% increase in sales. The success continued in the following months, with the company experiencing a steady stream of new customers and increased customer loyalty.

“**Copycraftco helped increase our sales by 180% and improve our customer experience. Highly recommend them to any business looking to succeed.**

**Michael Brown, CEO of Paws & Claws**

### About Paws & Claws

Location

Retail

Number of Employees

**1 - 10 employees**

Location

**USA - Iowa**

### Measurable Impacts

- ✓ 180% increase in sales.
- ✓ 430% increase in website traffic
- ✓ Increased custom retention by 78%



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