



## A WORD-right Case Study



# Wool Overs put Copywriters to the Test

Wool Overs Ltd is one of Britain's leading knitwear manufacturers and retailers. Based in Sussex, Wool Overs sells its woollies online, at county shows, and from a factory shop in Haywards Heath. Using only natural yarns, the Wool Overs' range includes pure wool, cotton, silk, and cashmere garments.

### Inimitable Style!

The Wool Overs style is unique: it is reflected in the entire customer ethos and, in particular, by the friendly, humorous copywriting: all the Wool Overs' garment descriptions are informative and hugely entertaining. The company prides itself on its relationships with its customers, and providing quality products at sensible prices.

### Saved from Writer's Block

Wool Overs' MD, Mark Shenton contacted WORD-right early in 2007. He needed some new product descriptions, was suffering from a shortage of time, and had an acute case of writer's block. To ensure the Wool Overs' style was preserved, WORD-right had first to write some sample product descriptions in their house style.

### Flying Colours

WORD-right passed the Wool Overs copywriting test, and was appointed to write more product descriptions and to 'polish' the company's website. This was no small task, as over 50 pages had to be edited while preserving the Wool Overs' inimitable style, of course.

### Building sales online

As part of its online marketing, Wool Overs were looking for a user-friendly solution to promote their online sales through email marketing. WORD-right recommended Synchronmedia Ltd, a Brighton based email marketing provider. Using this system, Wool Overs now send out regular electronic newsletters and promotions, all handled in-house by the company's own team.

Mark Shenton wanted to continue development of the Wool Overs' website to increase online sales, and has made a significant investment in the Internet marketing. Working with Wool Overs' SEO (Search Engine Optimisation) specialists, WORD-right has written more keyword-rich copy to help optimise the main pages on the Wool Overs' website. This Internet marketing

investment has paid dividends, as online sales have trebled in the space of a year.

WORD-right continues to work with Wool Overs, writing more product descriptions, recruitment advertisements, and other copy, often meeting deadlines of just a few hours.

*"Thank you for all the great copy you have produced for our website and Autumn Winter brochure. You have saved me hours of 'writers block', given me great service and very good value too. I look forward to sending you the brief for our next brochure ... once we have finished arguing about designs!"*

**Mark Shenton**  
**Wool Overs Ltd**



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