



# Content Marketing for E-Commerce Platform

## PROJECT DETAILS

 Content Marketing

 Aug. 2020 - Feb. 2021

 Confidential



*"They strictly respected project deadlines, and they were 100% friendly in the question of additional edits."*

## PROJECT SUMMARY

ContentAdore provided content marketing services for an e-commerce platform. The team created content to promote the client's business products.

## PROJECT FEEDBACK

ContentAdore successfully created quality content resulted in a significant improvement in the client's SEO ranking and sales. A collaborative team, they worked hard to ensure on-time delivery. They were approachable and communicative in the workflow.



## The Client

Please describe your company and your position there.

Freelancer, Andrii

## The Challenge

For what projects/services did your company hire ContentAdore?

I had cooperation with Content Adore when I was working on E-commerce project in the niche of selling wood accessories.



**Andrii Afanasiev**  
Freelancer, Be My Flowers



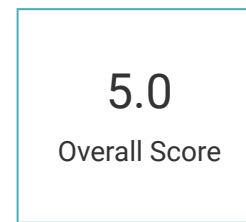
**Advertising & Marketing**



**1-10 Employees**



### CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 5.0



Would Refer: 5.0





## The Approach

How did you select ContentAdore and what were the deciding factors?

I met the manager of Content Adore at the marketing conference. We talked a lot about our experience and I understood that this team can give quality content expertise for my client's project.

Describe the project in detail and walk through the stages of the project.

The main goal that I determined for authors were creating topical content for category and subcategory pages of online store. The content team followed my technical requirements for every text. I've given them to work with 7-10 pages per month and it helped to get competitive content that corresponds the actual SEO practices and improve conversions.

How many resources from the ContentAdore team worked with you, and what were their positions?

I didn't ask personally about the exact number of people who worked with my project, but I think there were at least two specialists. That's the author and project manager.

## The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

The team prepared for the website nearly 50 quality category and subcategory texts that improved SEO ranking and products sales.





## How effective was the workflow between your team and theirs?

I'm pretty enjoyed cooperating with the ContentAdore guys. They strictly respected project deadlines, and they were 100% friendly in the question of additional edits.

## What did you find most impressive or unique about this company?

I'd like to emphasize the next benefits, Pleasant prices that don't break the quality of content, Exact following the technical and marketing specifications, Friendly communication, and Every next pack of content is better than the previous.

## Are there any areas for improvement or something they could have done differently?

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