



Case Study:

Turning Compliance Into Marketing Gold



“Getting It Write Inc has surpassed all my expectations and hopes. Her attentiveness to the project was excellent and research thorough. She completely blew the doors off of the compressed timeline and delivered several days ahead of the looming deadline. There really is nothing that didn’t make working with Getting It Write Inc a complete pleasure.

If you have a copywriting job, look no further. Hire Getting It Write Inc now, and you’ll never have to worry again. I’m officially done looking for other freelance writers because everything I need, Getting It Write Inc has it, and has it in spades. Thank you, thank you, thank you for the excellent work. I really can’t say enough good things.”

>>T. Majewski

The Challenge

Write a web page for a manufacturer of Boy Scout T-Shirts explaining the requirement for and their compliance with federal regulations for testing elements used in the manufacture of the T-Shirts for toxicity.

The Solution

The fastest and least expensive way to create this web page would be to copy the explanation of the regulation from a federal website. Another low-cost alternative would be to hire someone to rewrite or “spin” the federal content to create a page that might look like original content to search engines.

Neither of those solutions would take advantage of an opportunity to reinforce the manufacturer’s commitment to quality.

Getting It Write, Inc wrote a web page that:

1. Reinforced the manufacturer’s commitment to quality.
2. Differentiated the manufacturer by describing how much they supported the regulation to ensure the safety of all children.
3. Eliminated the technical jargon and explained the regulation in terms any parent could understand.
4. Described the third-party labs that performed the testing as being hand-picked by the manufacturer for accuracy and integrity.
5. Described the certification report and its importance.
6. “We give you our word—in writing”. Described the tracking label mandated to be on the shirts as the manufacturer’s way of guaranteeing the safety of their products.
7. Stated appreciation for their customer’s business.

The Result

The manufacturer added a page of original content to their website that put them in compliance with federal regulations for communicating the testing requirements to the consumer. **More importantly, that web page became an important piece of their branding message.**