



HOW

**PUNCHLINE**

CONVERSION COPYWRITING

helped **MANLY BANDS** sell

**71% MORE**

*(no joke!)*

**WEDDING RINGS**

——— 66 ———

## **LIANNA IS THE REAL DEAL.**

Not only is she a good copywriter, she's also familiar with various conversion tactics, will dive into your Google Analytics, and can even help you craft a strategy for your SEO.

### **SHE'S NOT JUST A COPYWRITER...**

She puts all of these things together into a comprehensive package.

## **THAT'S WHAT REALLY IMPRESSED ME.**

——— 99 ———



John Ruggiero  
CEO, Manly Bands



# MANLY BANDS

71%

AVERAGE INCREASE  
IN WEDDING BAND  
PURCHASES

93%

AVERAGE INCREASE  
IN “ADD TO CART”  
CONVERSIONS

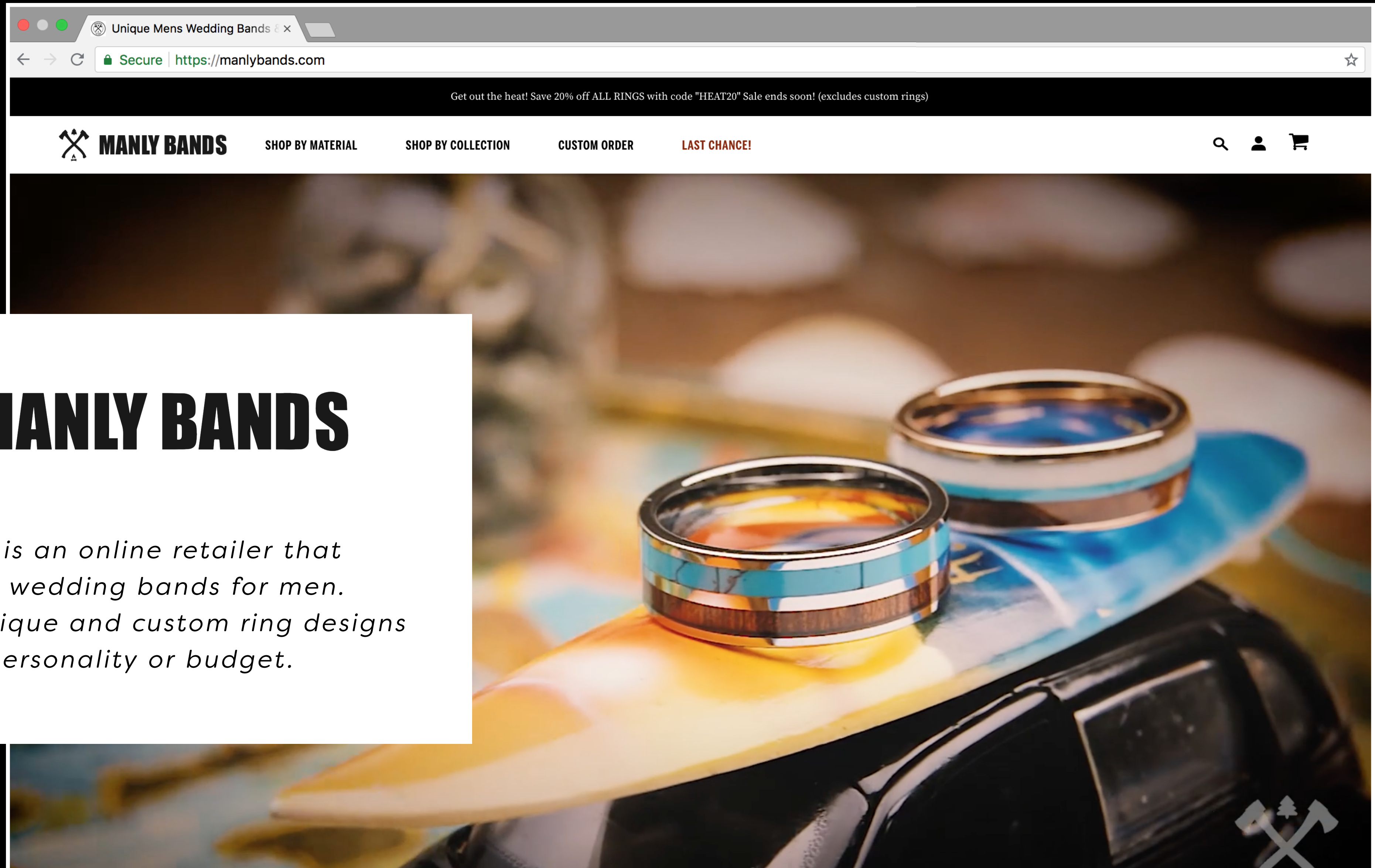
12%

DECREASE  
IN HOME PAGE  
BOUNCE RATE

# *The Challenge*

**DO WEDDING RING WEBSITES  
HAVE TO BE SO BORING?**





# MANLY BANDS

*Manly Bands is an online retailer that specializes in wedding bands for men. They offer unique and custom ring designs that fit any personality or budget.*



## CHALLENGES

- x* Wanted to build a stronger brand voice on the Manly Bands website
- x* Looking to set their business apart from other online wedding band retailers
- x* Needed copy that was funny enough to get attention, but still trustworthy

## SOLUTIONS

- x* Custom conversion copy, courtesy of Lianna Patch and **PUNCHLINE COPY**
- x* Lianna reworked five product pages, including making UX and design recommendations
- x* Created additional copy for Facebook ads, the Manly Bands homepage, and the About page





# *Results*

KEY PRODUCTS ADDED TO  
CART TWICE AS MUCH AS  
BEFORE, WITH THREE TIMES  
AS MANY CONVERSIONS



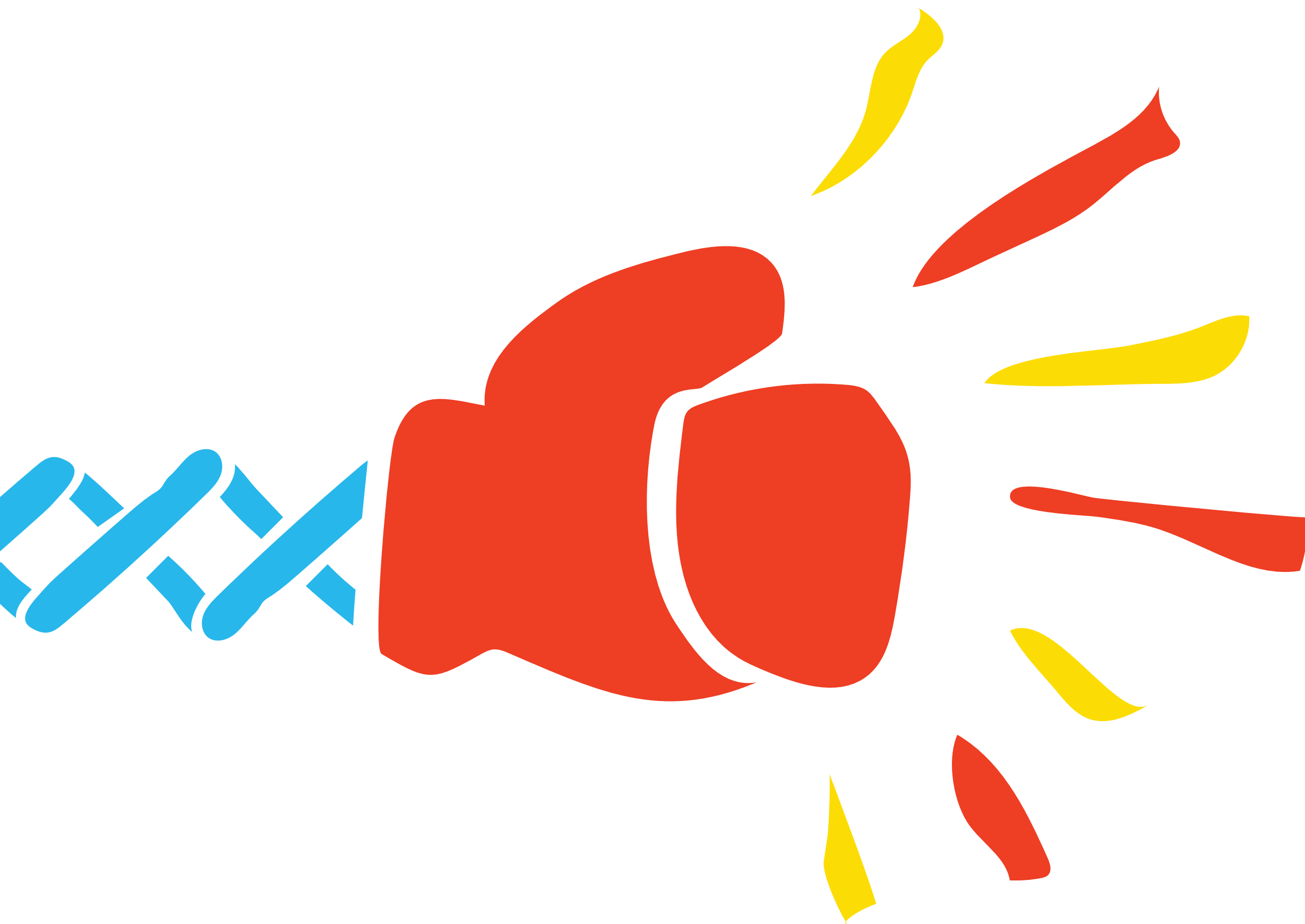
# WHEN JOHN RUGGIERO AND MICHELLE LUCHESE FIRST STARTED MANLY BANDS, THEY KNEW THEY WANTED IT TO BE DIFFERENT FROM OTHER ONLINE WEDDING BAND RETAILERS.

Not only would Manly Bands offer unique designs, custom materials, and better customer service... they planned to create a brand whose funny, irreverent marketing would speak directly to savvy millennial customers.

*“Growth is important to us,” explains John, the CEO. “But we also really wanted to connect with our customer base and make sure that they felt like they were part of our brand, and our community.”*

To achieve this, the couple created a variety of wedding band products, each for a different customer persona. On the Manly Bands website, they wrote up each product page to connect with a specific type of personality.

*“For example,” John says, “We have ‘The Mountain Man,’ which is a beautiful wood ring for people who are outdoorsy and like to camp. On the other hand, we also have something like ‘The CEO,’ which is a gold-plated custom ring for people who spend more time in the office.”*



“WE WANTED TO TEST  
SOME OF OUR BEST-SELLING  
PRODUCT PAGES TO SEE  
IF WE COULD

**PUNCH UP  
THE COPY**

AND MAKE THEM  
DO EVEN BETTER.”

# *Solution*

COPYWRITING SO GOOD,  
JOHN AND MICHELLE  
WISH THEY COULD MARRY IT



AFTER SOME SEARCHING, JOHN AND MICHELLE DISCOVERED **LIANNA PATCH**, THE OWNER OF **PUNCHLINE COPY**.

Her writing style and sense of humor seemed to be exactly what they were looking for, so they decided to bring her onto the project.

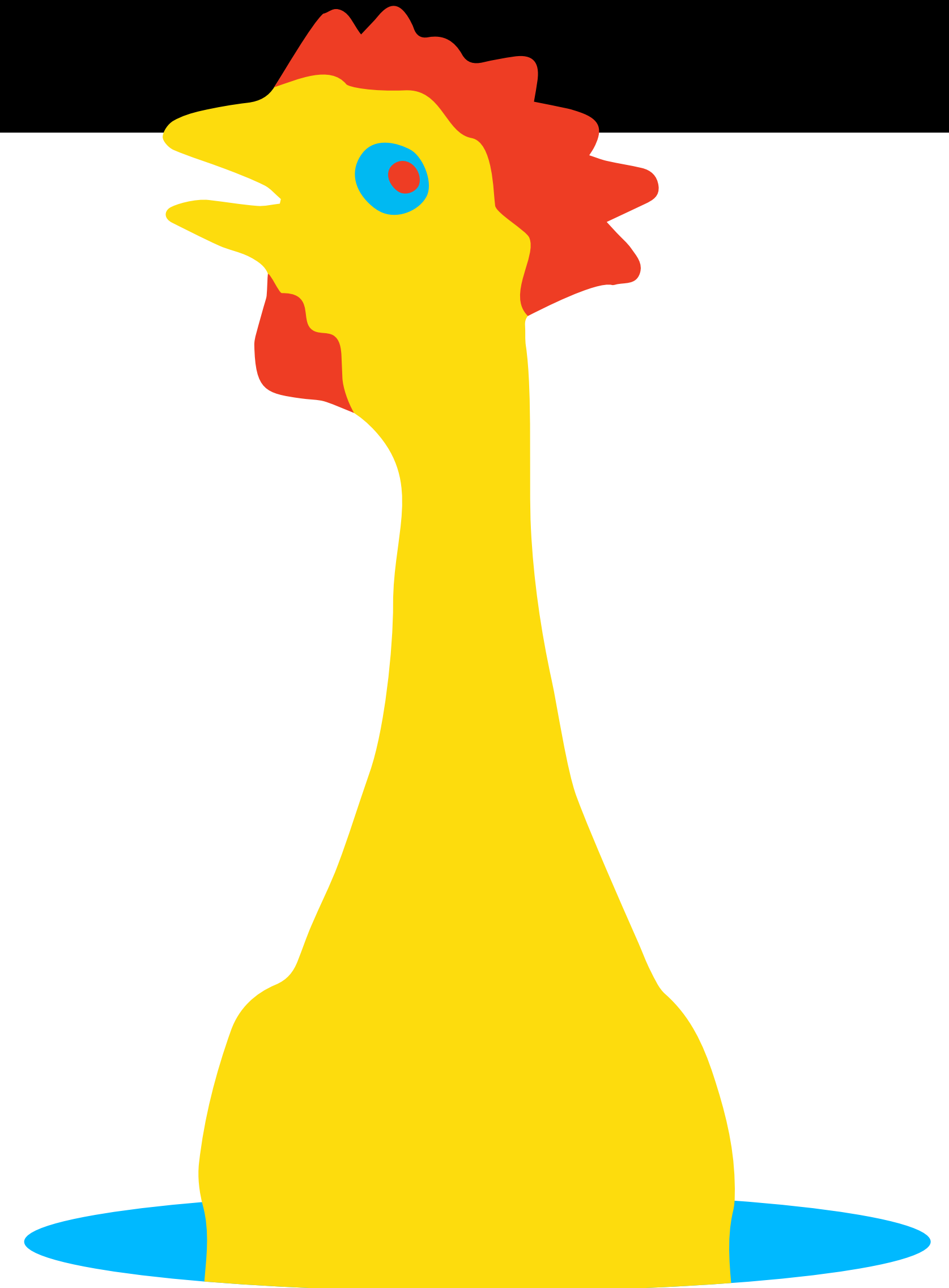
*“We found Lianna, and her tone just matched ours so perfectly,” John says. “It really drew us in. We immediately felt that she writes in the same way that we want to sound. And then, of course, once we got to know her, we discovered that she’s fantastic to work with too.”*

Lianna started out her work with Manly Bands by digging deeper into their brand, goals, and tone of voice. She immersed herself in their products, read customer reviews, and researched the company's position in the marketplace.

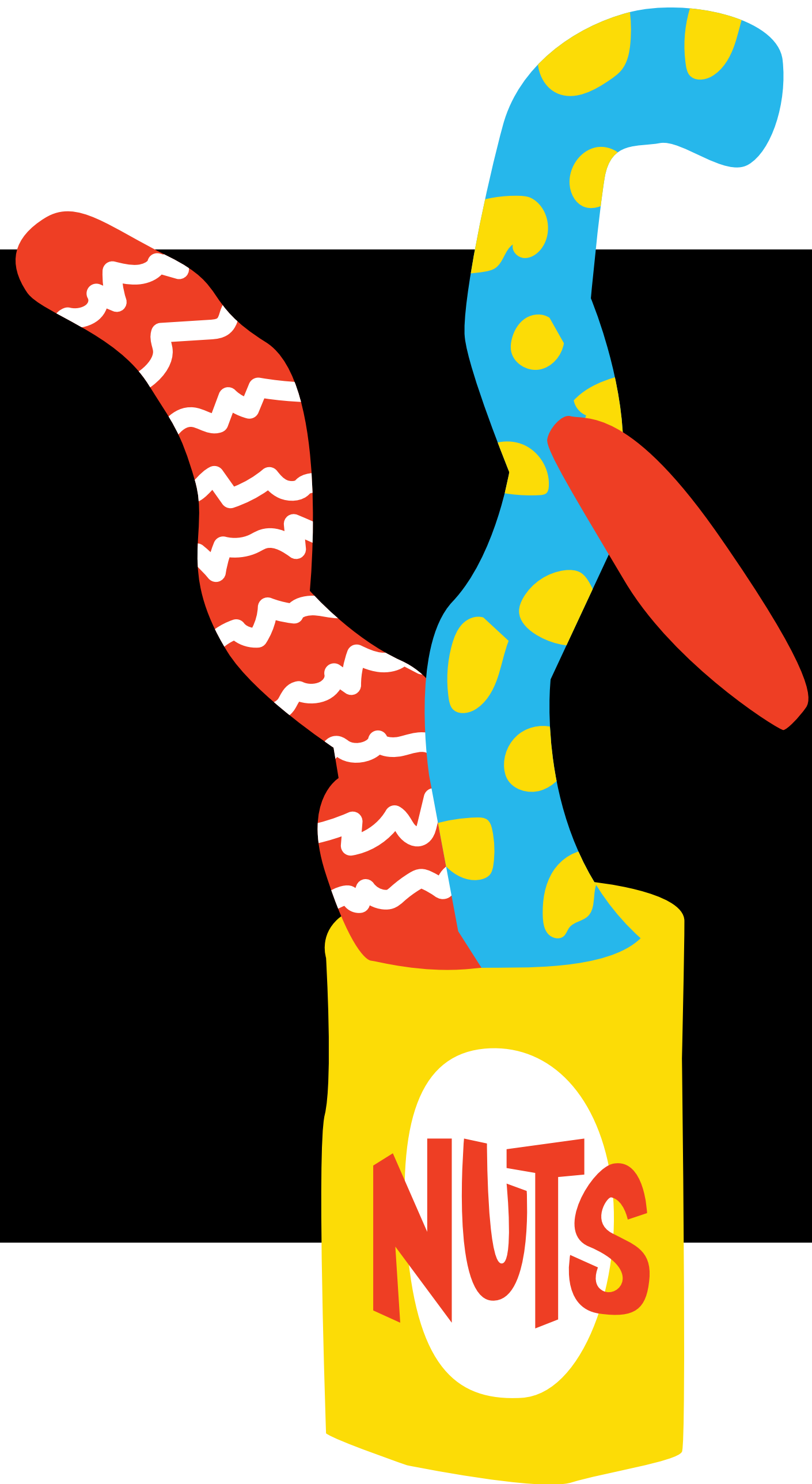
Using this information, Lianna started to juice up their website.

*“Her style was exactly the direction we wanted to go,” Michelle says. “Everything that Lianna did for us, she pushed to the next level. And she put us right on the line of irreverence, without taking it too far. It was just the perfect spot for getting us the kind of attention that we wanted.”*

Not only did Lianna create new copy for five key product pages on the Manly Bands website, she made key UX and design recommendations to help all of Manly Bands' product pages convert more customers.







On top of that, Lianna punched up the Manly Bands homepage, created a series of Facebook ads, and wrote a new, more mission-focused “About” page starring John and Michelle.

*“One of the suggestions she had was for a new homepage title,” John says. “Her idea was, ‘Buying a Wedding Band Doesn’t Have to Suck.’ You don’t normally see that on these types of websites. So of course we loved it.”*

What impressed John and Michelle the most was how Lianna was willing to take risks with the copy in order to inject more of their brand personality.

*“Most people play it safe, but she was willing to suggest things that were definitely outside the box,” John laughs. “It made a huge difference. People come to us now because they connect with that way more than some boring ring site.”*



***“EVERYTHING THAT LIANNA DID FOR US, SHE PUSHED TO THE NEXT LEVEL.***

***And she put us right on the line of irreverence, without taking it too far.  
It was just the perfect spot for getting us the kind of attention that we wanted.”***

In the end, Lianna wrote new copy for five different product pages on the Manly Bands website. On average, these changes helped John and Michelle increase “Add to Cart” conversions by 93%. One wedding band in particular, called “The Journeyman,” skyrocketed Add to Cart conversions more than 196%!

*“It was a vast improvement from what we normally sell,” John says. “We were thrilled, and very impressed. To us, it made sense that we saw a lift in sales because compared to the copy that we*

*had before... It’s just a huge difference. The writing jumps off the page now. It’s so much cooler.”*

Across all the product pages that Lianna updated, average purchases went up by more than 71%. Some of the wedding bands sold even more than that, including “The Cowboy” and “The Architect,” which saw their sales nearly double.

At the same time, the changes Lianna made to the Manly Bands homepage resulted in a 12% lower bounce rate.

## ***NEEDLESS TO SAY, JOHN AND MICHELLE WERE THRILLED WITH THE RESULTS.***

*“When we see a large lift on even one of our product pages, that translates into a lot of sales,” John explains. “So we’ve definitely covered the cost of our initial investment, and we’re very happy with the outcome.”*

Now, the Manly Bands website is selling more than ever, and John and Michelle say they have **PUNCHLINE COPY** to thank.

*“I would venture to say that the conversion rate on those pages are so much higher because of her copy alone,” says John. “That punch-up really did help. Because it does something to you. It makes you be like, ‘Oh my God, of course I want this!’”*

—— 66 ——

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AND VERY IMPRESSED.**

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compared to the copy that we had before...

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**IT'S SO MUCH COOLER.**

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**READY TO GIVE YOUR WEBSITE  
A KICK IN THE PANTS?**



***BOOST YOUR BRAND WITH PUNCHY COPY  
THAT'S PROVEN TO CONVERT.***

***Heck Yeah, Let's Get Started***