



CUSTOMER SUCCESS STORY

How sweet copywriting put Touchwood Mushrooms on the map



The Client

Headed up by Graham Upson, Touchwood is one of the only medicinal mushroom growers in Australia. And as a 45 year veteran of the mushroom industry, Graham is a full bottle in the field of mycology.

He was not, however, a full bottle on marketing in the digital age. The Upsons needed someone they could trust to spread the word about their business bebe.

Word Candy have picked up our business and launched it with great results.

We could not have achieved the results we have without Martha.

She's a delight to deal with and I'm really looking forward to the future together.

Graham Upson | Owner

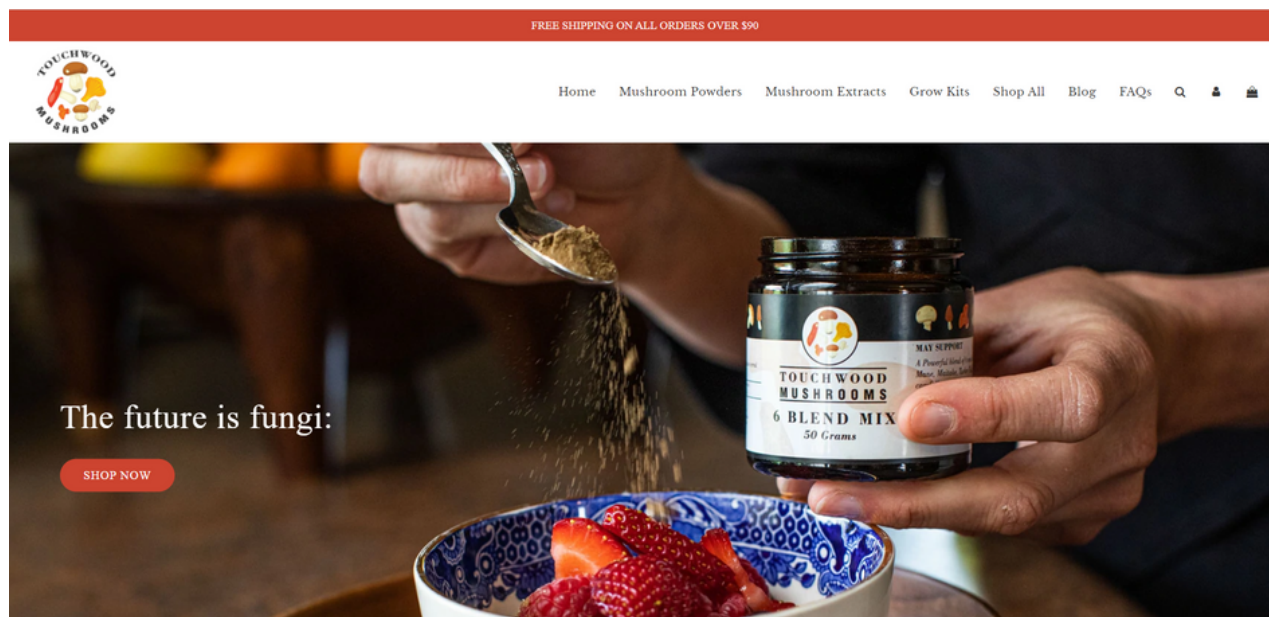


The challenge

An update of their existing website with fresh SEO optimised copy and professional photos

SEO friendly copy on Touchwood's website makes it clear to Google and human users that they're in the right place.

Warm, welcoming, and quirky — their tone of voice hits users right in the feels (and sweet talks the Google machine).



After two years, Touchwood Mushrooms outgrew their Wix site and now they're loving themselves sick on Shopify.

Twice monthly blogs and email marketing sequences

Informative, engaging blogs mean that Touchwood's customers are more educated about what they're buying.

And more educated buyers = more confident buyers.

Not only that, the blogs have positioned Graham as the mycology expert that he is, as well as keeping the website fresh and authoritative.



Connections to other professionals to run social media and online ads

With strong connections to other service providers, I'm always happy to share the love.

These days, Touchwood Mushrooms is going from strength to strength. With new products launching, exciting partnerships, and new infrastructure on the horizon, the future is fungi.



Ready to sweeten
your copy?

Start with a FREE discovery call