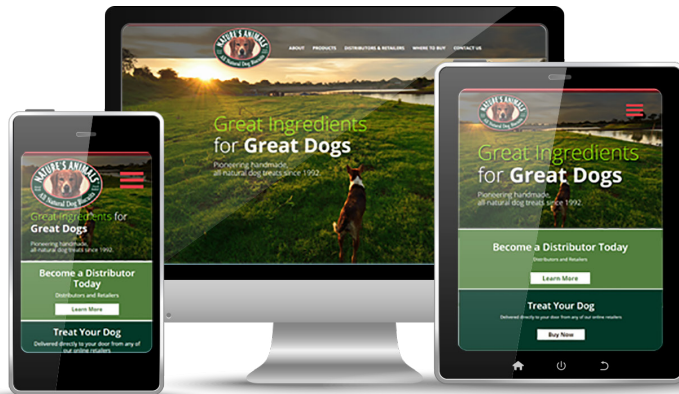


Mamaroneck, NY-based dog treat company Nature's Animals originally approached Hudson Fusion to handle designing and launching the website for their new subscription-box service, 1-800-Dogbone. After the launch, Nature's Animals decided to redesign the websites for their other existing brands to better integrate them into a single cohesive buying experience.

## Results

Three fully-integrated websites that automatically drive visitors to the appropriate brand vendor for their customer type.



## How Hudson Fusion Made It Happen

- Conducted an extensive discovery process, meeting with Nature's Animals' leadership team to understand their vision and their business goals
- Developed Nature's Animals positioning statement and located their target audience
- Wrote taglines and key messaging, focusing on fun, convenience, and ease of use
- Redeveloped existing Nature's Animals & The Bone Company sites for simplicity and clarity in the buying process
- Developed product copy and spotlights

 Content Strategy & Development

 Website Development

 Sales Collateral

 Email Marketing

 Go-To-Market Strategies

 Search Engine Optimization

 Copywriting

