



Kerry Gilmartin
Owner of SOFT Style Inc

Our mission...
is to ensure mothers and
babies are happier and healthier,
and so is their world.



PREGNANCY & newborn

PREGNANCY MOTHERHOOD BABY BUZZ BLOGS GEAR REVIEWS

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Seven things I'm thankful for

Posted by Amanda McKinley
November 26, 2014

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Bamboobies: These nursing pads are *uh-may-zing*. They're so soft, so gentle, so kind... they're everything you should look for... When I ditched the disposable pads for these, **the sun came out and birds started chirping. It was that epic of a moment!**



E-commerce (Amazon and other.com) Advice

Own It: Control SRP, images, reviews, video, descriptions
Control over all channels is your right. Don't be afraid ...

Grow It: Reviews build sales online and offline
Paid advertising online builds sales online and offline and has
lowest ACOS since it's POP advertising
Trial and research online drive growth offline

Use It: Test, test, test:
~ NPD: Test your new product ideas, SKU/pricing/sizing
~ Consumer trial
Use extra margin \$\$\$ to fuel growth offline via trade spend and
other offline sales support