

Brand Voice Guidelines

July 2023

Zulily

# Table of Contents

<b>1</b>	<b>Messaging Hierarchy &amp; Brand Positioning</b>	<b>03</b>	<b>6</b>	<b>Our Brand Voice</b>	<b>20</b>
	How We Talk About Us			Style Notes	
	Our Tagline			Expression Scale	
	How We Talk About Fun Shopping			Examples	
	How We Talk to Moms			Guidelines	
<b>2</b>	<b>Reasons To Believe</b>	<b>09</b>	<b>7</b>	<b>Channel-Specific Guide</b>	<b>31</b>
	Exclusive Daily Deals			SEO	33
	Brand Names & On-Trend Styles			Email	40
	Everyday Value for All Occasions			Push Notifications	47
<b>3</b>	<b>Customer Journey Messaging Map</b>	<b>13</b>		SMS	51
				Paid Ads	55
<b>4</b>	<b>Celebrity Inspiration</b>	<b>15</b>		Social	60
	Kristen Bell			On-Site Marketing & Retail Copy	66
<b>5</b>	<b>Brand Personality</b>	<b>18</b>		Customer Service	90
				Legal	93

# 1

# MESSAGING HIERARCHY & BRAND POSITIONING

How We Talk About Us

Our Tagline

How We Talk About Fun Shopping

How We Talk to Moms

## How We Talk About Zulily

Zulily is an online superstore committed to delivering a uniquely fun shopping experience for moms everywhere and at every stage of motherhood, without breaking the bank.

We offer daily deals, limited-time deals, as well as persistent inventory and clearance events to ensure you can get affordable items you and your family not only need but really, really want. We partner with your favorite name brands and the latest emerging boutique brands to offer on-trend style and everyday value on women's, kids' and men's clothing, footwear, homewares and much more.





## Our Tagline

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"Fun Is Part of the Deal"

The tagline should not be used as a lead headline. It should only be used as a kicker or signoff at the end of a long-form or multi-part placement.

Note that "of the" is to be in lowercase.

Do not add extra words, e.g. "Where Fun Is Part of the Deal."

Add a "TM" symbol after the tagline when possible. This is however, not required, can be avoided if it makes placement awkward.

**FUN IS  
PART OF  
THE DEAL™**



## How We Talk About Fun Shopping

Consider words and phrases that are unexpectedly delightful, playful or humorous.

Lean into language that meets our customer in the moment — by being her "inner voice" and helping her imagine a particular lifestyle is within her reach. Copy should allude to the experience of fun and guilt-free shopping, but we must always be cognizant of current events (e.g., if there's a recession, let's find ways to balance the "fun" with the "practical").

Examples:

Prices you'll brag about.

Your inner glam is calling.



## How We Talk to Mom

Moms are not a monolith. People who fill a “mom” role come in all ranges and stages; some have babies, others have young children, and still others have grown adult children. They may love the title of “mom,” hate the title, or simply want to be able to choose the title for themselves (versus being assigned it).

When talking to our core audience, we don’t want to take these nuances and preferences for granted. Consider the following pages as guidance while navigating how to best meet our beloved moms where they’re at.



Internally, we can still think of ‘mom’ as inspiration, but **we don’t want to call her “mom” explicitly in our communications.** In certain contexts, like Mother’s Day, it would be okay to use “mom.” Do not use “Mom” or “Baby” as proper nouns to address the customer.

**Alluding to “mom-life” or parenting is okay.** (e.g., a funny meme on Instagram that says, “When your kid’s story has a beginning, a middle and absolutely no end in sight” **But avoid tropes** (e.g., wine-drinking to get through motherhood) or **negative references.**



**It is important to be aware of inclusivity** – moms come in all shapes, colors, sizes, ages and income levels. Think about how we can celebrate moms for what they do.

Avoid driving comparison to other moms.

# How We Talk to Moms

It’s important to consider how our communication to/about moms changes as our language finds its way, from internal communication to external.

## INTERNAL USE

MOM	STAGES OF MOM
For internal purposes, “mom” can be used as shorthand.	Early-Stage Moms (ESMs) Middle-Stage Moms (MSMs) Late-Stage Moms (LSMs)

**Note: These are never to be used externally.**

## EXTERNAL USE

SUBSET GROUP	PLURAL GROUP	JOB OF BEING A MOM	YOU
Moms of _____ (babies, toddlers, young kids, teens, young adults)	Moms Parents Parenting people	Momming Mom-mode Putting on mom hat	Address them directly as often as we can.

**These references allow our audience to self-identify — as part of a group or a lifestyle — rather than feeling called out or stereotyped into a role.**

2

# REASONS TO BELIEVE

RTB 1: Exclusive Daily Deals

RTB 2: Brand Names & On-Trend Styles

RTB 3: Everyday Value for All Occasions



## Reason To Believe #1: Exclusive Daily Deals

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Our daily, limited-time deals on unique and brand-name items that customers won't find in the average online shopping experience.

**Note:** Please reference **slide 30** for the latest Legal guidance regarding the use of "exclusive" and "up to 65% off".

## HOW TO MAKE DISCOUNT LANGUAGE MEANINGFUL:

### Be discerning about deals

Consider how discounts are applied to categories of products. If it's a truly amazing deal, talk about it. If it's a decent deal (that might be rivaled elsewhere), be mindful of not over-promising.

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### Be truthful about the savings

Unrealistic discounts can cause customers to question whether the initial asking price has been exaggerated to make the deal seem greater than it is — which hurts our brand's perception. Staying realistic about discounts will help build loyalty and trust with moms.

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### Be specific

Instead of using a sitewide discount promise (like up to 65% off), use more specific pricing that it is accurate and substantiated for that specific category or sale.

## Reason To Believe #2: Brand Names & On-Trend Styles

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The range of brand-name and stylish labels we offer each day — all of which communicate credibility, uniqueness and premium quality to our customer

### HOW TO COMMUNICATE ABOUT OUR FAVORITE LABELS:

#### Use brand names to build trust

Moms want to know that they can trust the quality, fit and feel of the products they're buying — especially when they're purchasing online. Brand names are a great way to help moms feel confident about the discounts they're receiving and the items they're buying.

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#### Call out approved brands only

Refer to the latest Legal and Merch-approved brand list for names of brands to call out. Not all brands are approved to be called out alongside others. Some brands can only be called out in specific channels. Always verify!

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#### Use relevant brands

Select brands based on placement in funnel, seasonality and objectives of the campaign.

## Reason To Believe #3: Everyday Value for All Occasions

Our wide selection of clothing, footwear, homewares and more. This is how/where we talk about helping our customer “stay ahead of the list” with our persistent merchandising strategy.

### Subhead/Value Prop:

Budget-friendly finds so you can crush your shopping list anytime.

The savings you love, now available everyday.

Your favorite brands available at budget prices every day.

## HOW TO TALK ABOUT PERSISTENT, ALWAYS-AVAILABLE PRODUCTS:

### Position clearly

Do your best to distinguish persistent product from our flash offering. Use language that clearly shows how the customer can reliably shop this category for her everyday needs.

### Avoid urgency-driven messaging

Instead, lean into language that focuses on shopping anytime (e.g., "no time limit") or calls out persistent finds she would love.

### Call out specific brand names where possible

As opposed to our flash offering, many of our persistent products are from top-tier brands, and we know those types of brands resonate with moms. Feature these names prominently where possible.

3

# CUSTOMER JOURNEY MESSAGING MAP

Who	Customer Mindset	Barrier	Objective	Desired Customer Mindset	RTBs in Priority Order
<b>Upper Funnel Unaware</b> Doesn't know Zulily	<i>"I don't know who or what Zulily is."</i>	<i>"I have my go-to retailers to find what I need."</i>	<b>Build awareness &amp; pique curiosity</b> Desired Action: Drive traffic, express interest & engage	<i>"Zulily seems like I place I can go to save money on big brands for the fam. I can shop here and pay less than at other retailers. It looks a little better and more fun than my current shopping experience"</i>	<ul style="list-style-type: none"> <li>Save big with limited-time deals</li> <li>Up to 65% off top brands</li> <li>New exclusive deals refreshed daily</li> </ul>
<b>Mid-Funnel Prospect</b> Has been exposed & is aware of the brand, but has not purchased	<i>"Zulily seems interesting, but I'm not so sure I'll find what I need."</i>	<i>"I generally know what I want when I go shopping and where to find it."</i>	<b>Build interest &amp; drive engagement</b> Desired Action: Increase intent to buy	<i>"Wow – Zulily has a ton of great deals and great brands, so glad I checked it out!"</i>	<ul style="list-style-type: none"> <li>Save big with limited-time deals</li> <li>Up to 65% off top brands</li> <li>New exclusive deals refreshed daily</li> </ul>
<b>Lower-Funnel Prospect</b> Has expressed interest (through visits or account creation) and is ready to make a 1 <sup>st</sup> purchase	<i>"I'm interested in trying out Zulily, and intrigued by what they have to offer."</i>	<i>"I haven't found the right deal or what I need quite yet."</i>	<b>Solidify interest &amp; intent to buy</b> Desired Action: Purchase product	<i>"I just found something I love and exactly what I need – plus it is a steal of a deal."</i>	<ul style="list-style-type: none"> <li>Save big with limited-time deals</li> <li>Up to 65% off top brands</li> <li>New exclusive deals refreshed daily</li> <li>Good deals are worth the wait [to set expectations on delivery speed and why the prices are so good]</li> <li>Fast shipping on thousands of items (look for the rocket ship!)</li> </ul>
<b>First-Time Buyer (Activator)</b> Customer that has purchased once (need to communicate with them within a certain timeframe)	<i>"I found something for me on Zulily."</i>	<i>"I discovered a great deal and bought something for me/my fam but don't need anything else right now. I also wish it didn't take so long to arrive."</i>	<b>Drive repeat purchase</b> Desired Action: Drive re-visits	<i>"I loved shopping at Zulily – they had great deals on brands I loved and a ton of assortment. The deals were totally worth the wait and I had fun getting such a good price. I can't wait to shop again."</i>	<ul style="list-style-type: none"> <li>Exclusive deals up to 65% off top brands, refreshed daily</li> <li>Your favorite brands available at budget prices every day</li> <li>Fast shipping on thousands of items (look for the rocket ship!) [supportive msg.]</li> </ul>
<b>Active Customer</b> Low-value customer that has purchased 2x+ and spent <\$500 in L12MO (high-visit frequency)	<i>"I'll go to Zulily once in a while if I see a good deal or brand I like, but it's not my 'go to'."</i>	<i>"I have my favorite retailers for the things I need and its working for me."</i>	<b>Drive repeat &amp; build AOV</b> Desired Action: Come back to the site and add more items to cart	<i>"I'm surprised by how many great brands and products they have that I need... and at really great prices. I'll be coming back to Zulily more often."</i>	<ul style="list-style-type: none"> <li>Exclusive deals up to 65% off top brands, refreshed daily</li> <li>Tier 1 brands &amp; essentials for the family available at budget prices every day</li> <li>Program Invitation: Referral, Smart-pay, Zulily credit card</li> </ul>
<b>Active Customer</b> High value customer that has spent >\$500 in L12MO (high-visit frequency)	<i>"I love shopping at Zulily and visit often. I'm happy so far with my experience."</i>	<i>"I am satisfied with my experience and have what I need at the moment."</i>	<b>Drive repeat &amp; build AOV</b> Desired Action: Come back to the site and add more items to cart	<i>"I'm going to continue to be a loyal shopper at Zulily because they are constantly trying to make the experience better for me and value me as a shopper."</i>	<ul style="list-style-type: none"> <li>Exclusive daily deals aren't the only thing great about Zulily</li> <li>Unique finds &amp; everyday essentials for the family at budget-friendly prices</li> <li>Program Invitation: Referral, Smart-pay, Zulily credit card</li> </ul>
<b>Pre-Churn</b> Dormant customer that has not visited in 30 days	<i>"Shopping at Zulily was an [ok OR bad] experience and I'd rather spend my dollars at XX."</i>	<i>"I didn't love what I bought, and it took WAY too long to get to me, plus I couldn't return it easily."</i>	<b>Reignite interest with new news</b> Desired Action: Drive re-visit	<i>"Zulily has really changed – I'm interested in checking it out again."</i>	<ul style="list-style-type: none"> <li>Exclusive deals up to 65% off top brands, refreshed daily</li> <li>More items now available to ship quickly (look for the rocket ship!)</li> <li>Program Invitation: Referral, Smart-pay, Zulily credit card</li> </ul>
<b>Churned Customer</b> Hasn't made a purchase in 1 year or has not visited the site in 85 days	<i>"Shopping at Zulily was an [ok OR bad] experience and I'd rather spend my dollars at XX."</i>	<i>"I had a bad experience there and have many other options to spend my money and get what I want."</i>	<b>Reignite interest with new news</b> Desired Action: Drive Re-Visit	<i>"Zulily has really changed for the better – I'm interested in checking it out again."</i>	<ul style="list-style-type: none"> <li>Exclusive deals (up to 65% off) refreshed every morning</li> <li>More items now available to ship quickly (look for the rocket ship!)</li> </ul>

Fun and on-trend products & styles should holistically be represented in imagery + copy articulation (ex. If top brands are shown, you don't need to also say it)



4

# CELEBRITY INSPIRATION

### Kristen Bell

She's empathetic, kind and hilarious. She's a real mom who embraces the everyday challenges of not only being a parent, but also the difficulties of just being a human being. She loves fiercely and advocates openness, making it a point to explore her daughters' feelings. She tries to live an authentic life, one that aligns with her values.

“

**Be patient with yourself.  
Put on your gas mask  
first, because you're  
useless to everyone  
else if you're too  
stressed out.**



Kristen Bell

“

Every day when you're raising kids, you feel like you could cry or crack up and just scream 'This is ridiculous!' because there's so much nonsense, whether it's what they're saying to you or the fact that there's avocado or poop on every surface.



5

# BRAND PERSONALITY



# The Zulily Brand Personality Is...

At Zulily, we want our customers to feel “seen” at every step of their journey. From “OMG I’m pregnant!” to “What should I pack in my hospital bag?” And from those first cute smiles and adorable family photos, to the snotty noses and tantrums. Through the good and the not-so-good. Life can be hard and messy, beautiful and inspiring. Chaotic yet hilarious. We embrace it all – and we’re here for it all. We’re real. We’re supportive. We’re fun.

**We are MOM’S SUPPORTIVE BEST FRIEND.**



## Real

We get it. Life can be hard. Parenting can be challenging, and we know that with every stage of motherhood come incredible highs but the inevitable lows. We’re here. Happy to help... or just sit in silence.

**We stand for connection and inclusion.**

## Fun

We know how important it is to laugh, not to take ourselves too seriously and to embrace the chaos. We tend to look at life as a glass half full, seeing the good in situations.

**We stand for...Wait. Why stand when you can dance?!**



## Supportive

Running a race? We’re standing at the finish line holding a giant “You’re Amazing” poster. We’re that trusty co-pilot, there to support through thick and thin.

**We stand for community and compassion.**



# 6

# OUR BRAND VOICE

Brand Personality

Expression Scale

Examples

Style Notes

How to Use "Exclusive" & "Discounts"

# How Our Brand Voice Brings Our Brand Personality to Life



# Expression Scale

## Functional

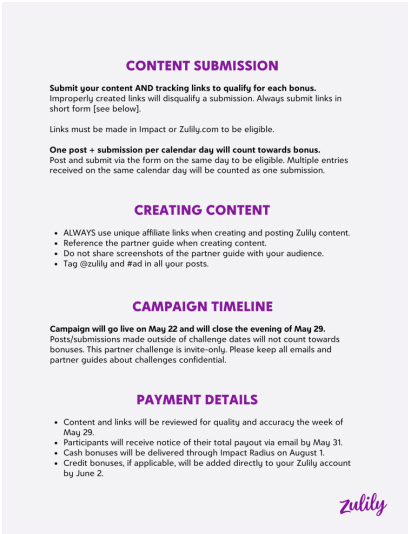
- Informative

## Expressive

- Personality-forward, conversational

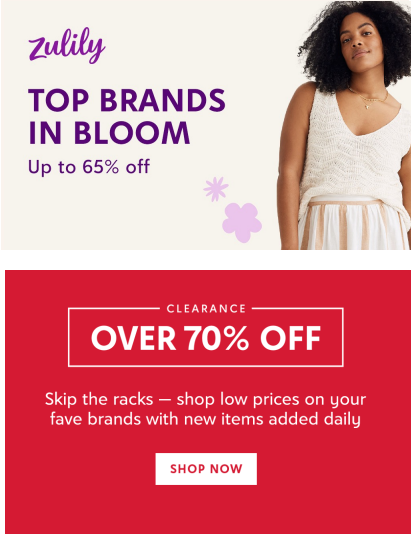
## Hybrid

- Mixed/dependent on situation



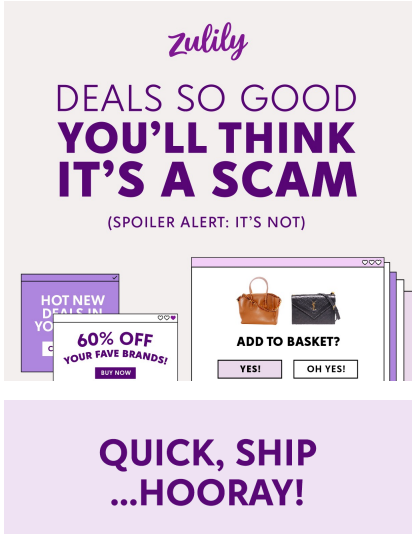
## FUNCTIONAL

- Contest rules
- Corporate responsibility
- Customer Service (CS)
- Event highlights
- FAQ
- Legal Disclaimers



## HYBRID

- About Us
- Contest promotions
- CTAs + ATBs
- Error messaging
- Instructional videos
- Internal communications
- Marketing: banners + filler tiles
- Paid ads
- PR
- Retail: product copy
- UX copy



## EXPRESSIVE

- Blog
- Customer onboarding + education
- Email/SMS/Push
- Affiliate/Influencer communication
- Retail: Editorial
- Social

## Example: Functional

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Email that was sent to customers who shopped Guaranteed Christmas Delivery (GCD) items ahead of the Christmas holidays but did not receive them by 12/25.

### Subject line:

\$15 store credit for your troubles

### Preheader:

A little something to say we're sorry

### Body copy:

Hey [Name],

We're sorry some of your purchases didn't arrive by Christmas like we promised.

Apologies sound a lot nicer when they come with a gift, so here's a \$15 store credit from us. We know this doesn't make things entirely right, but we hope it makes things a little better. Your credit will be automatically applied at checkout and this offer expires on [date].

As always, we're grateful for your business and hope you continue to shop with us in the future.

Sincerely,  
Zulily

## Example: Functional

FAQ Page

### Copy Strategy:

Lean into more functional tone since the goal is to directly answer customers' questions.

### Changing an order

*Can I add an item after I've placed an order?*

The quickest and easiest solution if you want to add an item to an order you've already placed is to create a whole new order for the additional item. Because of our consolidated shipping promotions — like All-Day Shopping, One-Time Shipping — you only pay a shipping and handling fee on the first order of the day (not including applicable surcharges or vendor charges on large or bulky items). This offer only applies to orders being shipped to the same address. See the [SHIPPING section of this FAQ](#) for more details.



*Can I change the shipping address after I've placed an order?*

You may be able to change the shipping address for an order. Go to your account and click [My Orders](#) to see if your order hasn't yet shipped. However, some restrictions apply:

- You cannot change an address in the contiguous 48 states to an address in Hawaii or Alaska, or vice versa.
- You cannot change an address from Hawaii to Alaska, or vice versa.
- If your original shipping address is [to](#) a non-tax-applicable state, the new shipping address must also go to a non-tax-applicable state. If your original shipping address is [to](#) a tax-applicable state, the new shipping address must go to the same tax-applicable state.



## Example: Hybrid

Paid Ad for the Welcome Baby event promoting maternity and baby products.

**Copy Strategy:**

Lean into expressive tone to connect with customer. Functional tone informs customer of our product offering.

Expressive

*zulily*  
**WE GOT YOU,  
MAMA**

Functional

Everything you need  
for maternity & baby



## Example: Hybrid

Paid Ad for Mom Stages

### Copy Strategy:

Lean into expressive tone to connect with customer. Functional tone informs customer of our value prop.



Expressive

Functional

# Example: Expressive

Blog title about athleisure looks

**Copy Strategy:**

Long-form content is designed to try to spark a connection with moms, hence it benefits from an expressive approach.

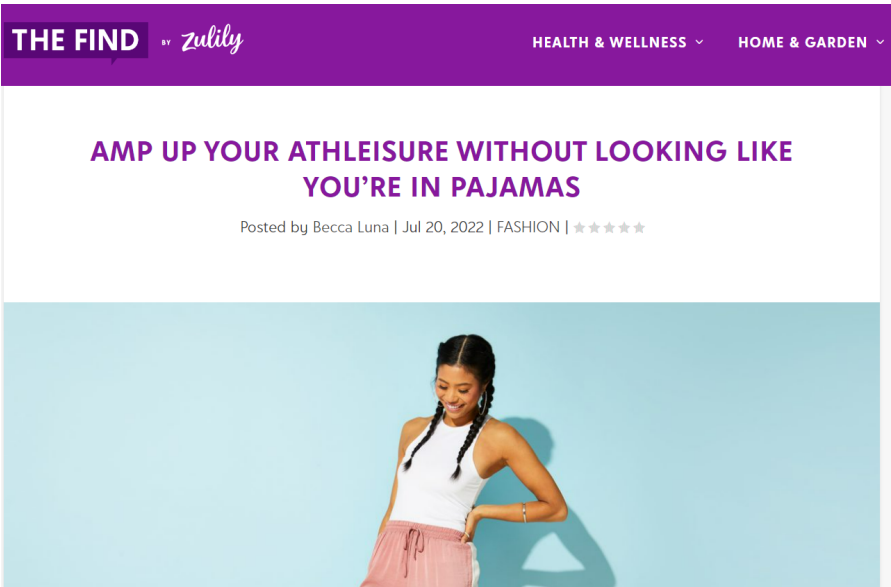
Letterboard on Instagram & Facebook  
(organic social post)

**Copy Strategy:**

Humorous tactic warrant expressive voice



Expressive



Expressive

# Style Notes: General

**COMING SOON: MAY 22-29**

**THE SEASON'S BIGGEST SALE**

**Top brands up to 75% off**


**SAVE THE DATE:** This one is too good to miss! You're invited to shop **NEW deals launch daily** on items you really, really want.

Featuring some of your favorite brands

**THE NORTH FACE** **dyson**  
**carter's** **UGG** **KEEN**



Invite your friends &  
**EARN \$15**  
to shop

Terms & conditions apply



*Zulily*

**UP TO 70% OFF SUMMER STYLES**

**15% OFF YOUR NEXT ORDER\***

Those purse strings are pretty tight right now. Here's a little something to save more on top of our already low prices.

**USE MY DISCOUNT**

No code required. Click the button above to unlock discount. Promo will auto-apply at checkout.

## Mobile First

- Always consider the mobile-first experience when crafting copy; cellphone screens are small, so large blocks of text and overly long headlines are to be avoided.

## Grammar & Styling

- Use AP Style.
- **Headlines are sentence case**; avoid random capitalizations of words like "Free Shipping" and "Winter."
- **Limit the use** of exclamation points as well as em-dashes and excessive hyphenation.
- Use the **Oxford Comma** only when necessary to avoid confusion.

## Relationships

- Avoid constructions that presume relationship status (e.g., "Treat Your Guy") in favor of simpler language; preferred style is "XX for Him" or "XX for Men."

## Streamline Copy

Whenever there's an option, go with the more streamlined, modern choice:

- Shorter spellings, like traveling vs. travelling
- Less punctuation, such as US (not U.S.), PT (not P.T.), 11am (not 11:00 a.m.)
- American English, not British English (gray vs. grey).
- Fewer descriptive words, keep it simple.
- Lowercase 'ok' and 'lol' and 'fyi' etc. (in keeping with a more low-key, conversational, modern style).

## Branding

- For our brands that sell their items exclusively at Zulily, we can call out "Exclusive to Zulily" or "Only available at Zulily" in copy. Do not use the phrase "Made for Zulily" in these instances.

## How we talk about sales

- Avoid referring to our limited-time deals as "flash sales" or referring to Zulily as a "flash sale site" in customer-facing copy. Though we refer to a portion of our offering internally as "flash", using it externally could potentially cheapen the way people view our site.
- DO: Shop more, save more; priced right; perfect prices; incredible value; prices you can brag about; amazing savings; savings you won't find anywhere else; save every day
- DON'T: Bargain; outlet; flash sale; cheap; discount; overstock; sample sale; end of run



# Style Notes: Inclusivity Principles



## Diversity

Use people of color or women of color, entrepreneurs of color, queer people of color, etc. Do not refer to people of color as:

- Minority, minorities or minority majority
- Non-white
- Underserved
- Exotic or Oriental

Do not use people of color as a proxy for any particular race or ethnicity, e.g., “black.”

Black: “Black” should be capitalized in all placements.

### Latino/x

- Latinx is a gender-neutral term that can be used instead of Latino or Latina and also signals nonbinary inclusivity.
- Latino/a/x is preferred to Hispanic. Hispanic, to some, is seen as archaic/connotes its colonial history.

- We use “Latinx” unless a partner who self-identifies otherwise has a different preference.

### Diverse/diversity

- Do not refer to individuals as diverse. Diverse should only describe a group.

## Identity

- Womxn: We aren’t officially using this term at this time, which is used intentionally to signal inclusivity of queer women and to avoid sexist connotation; “womxn” should only be used if/when an employee or business partner has self-identified this way.
- Use woman instead of female, because “female” has anatomical connotations.
- Use trans or transgender, never transgendered.

- Use nonbinary or nonconforming to include gender diversity. For example, “Equity of opportunity can only be realized with women, men and gender nonbinary folks at the table.”
- LGBTQIA+ is preferred for stylistic consistency in reference to the people of or issues pertaining to the queer community.

## Guidelines for Use of “Exclusive” or Discount Call-Out

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Legal guidance is that these phrases may be used in creative assets if they do not explicitly tie into a particular brand (in copy or imagery).

Discount messaging should not be used when the design shows only one or more brands/easily recognizable products from well-known brands.

E.g., “Exclusive daily deals” should be avoided when the design is showing only a Sorel shoe or Lego toy and no other brands.

### Exclusive Daily Deals

- DO: "Exclusive daily deals on top brands/kids' clothes/home décor"
  - DON'T: "Exclusive daily deals on Carter's, Le Creuset & more"
  - If we know that a brand/product IS exclusive, with an exclusivity agreement in place, we can use but this will be very few/limited, and we'll need to reach out to Merch to verify.
- 

### Up To 65% Off Top Brands

- DO: "Up to 65% off top brands" can be varied with "favorite brands" or similar.
  - DON'T: "Get up to 65% off on Sorel, Champion, etc."
- 

### Up To 70% Off

- "Up to 70% off" is used for generic sitewide discount messaging.
- 

### Over 70% Off

- "Over 70% off" is Clearance page messaging.

7

# CHANNEL-SPECIFIC GUIDE

SEO

Email

Push

SMS

Paid Ads

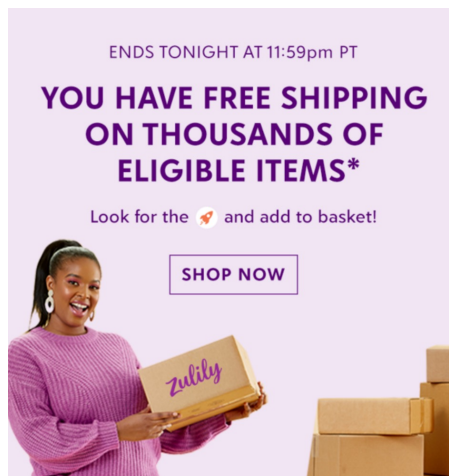
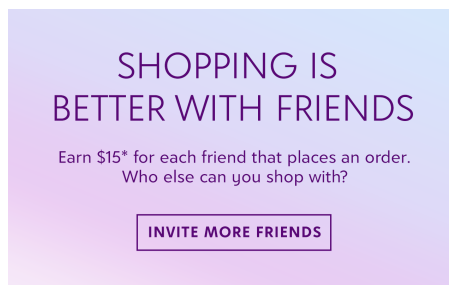
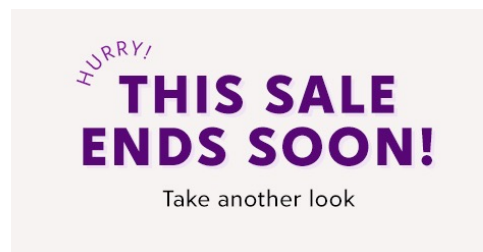
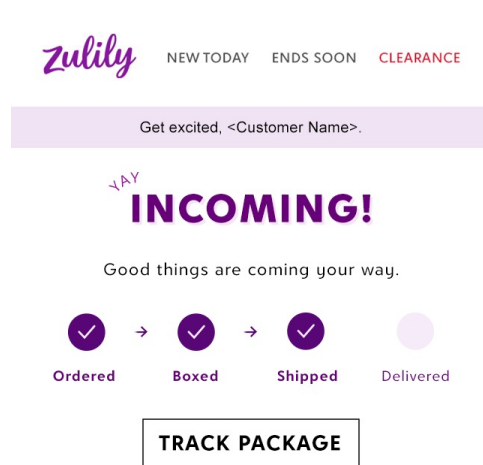
Social

Retail Copy

Customer Service

Legal

## Best Practices



### Be real

- Write as if you would speak to a customer in a shop. Keep it simple and conversational.
- Use plain language. Avoid technical jargon (i.e., disable/enable) and “scare” words (like failure, error or critical).

### Be consistent

- Use the same terms for the same actions, features and destinations across an experience or tool.
- Ensure terms are appropriate for their audience (i.e., internal vs. external customers).

### Be helpful

- Always provide a way forward.
- Ask:
  - What action does the customer need to take?
  - Does the customer have enough information to resolve the issue themselves?

### Be succinct

- Keep strings short and to the point. Clarity is better than cleverness!
- Use an active voice whenever possible.



# SEO Best Practices

Search engine optimized (SEO) copy should blend in Zulily's brand DNA while still leveraging queries in Google searches that are commonly used by our audience. Efforts to optimize content for SEO aim to identify what truly matters to our users and the copy should address their needs.

# Readability Best Practices

Search engines crawl every aspect of a page to determine what the content is about to best serve the person searching. Think about the benefits to the user and the SEO benefits when writing and developing content for the web. Consider each of these aspects when creating new pages.

See this deck for more detail on [SEO best practices on site at Zulily](#)

Content	Benefit	SEO Impact
Title (H1)	Communicates primary topic of page in search results	Organic clicks, rank, and CTR
Meta Description	Provides users with more information on the page content	Organic CTR
Headings (H2, H3, etc.)	Helps users easily find the information they're looking for	Organic clicks, rank, and CTR
Body Text	Helps users understand content on the page	Organic clicks, rank, bounce rate, time on site, and CVR
Internal Linking	Provides additional context and helps users continue their journey	Organic clicks, rank, and page authority
Images	Provides additional context and helps users understand content	Video and image rich results
FAQs	Answers common user questions related to the topics	Quick answers, people also ask, or rich snippet results

## Keyword Strategy

What are our customers searching for and how can we entice them to click on our site? An informed keyword strategy can help improve organic traffic and aligns the content to relevant terms important to our business and consumers. We want to understand the queries used by our audience by identifying keywords to feature in our content and target ranking in positions 1-10 in search engine results.

### Keywords should align our content to relevant terms important to Zulily and customers

Focus on keywords that have high search volume, low competition, are relevant to our audience and show transactional or commercial (comparison shopping) user search intent.

#### Primary Keywords:

The main keyword your page is targeting e.g., women's handbags. Target high-volume keywords in page titles/meta titles, meta descriptions, and H1s.

#### Secondary Keywords:

These are related keywords to the main keyword (often called long-tail keywords). Include these words in content after using targeted primary keyword/s. Use 2-3 supportive keywords that relate to the primary keywords and give context

- Include in content and use as anchor text for internal linking when possible

[Read more about how to discover ideal keywords](#) and supporting keywords

#### When searching for keywords, look for:

- Monthly search volume (MSV)
- Keyword difficulty (how competitive the word is to rank for)
- User's search intent (navigational, informational, commercial and transactional; the latter two are ideal).

## Meta Data

Meta data is the headline (Meta title) and descriptive sentence (Meta description) that is displayed in Google search results (Search Engine Page Result, or SERP). This information can help influence Zulily's ranking for the keywords if users click on the SERP.

### Meta title best practices:

- Unique to the page
- Accurately describes the page content
- No more than 70 characters including spaces; 40-60 characters most optimal
- Keywords ordered in importance from left to right
- Written for user intent
- For site pages, meta title should be consistent with "Target Keywords for Category | Zulily"

### Meta description (the sentence under the title) best practices:

- Write for the user's search intent
- Max 155 characters including spaces
- Leads with a CTA (Shop, Learn, Explore, Find, Discover, etc.)
- Unique to the page (do not use on other pages)
- Always incorporate brand name
- Emphasize unique elements of the page
- Use keyword/s only once (avoid stuffing)
- Use related/similar keywords

See this deck for more detail on [SEO best practices onsite at Zulily](#)

Zulily › category › girls-accessori...

#### Girls' Accessories | Zulily

Girls' Accessories at Zulily! Explore daily deals & uncover everyday value on top brands of clothes, toys & décor for baby, kids, women & home.



Current meta description isn't topically relevant to girl's accessories

Zulily › category › girls-accessori...

#### Girls' Accessories | Zulily

Shop girls' accessories at Zulily! Explore daily deals on accessories for girls that she can use at school, during playtime, or for her next sleepover.

Take advantage of other category-agnostic keyword opportunities

## Link & Image SEO

---

### Internal Linking

Internal linking helps new content get discovered and indexed by search engines and drives authority and relevancy to important pages.

- Links should be coded in HTML (not JavaScript).
- Avoid anchor text like “Learn more” and “click here”; instead, use words like category names. (“women's rain boots”) as anchor text.
- Limit links to 1 link per 100 words of content.
- Link to canonical, end-state URLs.
- Linking to external sources is ok if they are high quality and don’t compete with our content or offerings.

### Images

Search engines can read the alt text and file names. Optimize images to improve visibility within image results. Alt text ensures websites are ADA compliant by helping people who use screen readers.

- Images should be relevant to content on the page.
- Use descriptive and keyword-focused file names.
- Use descriptive text in the alt text attribute.
- Provide captions when possible.
- If possible, text within an image should be overlaid and accessible in the source code (not embedded into the image). If not, include relevant graphic overlays in alt text.

## Page Content & Structure

---

Visually organize content so it's skimmable and easy for user to find what they need.

**All content should fall into one of four categories:**

1. Know
2. Go
3. Do
4. Buy

### Tips & Tricks For Content Structure

- Address "the why" (why is this important, helpful, etc.) early in the content.
- Structure content to guide the reader – use sub headers to help users scan page.
- Lead with general information before getting into specifics.
- Organize content so it flows logically.
- Use lists and bullet points to break up text and help readers skim.
- Break content into short sentences.
- Use images and tables to make complex material easy to digest.
- Write to an 8<sup>th</sup> grade reading level – filter through [readability score resources](#).
- Close the content with clear guidance on next steps with a CTA.



## Page Format: Heading Tags

Engines crawl heading tags to determine main topic and subtopics.

### Best practices:

#### H1 (Headline/Page title)

- Only one H1 tag per page (this is the title of the page) that indicates the main topic and is the title of the post/page/article
- Use 4-8 words maximum

#### H2-H6 subheads

- Additional heading tags (H2-H6) can be used to indicate subtopics in a story. There can be more than one H2-H6.
- Think of H2 and other subheadings like the chapters and sub chapters of a book.
- If using subheads beyond H2s, use H3 and H4s as nesting sub heads under H2s, in order.
- Subheads should be clear regarding what each section is about.
- Use relevant keywords, but don't overuse.

See this deck for more detail on [SEO best practices on site at Zulily](#)

## Document Outline

**Title** SEO basics How to use headings on your site

- **H2** Why use headings?
- **H3** Use headings to show text structure
- **H3** Use headings to improve accessibility
- **H3** Use headings to improve SEO
- **H2** How to use subheadings effectively
- **H2** Structuring your headings
- **H3** How to improve the distribution of your headings
- **H3** What does the subheading distribution check in Yoast SEO do?
- **H3** How to get a green bullet for your heading distribution
- **H3** An example heading structure
- **H3** Adding headings
- **H2** Using your keyphrase in the heading
- **H3** Yoast SEO can help you with the keyphrase in headings assessment
- **H3** Choosing whether to use your keyphrase in a subheading
- **H2** Headings in WordPress themes
- **H2** Check your blog's headings

# Email

Email is our primary Outbound channel for speaking directly to our members and moving them to action, so primary or offer messaging should be prominent and copy should be expressive and succinct.

# Email

## Best Practices

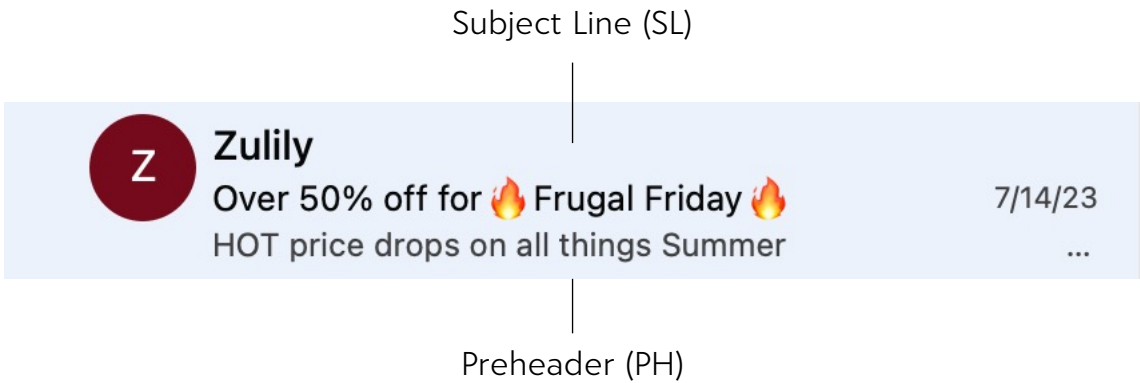
Note: Don't use the registration (®) or trademark symbol (™) in the subject line or preheader because doing so could cause the email to end up in a Gmail customer's promotion or spam box.

### Subject Line (SL):

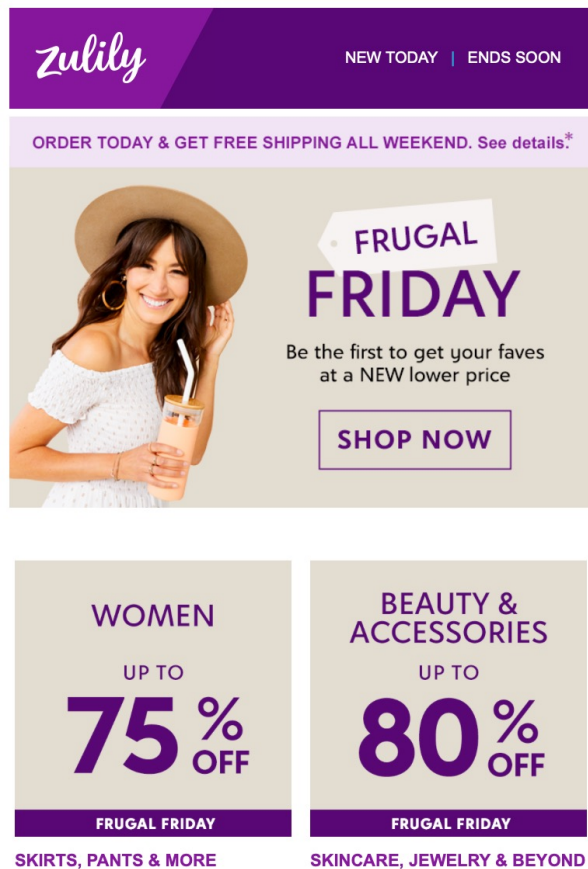
- **Character count** = max 52, but the shorter the better (after 52 characters, the copy will get cut off).
- **Copy approach:**
  - Include the most important info within the subject line rather than the preheader.
  - **Place the most compelling info at the beginning of the SL.**
  - **Include a value prop when possible** (e.g., “up to 65% off”).
  - Action words & brand callouts in the SL perform well.
  - Feel free to use emojis and all caps to draw attention.

### Preheader (PH aka “sneaky text”):

- **Character count** = max 52, but the shorter the better (after 52 characters, the copy will get cut off).
- **Copy approach:**
  - Try to keep the preheader short and to the point; preheader should work with or play off the subject line.
  - Avoid putting key info in the preheader, as many customers won't be able to see it or won't read it.
  - Feel free to use emojis.



## Body of Email Best Practices



### Top Banner:

- Summarize the main focus of the email
- Include some brand personality when appropriate (and if space allows).
- Keep it short.
- Copy should make the customer want to click. Try to engage and entice them with the value prop/assortment we are offering.
- Historically, more general language like “Clearance” and “Discounts” have performed better than zu-specific terms like “Savings Spree” & “Deal Dash”
- Always include an actionable CTA button (“Shop now,” “Use your discount,” etc.)
- If there’s an offer involved, be sure to include an asterisk for the terms & conditions.

### Sections (if applicable):

- Look for opportunities to make them relate to one another so it reads as one single message.
- Make the sections sound intriguing; keep the copy snappy.
- Have some fun and include brand personality if you can, but make sure you clearly convey what’s in each section.
- If there’s a dedicated landing page that relates to the email you’re working on, please refer to the LP copy so messaging stays consistent between platforms.

## Types of Emails

---

At Zulily, we send a lot of different emails! The copy voice will change depending on the audience.

### Daily Email

An automated email sent each morning at 6 AM PT with HPs of live events for customers based on their preferences (a mix of new today events and best seller). The subject lines and pre-headers for these emails are automated and will feature brand names for that day. The event copy in these emails is written by retail copy and will match what appears on the site.

**We also send mid-day and afternoon daily emails at 12:20 pm PT & 3 pm PT that feature a collection of the following and more:**

- Presales
  - Deals of the Day
  - Featured events or tier 1 brands
- 

### Special Email

A manually created email campaign with the site programming or brand team. Copy will typically write the banner and certain elements of the email. The email team will also often change event titles to ensure they latter up to the overall theme and are not repetitive with the banner.

- Also called incremental or batch. Include mid-day launches, presales and merch theme emails
  - Will be 12 pm PT or 3 pm PT sends
- 

### Trigger Email

An automated email sent (triggered) to a customer because the customer took an action on the site (e.g. added an item to their basket but didn't purchase). These emails are usually updated occasionally in batches.

**Trigger email examples:**

- Welcome Email
- Abandonment Email
- Order Confirmation Email

# Special

## Subject Line & Preheaders:

SL: Hop on special savings for Easter

PH: Fill your basket 🐰🥚

SL: Michael Kors up to 65% off

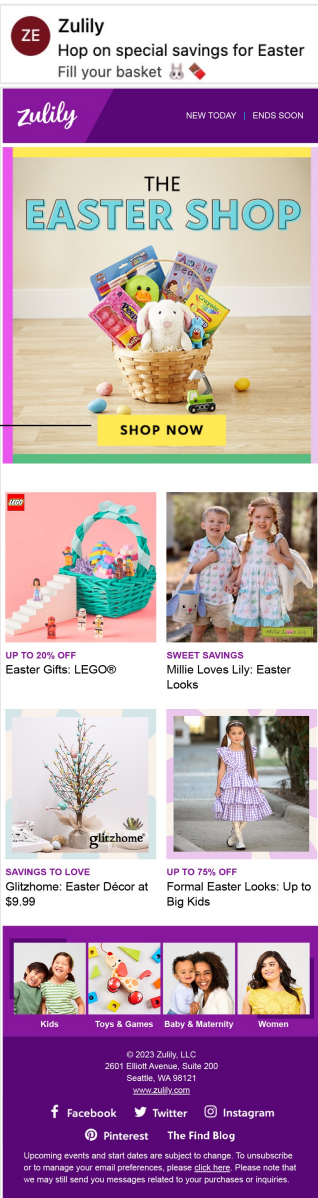
PH: Shop what you love, love what you shop 💕

Large HP

CTA

Event Image  
(automated  
copy same  
as what  
appears on  
home page  
normally)

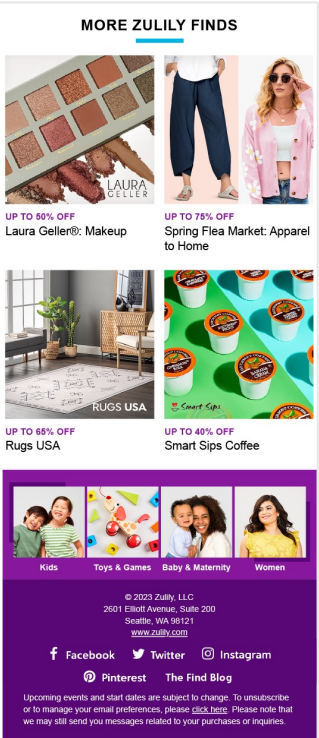
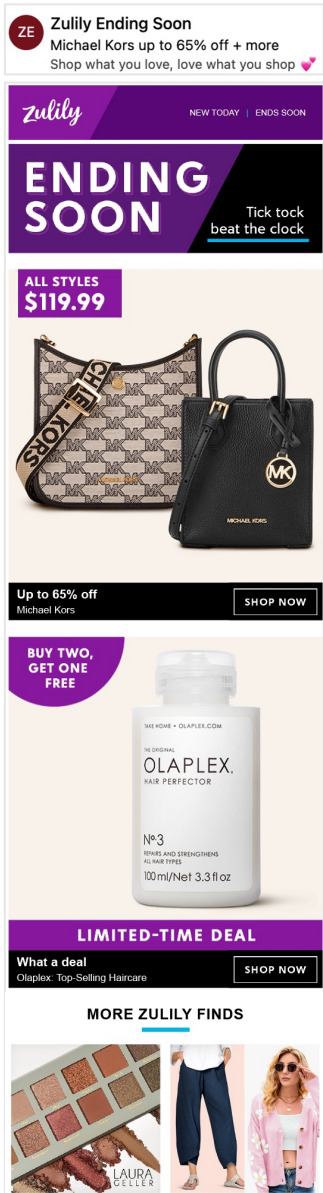
Footer



Header

Banner

HP Image +  
Event title  
(usually  
written by  
retail copy  
and  
populated  
here, but  
sometimes  
written by  
email team)



Event  
Recommendations  
(YMAL aka You May  
Also Like)




# Trigger

Large HP

CTA

Value proposition messaging



HEY, YOU.  
LONG TIME,  
NO CLICK.

Now, along with our limited-time daily deals, expect to see your favorite brands like Madewell, Carter's and KitchenAid available every day at prices you can't resist.

SHOP NOW

FUN IS PART OF THE DEAL™


OVER 70% OFF


NEW  
Clearance

Skip the racks — shop low prices on your fave brands with new items added daily.


LIMITED TIME  
Pay \$4.99 on  
Shipping ONCE

Then ship FREE all weekend.  
[See details](#)






Ready to Ship


Items with a  can ship out in 1-3 days! [Check it out](#)

**Zulily Credit Card**

Get \$15 off your first purchase and enjoy 3 Smart-pays on all merchandise.\* [Learn more](#)




Reengagement Email



NEW TODAY | ENDS SOON

GET IT BEFORE  
IT'S GONE!

This item from your wishlist is back, but not for long! Don't let it pass you by.



add to cart

**Joules**


Navy & Cream Stripe Shelby Long-Sleeve Boatneck Top - Women

Size: 4


**\$21.99**

Ends: Feb 14

CHANGE YOUR MIND? FIND MORE TO LOVE BELOW!




Joules | Navy & Berry Stripe Shelby Long-Sleeve Boatneck Top - Women  
\$21.99



Joules | Cream & Red Stripe Harbour Long-Sleeve Boatneck Top - Women  
\$21.99

Wishlist Trigger Email



NEW TODAY | ENDS SOON

SIMILAR TO  
**YOUR FAVES**

Because you ❤️ Prada

WE THINK THESE ARE RIGHT UP YOUR ALLEY

SL & PH Examples:

ZN

**Zulily Notifications**

Your wishlist item is back

Navy & Cream Stripe Shelby Long-Sleeve Boatneck T...

2/14/23

ZE

**Zulily events**

This is SO you!

discover sweet steals NEW TODAY | ENDS SOON Bec...

2/20/23

ZE

**Zulily Early Access**

Rebecca – The North Face up to 60% off + Venus up to 40% off

Labels your wallet will ❤️

Z

**Zulily**

KEEN | Jessica Simpson | Lil Cactus | Millie... Roper | Stride Rite

Favorites Trigger:

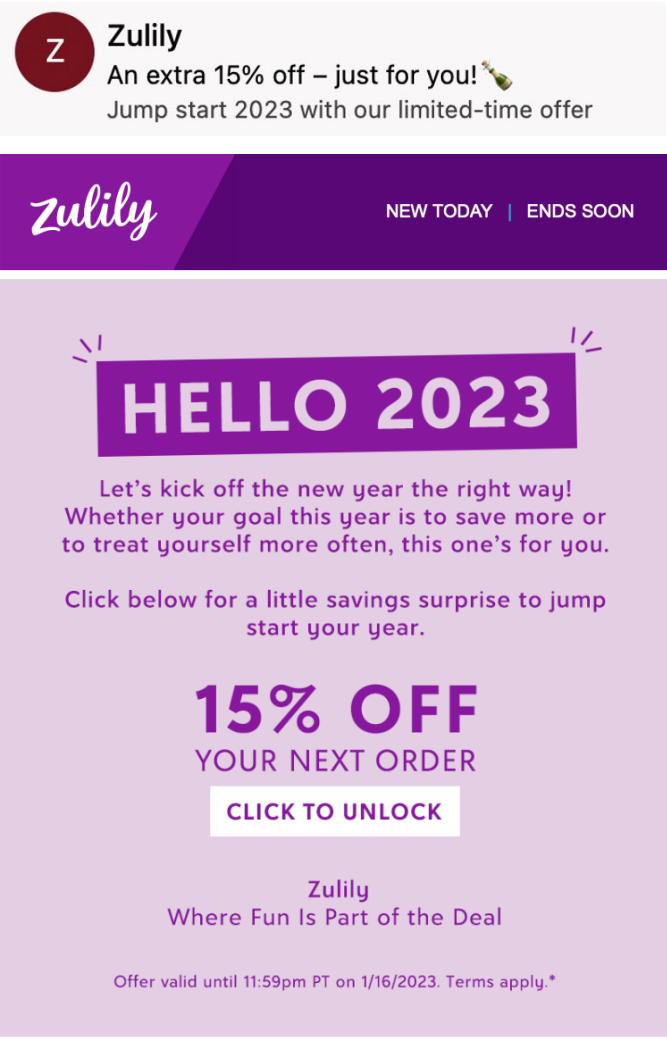
# Successful Email

## Subject Line & Preheader:

SL: An extra 15% off – just for you! 🍷  
 PH: Jump start 2023 with our limited-time offer

**Click-to-Open Rate**  
 From subject line: 9.12%

**Creative Click Rate**  
 From inside email: 0.86%



# Push Notifications

Push notifications are a key driver for bringing attention and traffic to products, brand campaigns, updates and customer experience programs, so the copy's main goal is to grab their attention but not get in their way.

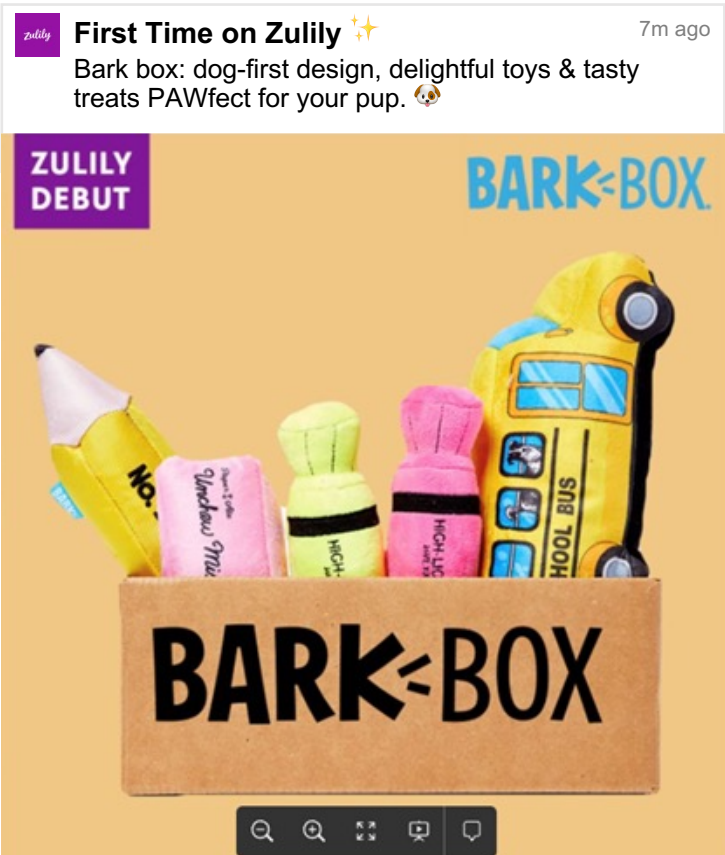
# Example

## Push copy includes:

- Updates
- Reminders
- Special Offers

## Goals:

- Improve brand familiarity
- Convert inactive users
- Enhance the user experience
- Promote products/deals



## Example

**Headline = max 40 characters**

**Description = max 140-170 characters**

### Make it actionable

- Copy should have a clear purpose.
- Help users feel good, learn new info and view something new, etc.
- Must include a persuasive CTA.
  - Approach the CTA as an invitation – not a command.
  - Using colorful verbs that create a positive emotion or sense of enthusiasm.

### Personalize everything

- Mobile is a personal medium – so, let's get personal!
- Use first-person POV to make copy feel like a one-on-one message.
- Using “we” makes it easier for the customers to connect.

### Include value proposition messaging

- Include a value prop to encourage customers to act:
  - “Save %XX” / “Starting at” / “Up to %XX off” / “[PRODUCT] at \$XX.XX” / etc.
- Not what to do, but what they'll get

### Be concise

- Keep copy clear and direct.
- Push notifications between 20-90 characters see the highest click-through-rate.



# Example

## Push notification power words:

- New
- Save
- Limited / Limited-time
- Exclusive
- Ends soon
- Be the first
- Trending
- Exclusive

Push copy is supported with an image (often displaying the value prop) and emojis (we include emojis in the title and body copy, if space allows).

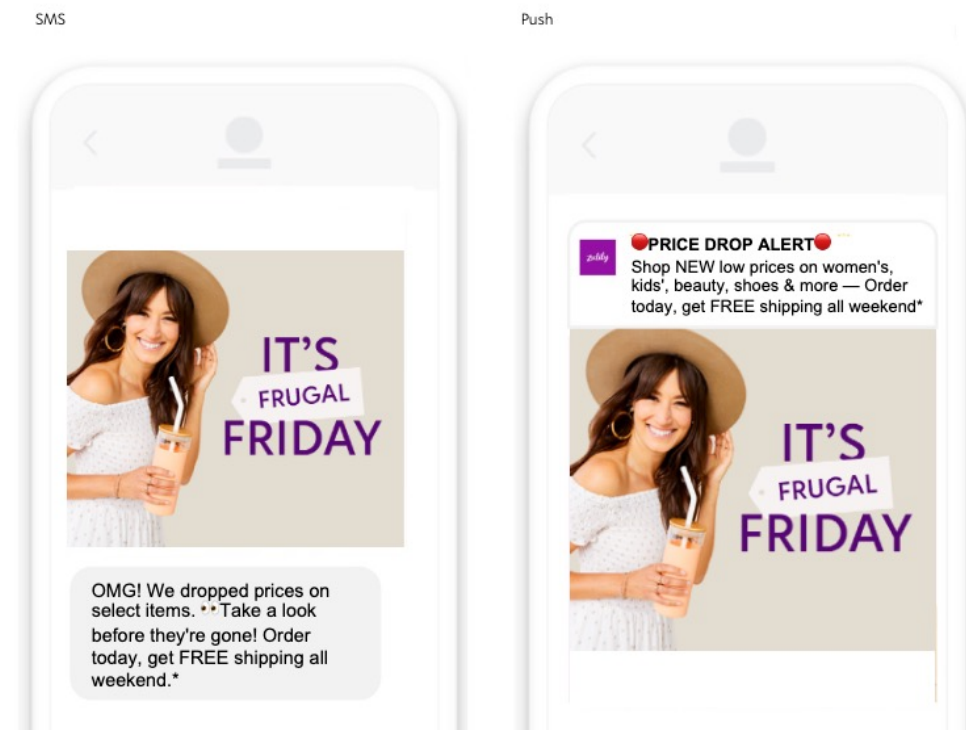




# SMS

SMS texts are our quickest way to communicate limited-time offers, updates and alerts to mobile customers, with the primary goal of increasing conversion rates and decreasing unsubscribes.

## SMS



### Overall tone

Make it personable. Lean toward friendly/humor but also incorporate a sense of urgency. Keep copy short and concise.

- Mobile marketing team conducted format testing to determine what punctuation/emojis work best.
- Results: Emojis haven't shown an impact on performance for SMS. Emojis should be used no more than every third message but are dependent on message context.
- Note: Emojis may also cost extra to send, so avoid unless requested by the OB team.

### Character count

Character count is limited. When working on a marketing campaign SMS send, we typically pose the question in the design to allow more space for the offer/choices (see example on next slide for format).

- Under 79 characters is best, under 145 characters is fine but less ideal.
- Note: SMS is priced per SMS or MMS segment. Each SMS segment is 152 characters total or 117 with a link. Average SMS message length is 1-2 SMS segments. Average MMS message length is 1 MMS + 1 SMS segments. Best practice is to minimize the length of messages.

### Primary Goal

Reduce number of unsubscribes while maintaining high engagement (measured through CTR).

## SMS Example Marketing Campaign

Example of an SMS text:

**From Zulily:**

Reply 1, 2 or 3 for a special offer:

1. Summer forever
2. Depends...
3. Makes me cry — tears of joy

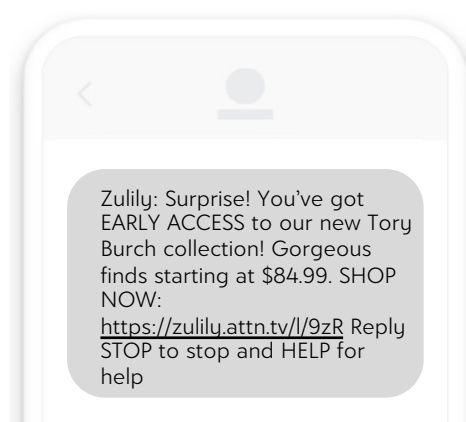
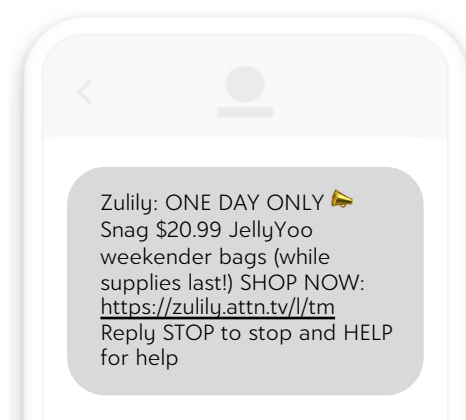
**Response:**

- 1 = Agreed! Enjoy 10% off your Back-to-School order before the bell rings: [LINK]
- 2 = Sounds about right! Enjoy 10% off your Back-to-School order before the bell rings: [LINK]
- 3 = Pass the tissues! Enjoy 10% off your Back-to-School order before the bell rings: [LINK]



## Weekly/Monthly Send Example

Mobile marketing team writes up the copy and sends the proof to marketing writers to edit and review.



### Current strategy includes weekly/other misc. sends:

- Deal of the Day (DOTD)
- Mid-Day Launch (MDL)
- Limited Time Deals (LTO)
- Deal Dashes (DD)
- SPECIAL (coupons, special shop announcements, etc.)

**DOTD/DD/LTO: usually mentions the time limit, discount, and brand(s)**

**MDL: emphasize early access, discount, and brand(s)**

### Each contain a direct link to the offer or event followed by the legally required unsubscribe message

- “Reply STOP to stop and HELP for help.” 37 characters
- Note: No longer required for every message. Including this phrase is considered a best practice by cell phone carriers (like T-Mobile) and we try to include it in our messaging at least twice a month (usually included in our MMS messages at the end.)

# Paid Ads

Paid social and display ads are used to attract new customers and remind existing customers to return to Zulily, so copy is customized to speak to retention or acquisition audiences, depending on the goals of a particular ad.

## Best Practices

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Examples include Pinterest, Facebook and Instagram feed and story ads, and Google Discovery ads. Ads can be motion or static.

### Paid ad copy specs:

<https://www.wrike.com/open.htm?id=723609428>

- Take some time to learn the copy specs for the type of paid ad you're writing.
- Each type of ad (Google Discovery, LiveIntent, etc.) has its own requirements.
- Look at an example so you know where the copy will go, which may affect your writing.
- The copy may go above, below or designed into an image.
- In some types of paid ads, such as Google Discovery, headlines and descriptions may be mixed and matched.
- A caption might appear alone or paired with a headline, so the copy should be written to work in either situation.
- For motion ads, the most grab-y & important copy should show within the first second (e.g., logo & value prop).
- Try to only include one RTB per ad. Work with stakeholders to identify what the messaging priority is.

### Pinterest-Designed Ad:

- Include the brand name in the first line of the description, which goes underneath the designed pin.
- Create cohesion between the pin and landing page.

### Paid Facebook and Instagram Feed:

- Social ad copy should be conversational, though in paid ads it's ok to be a little more direct about offers and selling products than we are in organic social.
- Carousel: only one caption is required. The caption is the same for each image.

## Testing & Group Variables

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### “Prospecting” group (have not yet purchased with us):

- Purchase: Activation
- Signup: Acquisition
- CpTA: Cost per total activation
- CPA: Cost per acquisition
- Existing members: Those who've already signed up but have not yet made a purchase.
- New members: Those who have not signed up yet and have not made a first purchase.
- Goal: Increase CpTA & CPA.

### “Retention” group (have already made a first purchase):

- Active members: Made their last purchase within 6 months
  - Copy goal: Retain customers
- Pre-churn: Made their last purchase within 6-12 months.
  - Copy goal: Retain customers
- Churn: Made their last purchase over 1 year ago
  - Copy goal: Re-activate and engage customers
- Goal: Keep existing customers



# Paid Ad Examples

**Copy tip:** Think about what the urgency driver is. E.g., “Discount” is good to mention.


Pinterest:

On-image  
copy






Headline

Description


**Zulily**  
463k followers

Follow

**Unique gift ideas**  
Check off your list early and save up to 70% on gifts for the whole family.


  

Google:



AD

 Happy Holi-Deals! Shop early and save up to 70% on gifts.

 Zulily.com

Description

Facebook:

**Zulily** ...

Check off your list early and save up to 70% on gifts for the whole family.



ZULILY.COM

**Happy Holi-Deals!**  
Shop early & save

SHOP NOW

Headline

Description

Caption

# Paid Ad Examples

Criteo Ad Set:



Live Intent Ad Set:



# Organic Social Media

The role of organic social content is to engage with new and existing customers in a non-transactional way and spark an emotional connection, so copy should be as conversational as possible (acronyms and hashtags welcome!)

# Best Practices

Our focus is Organic Social, where we want our voice to shine and be heard by our customer, encouraging her to engage with us and build a long-term relationship.

**Primary Platforms:** Instagram & Facebook

**Secondary Platforms:** Pinterest, TikTok & Threads

## BEST-IN-CLASS STYLES & GEAR

Save up to 65% off on clothes,  
supplies, dorm essentials & more



## Goals:

- Engage and entertain Mom.
- Use the opportunity for expressive copy.
- Target voice/tone that's conversational and relatable.
- Light-hearted, clever humor is welcome!

## Avoid:

- Cynical humor
- Sales-y language
- References to negative tropes (e.g., wine-drinking moms)
- Assumptions about age, gender, etc.

## Best Practices

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### Avoid headlines

If something sounds like a marketing headline, it probably is. Write a question, create an engagement poll or have a conversational intro instead. The goal is to strike up a conversation and develop a relationship with our customer.

### Limit puns, rhymes, alliterations, etc.

Language and humor should feel natural. Puns and rhymes are great when used in marketing, but do not always work in Organic Social.

### The shorter the better!

Could it be one line vs. two? Trim ruthlessly!

### Err on the side of writing as a quick message

Could that line work as a text message to a friend or a comment on an Insta post? If not, it may be too formal.

### Use everyday language

If your customer needs to look up a word or phrase, your message is lost. Keep it simple. You can also use identifiable acronyms to make it fun (e.g., 'omg', etc.)

### Get straight to the point

Instagram Stories move fast from one slide to the next. Getting to the point and capturing attention are key.

## Best Practices: Guidance By Deliverable

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### Facebook Static

- Headline = 40 characters or less
- Subhead = 30 characters or less
- Caption copy = up to 125 characters will be visible in preview, although there can be more copy (the viewer will have to click on the ellipses or “More” to read it all).
- Link with description (e.g., Learn More or Shop Now) = 15 characters, on average

### Instagram Post

- Headline = 40 characters or less
- Caption copy = up to 125 characters will be visible in preview, although there can be more copy (the viewer will have to click on the ellipses or “More” to read it all).

### Instagram Story

- Headline = 40 characters or less
- Caption copy = up to 125 characters will be visible in preview, although there can be more copy (the viewer will have to click on the ellipses or “More” to read it all).

## Best Practices: Guidance By Deliverable

---

### Facebook Instant Experience

- Headline = 40 characters or less
- Subhead = 30 characters or less
- Caption copy = up to 125 characters will be visible in preview, although there can be more copy (the viewer will have to click on the ellipses or “More” to read it all).
- Link with description (e.g., Learn More or Shop Now) = 15 characters, on average

### Letterboards (Organic Social – humorous)

- Use 8-12 words

### TikTok

- Brand name to display on video/ad = 2-20 characters
- Overlay rule of thumb = 4-5 words per frame
- Ad description/caption = 12-100 characters is ideal, but can be longer if it's a recipe or a DIY project that requires instructions

### Pinterest

- Copy for static ad = 100 characters; first 40 will appear in feed
- Description = up to 500 characters



# Social Examples



# Marketing Placements Onsite

Onsite marketing copy offers a break from product-specific/transactional advertising and allows us to speak to other important messages like Smart-pay and guaranteed Christmas delivery (GCD).

## Best Practices

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Examples include Filler Tiles, campaign-related assets, site-wide rail banners (SWR banner), landing pages for contests, promotions and programs.

### SWR Banners:

- Character count: Keep it to a max of 80 if you want copy to be the same across all platforms.
  - Site: 100 characters
  - Tablet: 100 characters
  - App: 80 characters
  - MWEB: 80 characters
- Link to T&Cs or more info by linking and underlining the words See details or Learn more when the tool allows, and when it works well with design. Use sentence case.
- Do not use a caret after the CTA if it's on the same line as the subhead. Instead, italicize the CTA in the tool by surrounding the phrase in "<i>".

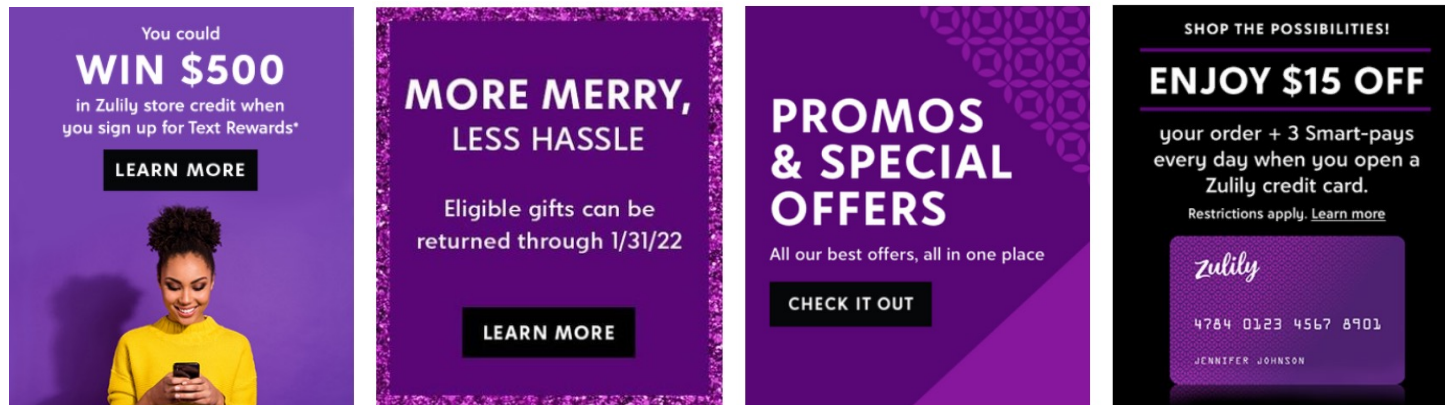
### Filler Tiles:

- Copy should be succinct and motivate customers to click.
- Messaging should be clear so customers understand where clicking will take them.
- Keep the copy conversational when possible and fun if you have the space.
- Include a CTA: SHOP NOW, READ THE STORY, etc.

## Onsite Examples

Note: Legal has approved either “See details” or “Learn more” for the fine-print link.

Marketing Copy Filler Tiles:



Site Banner:

**Pay for your Zulily order in two easy interest-free installments with Smart-pay**  
*See details*

# Campaign Example

Campaign copy onsite includes filler tiles, one spots, shop headers and shop interrupts (secondary headlines throughout the shop). It does not include the event-level copy.

**Filler tiles for campaign shops:**

- Generally, use the name of the shop to help with clear navigation.
- Subheads are ok if needed for additional messaging.
- Include a CTA.

Filler tile:



One spot:



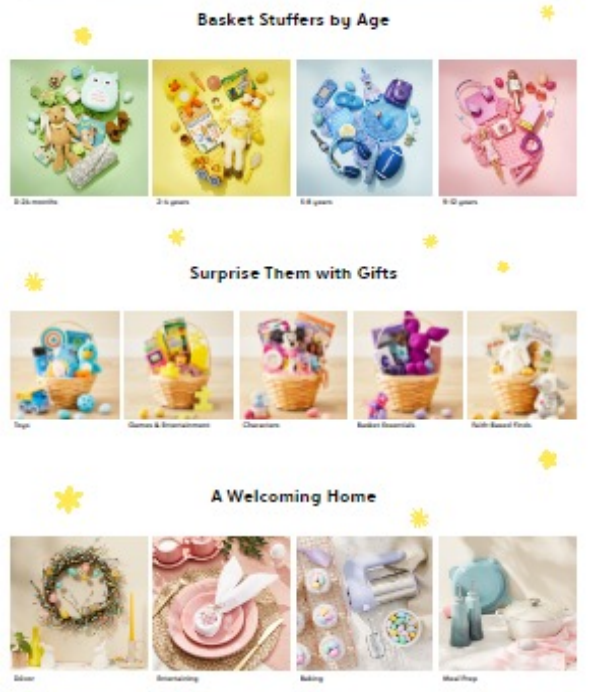
On site:

Shop header



Shop interrupts

Event copy



# Retail Copy & Onsite Placements

Retail copy is the verbiage of our store. It is comprised of shop-, event- and product-level copy.



# Product Copy

Product copy includes the product title, description and bullets found on the product detail page (PDP).

The rest of the content found on the PDP is automated through tech, UX or merch processes.



Share: Email Share Pin it

Gray & Blue Lakeview Cotton Duvet Cover Set  
Nautica

\$34.99-\$54.99 Suggested value \$117.00-\$167.00

2 x \$27.50 Smart-pays [details](#)

[size chart](#)

Twin/Twin XL \$34.99 Full/Queen \$47.99 King \$54.99

add to basket

Product Description:

This duvet cover set features an eye-catching stripe motif. Crafted from soft cotton for breathable comfort.

- Includes duvet cover and two shams (twin sizes include one sham)
- Insert not included
- 100% cotton
- 180-thread count
- Machine wash; tumble dry
- Imported

Returns:

This item can be returned for store credit. Exclusions and shipping & handling fees may apply. See our [Returns Page](#) for details.

Shipping:

Typically ships out in 2-5 days. [details and exclusions](#)

[See all Nautica products](#)

[See all Duvet Covers](#)

Categorized as: Gender NEUTRAL : Home : Bedding : Duvet Covers



## Product Copy Tenets

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For more details, refer to the [Brand Voice content](#) on our Wiki page

**Username:** Marketing

**Password:** zucopystandards

1. The product is the star
2. Write like a human
3. Speak to the customer directly
4. Keep copy evergreen

## Social Examples

---

### Give the product center stage in descriptions

- Highlight the big features and benefits of the product as well as small, hard-to-notice details.
- Highlight what makes this product different from other products of the same type.
- Don't bury the lead — call out the most important product details first.
- Omit pronouns from copy to make the description more product-focused.

### Be specific

Do not write about just *any* dress, write about the dress you're working on. Ask yourself while writing, "If there were no image, could I guess what this looks like from the description and bullets alone?"

### Make sure adjectives are warranted when used

Tie the adjective to a specific detail to validate its presence in the description. Try to only use objective descriptors (vs. subjective descriptors).

- DO: Formulated with nourishing shea butter, this hand lotion locks in moisture for all-day hydration.
- DON'T: This nourishing hand lotion locks in moisture for all-day hydration.

### Bullets and descriptions should balance each other out

Bullets should cover technical product details and features, while descriptions should explain the benefits of those features to the customer.

### The description should not be bullets written in sentence form

- For tech-heavy products with a multitude of bullets, think: "What makes this product unique?"
- Write about those special features rather than providing a laundry list of everything that's obvious.

## The Product Is the Star

---

### Sound like an expert on the products you're writing about

Our confidence will give the customer confidence in their purchase. Do research on the category as needed to feel comfortable in your expertise.

### Shoot for short, clear and concise descriptions

Brevity is not the goal; clarity is. Do describe products in a direct, minimal way. Don't sacrifice compelling product details in the name of writing shorter copy. **Use more space in descriptions as is needed to cover all the product details.**

- Example: High-end, technical or feature-heavy products may need longer descriptions than common apparel or décor items.

### The glass is always half full

Always keep a positive spin about features, even if the item in question is not your cup of tea. (A thin bodysuit turns into a "lightweight" bodysuit; a jarring blend of neon turns into a vibrant mix, etc.)

- Be cautious not to oversell any of the features in doing this. For example, not all polyester blends or all-cotton products are "super soft." Faux leather is likely not "luxé." Not all knit sweaters are "cozy."
- Make sure you are still setting realistic product expectations for the customer.

### Don't put other products down, as chances are we're running them on the site

- Example: "Say goodbye to dorky jorts and hello to this trendy pair of cargos." Instead, say something like "Add this comfy pair of cargos to your closet."

### Be smart about when/where you set a scene/create a scenario

Do this only when it adds to the selling points of the product (i.e., describing a product's versatility or highlighting something special about it.)

- Example: "This tunic's long hemline allows you to wear it with jeans or leggings." or "Perfect for a special occasion, this evening gown features..."

### Don't overgeneralize

Avoid words like "any," "every" and "all." They are more than likely not true.

## Write Like A Human

### Above all, be sure to always write like a human

Write the way people speak and communicate with each other.

### Always keep the brand personality traits in mind

We're fun, confident and approachable.

### Copy should flow naturally and not feel over-worked or robotic

### Avoid all phrasing that reads like an infomercial

Avoid canned phrasing, hyperbolic claims and antiquated adjectives.

### Consider grammatical tense

- **Write copy in present tense.** ("This set of dishes features..." "Brighten your wardrobe with..." etc.) but always use your best judgment.
- If the sentence sounds better or makes more sense in the future tense ("Little ones will love..." etc.) use future tense.
- We never want to use past tense, unless the picture being painted allows for it, but these instances should be extremely rare.

### Shorter sentences that are to the point are preferred over complex or extensive expository writing.

### Sentence fragments are fine as long as they don't feel too robotic or overly informal

If using a sentence fragment, it should be purposeful and add to the copy, rather than being fluffy filler material. Examples:

- o Drawstring at waist.
- o Hidden pocket inside waistband.

### Don't write full sentences for descriptions of common-sense products if the features don't call for it

When we try to force these sort of descriptions into a full sentence structure, the extraneous words can distract from the product details and feel less conversational. Examples:

- o Classic cotton fitted tee with a humorous graphic.
- o Classic cotton hoodie with Champion logo on the chest.
- o Fitted jogger-style leggings with phone pocket and tummy-control waistband. Drawstring at waist.

### While we like to be creative, remember that we are writing informative copy for our customer that should be clear and concise

- o No need for overly descriptive, long or run-on sentences or copy that showcases a superior vocabulary. While we like to keep copy fresh, it does not mean we should be using niche synonyms of commonplace words just for the sake of diversity.

## Speak To Mom Directly

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In general, when using pronouns, use the second person in copy: "you" and "your."

Using personal pronouns is acceptable, but don't make relationship assumptions.

- For men's products: Use 'you' pronouns, if any at all. **Never assume the customer's relationship to the guy they're purchasing for (e.g., your husband, your son, etc.)**

For kids' products, it's ok to use phrases like "your little one," but don't assume it's "your daughter" or "your child" – as our customer may not be purchasing for their own children every time they shop

- Avoid he/him and she/her to keep copy gender neutral.
- Avoid the word "kiddo." This can feel a little like your weird aunt or a diner server talking to you. We want to sound like the customer's friend, not someone they want to avoid.
- You can be specific about age range if it makes sense for the product. (e.g., toddler, baby, preschooler, tween).
- Avoid phrases that make kids sound overly precious (e.g., your little darling, your little angel). We think kids are great and know that they are a large part of Mom's life, but no need to gush.
- Have fun when the product calls for it with gender-neutral phrases like "budding engineer," "puddle jumper," etc.

## Keep Copy Evergreen

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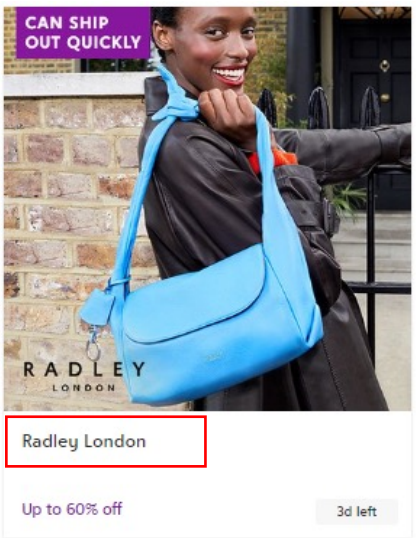
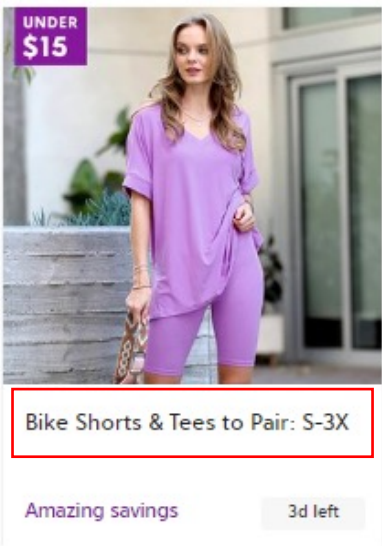
### Use copy that can live forever

- Many of our products run all year long.
- Many products also show up on our international sites to be sold in other areas where seasons run opposite to those happening in the US. Product copy needs to be relevant for all the people that read it, no matter when or where.
- Avoid seasonal references – like a top that's "perfect for summer," "welcoming in spring" or "gearing up for the holiday season" – because we might run the product again at a different time of year.
- Avoid using dates or words referring to specific times, such as: today, yesterday, last week, month or year, etc.

# Editorial Copy

Editorial copy includes the event title, event highlight (EH) and about the brand (ATB). The title and EH can be found on each event tile on the home page. The ATB space is found at the top of the event page. Not all events will receive an ATB or EH.

The discount description and countdown clock are updated through merch and tech processes.



## @hipmomshops' Mother's Day Picks Up to 30% off

Don't wait! Smart-pay may be available for this sale. [details](#)

As a blogger and mother of twin teenage girls, @hipmomshops knows the importance of self-care. Treat yourself or a loved one to some "me time" with her Mother's Day picks.

Favorite Share



## Easy Tee-&-Shorts Sets: Up to Tween 1 for \$14.99, 2+ \$12.50 each

Don't wait! Smart-pay may be available for this sale. [details](#)

Buy 1 item in this event for \$14.99, or buy 2 or more for \$12.50 each (discount added at checkout; tax and shipping not included; offer applies to US orders only). [See details](#)

Favorite Share



## Editorial Copy

### Character Limits:

- **Titles** = 35 (cuts off as early as 25 on smaller event tiles, like those in the interrupts on the persistent landing page)
- **Event highlight** = 25
- **About the Brand** = 120-150 (We can use more space as needed for notes and debut brands.)

Note: The event name and highlight will always populate together on the Homepage. However, the Daily Email will feature just the event title, no EH. Because of this, titles should feature the most important information and be able to work without the EH.

### Titles

Describes the event assortment and theme. Prioritizes clarity over creativity.

### Event highlights (EH)

Purpose is to support the event name and help provide the customer with important information that could not be covered in the title or discount description. If your event does not need an EH, leave the event highlight space in zuKeeper blank.

### When to write an Event Highlight

- New style callouts
- Shipping messaging
- Size ranges
- Featured brand callouts
- Zulily-exclusive callouts
- Debut brand details / brand details (if necessary for customers understanding of assortment/brand)
- Additional explanation for events with vague titles, if critical (e.g., Want. Need. Love.)

### About the Brand (ATB) serves a few purposes on our site:

- To provide the customer with legally necessary info about events' special promos (BOGO program, etc.).
- To provide more context about a cultural event/holiday that may warrant extra description to ensure they're represented in a respectful way.
- To describe a brand's mission/story and product assortment for the brand's page on the site.

## Editorial Copy

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### Write like a human and keep copy conversational

Read your work out loud. It should sound natural.

### Keep it simple

Don't overcomplicate copy. The homepage is a busy place; we want to help declutter and simplify that experience for Mom.

### Put the most important information first

Product category or brand name, etc.

### The event title is the most visible editorial copy placement

Event titles show up in the daily and incremental emails, as well as the homepage, so it should get the most important info for the customer's understanding of the event.

### Limit use of puns

If the pun is not a total home run, don't use it. Wordplay is okay and more conversational than puns. Puns take effort, while wordplay reads as effortless.

### When using contemporary slang, tread carefully

We want to use widely known phrases that don't distract from the purpose of the event or confuse a shopper unfamiliar with the term.

### Avoid using hashtags

Unless they are part of a larger campaign from our social team.

More information about [editorial copy style and specs](#).

## Editorial Copy

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### Kids' events

- **Avoid using "their" and other pronouns in titles when referring to kids.**  
Be more direct.
  - E.g., Their Closet Update > Kids' Closet Refresh
- **Mommy & Me Events:** By using "Mommy & Me" in copy, we inherently change the copy to be from a kid's perspective, instead of talking directly to the customer. Opt for something like "Matching Looks for You & the Little" instead for flash events. However, "Mommy & Me" is more SEO-friendly, so continue to use this phrasing for persistent events.

### Speak to mom, not at her

We received customer feedback that being called "mom" directly in copy can feel off-putting. Our customer is a mom, but she is also a person. Calling her "mom" can make her feel pigeonholed. She needs copy that relates to her, sounds conversational and feels comfortable.

### Persistent events

The character cut-off is ~25 characters in the interrupts on the Persistent landing page. Keep this in mind when writing persistent event copy and focus on making it concise, functional copy.

### Deals & steals

Our site can easily become too saturated with these words. Prioritize using "deals" to describe deeper/good discounts on desirable/current product. Try to avoid using these words for persistent (less discounted than flash) and clearance product (older merchandise).

### We should not sacrifice precision of copy in the name of avoiding repetition

Repetition is less of a concern than imprecise copy.

- Example: Multiple events on the same day calling out "summer" in titles is preferred for precision (instead of updating to "sunny-day"). On the other hand, repetition of the word "chic" in multiple event titles might be the result of imprecision (e.g., multiple events calling out "chic.")

More information about [editorial copy style and specs](#).

# CTP Copy

## Creative Treatment Projects (CTP)

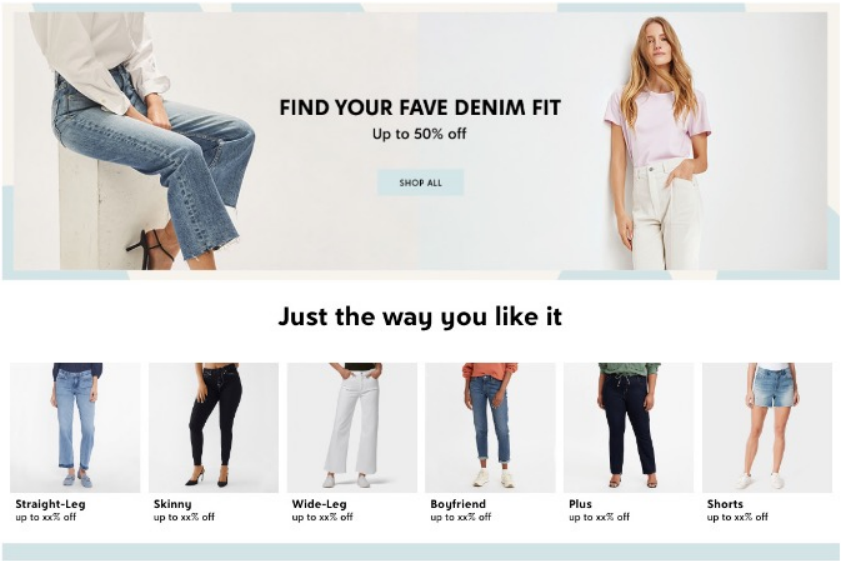
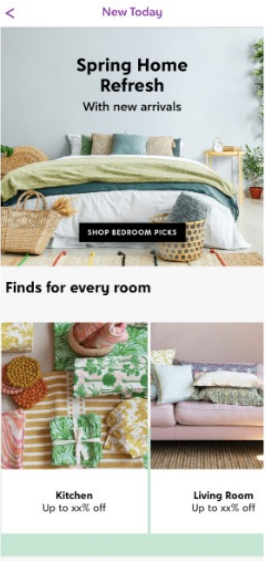
CTP assets live on the site and will have copy requested through a ticketing process in Wrike. Individual elements and specs laid out in detail [here](#).

## Editorial Blocks (Ed blocks)

Can be part of larger campaigns or stand-alone collections. Ed blocks consist of a header with a button and an interrupt that features 3-6 events. Space on mobile ed blocks is more limited so ensure that copy works both on desktop and mobile.



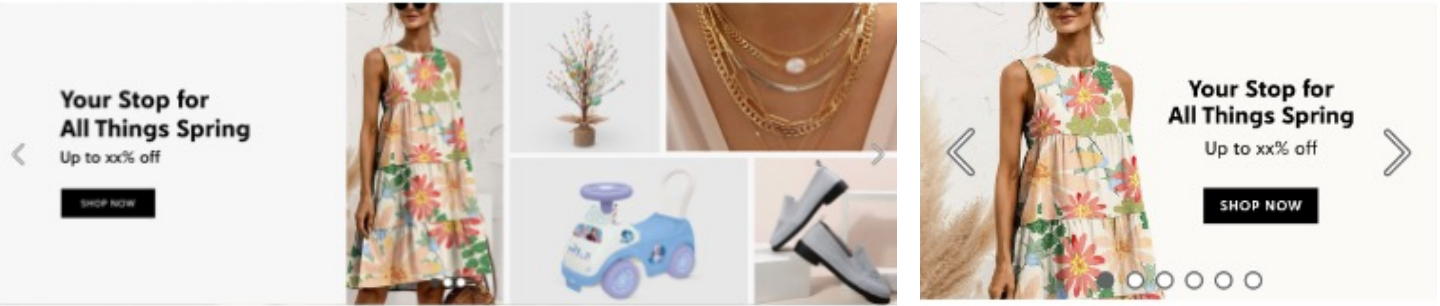
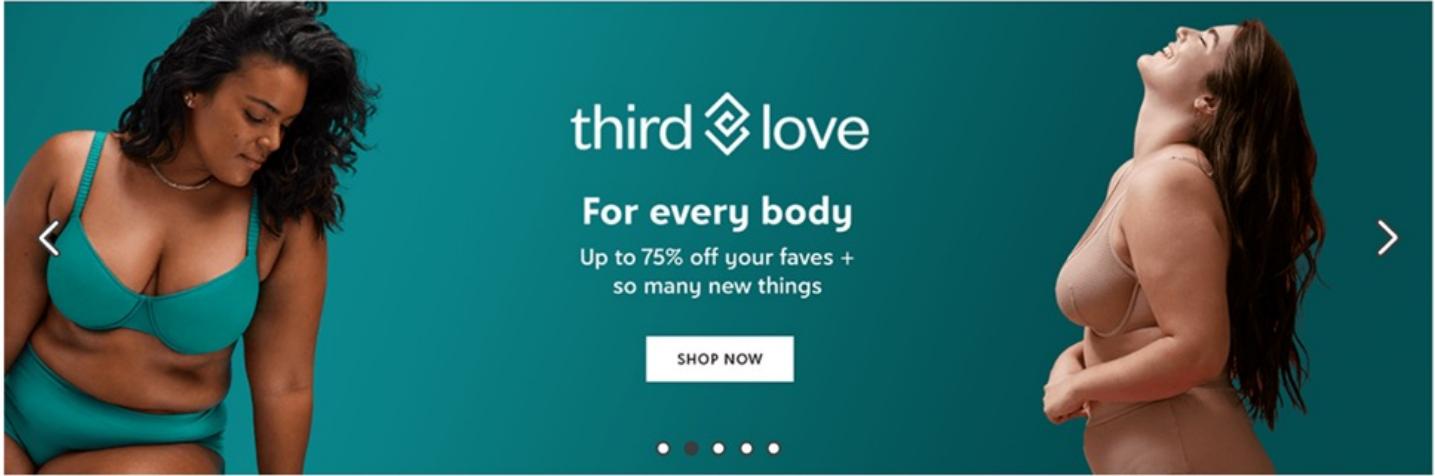
All items can ship out quickly



# CTP Copy

## One spots


These are the banner-like assets at the top of New Today. They can be for branded or non-branded collections.




# CTP Copy

**Interrupts** can house events or products and can be branded or non-branded. Also referred to as Designed Interrupts (DINTs) & Interrupts (INTs).


Millie Loves Lily



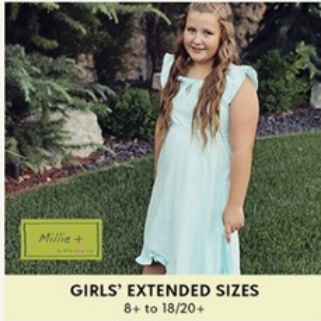
**Kids' Apparel**  
Hundreds of styles



**Kids' Swimwear**  
Savings to love




**Little Millie**  
Sweet savings




**GIRLS' EXTENDED SIZES**  
8+ to 18/20+  
**Millie+ by Millie Loves Lily**  
Starting at \$19.99


Save On a Home Refresh




**Sheets**  
Starting at \$17.24




**Quilts**  
Starting at \$27.99




**Comforters**  
Starting at \$37.32



**Pillows & Toppers**  
Starting at \$22.49



**Towels**  
Starting at \$16.99



**Window Curtains**  
Starting at \$10.99



# CTP Copy

## Graphic Overlay (GO)

Will typically be evergreen to speak to price points or specific deal details but can also be customized for specific themes/campaigns.

## Designed Home Page image (DHP)

Used to offer more information to the customer about a specific theme/deal or make events in a theme look more cohesive.

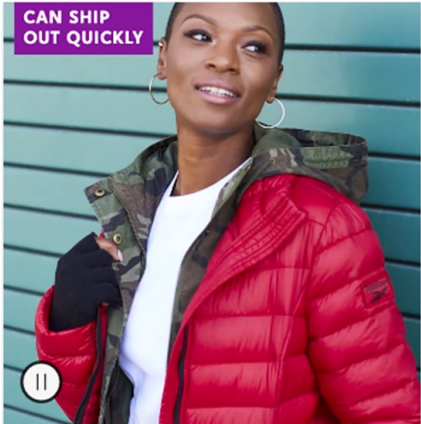
**DO:** Use DHP space to call out information about the brand or assortment that is important to the customer, but doesn't fit in the event title. For example:

- Fiesta introducing a new colorway
- Brands featuring petite or tall sizes
- Calling out an influencer handle
- Special product or material features like moisture-wicking

**DON'T:** Call out anything we already have evergreen graphic overlays for. For example:

- Pricepoints/Discounts
- New styles
- Can ship out quickly

GO (Graphic Overlay)



DHP (Designed HP)



Fave Denim Fits: Plus





# CTP Copy

## Graphic Home Page image (GHP)

Completely graphic element that typically highlights a price point or discount. INTL alts should be made as functional as possible without discount/price point.

- **GHP Messaging Hierarchy:**
  - Pricepoint/Discount (US Only)
  - Category/assortment
  - Important shipping or deal messaging (Can ship out quickly or Buy one, get one)
  - Creative savings messaging (INTL only)
- Any creative savings message is straightforward and clear for US and international
  - e.g. "Save On [category]" "Home Décor Savings"
- "Deal(s)" is reserved for deep discounts on desirable/newer product; "deals" and "steals" should be reserved for flash events & should not be used for persistent or clearance events.
- **Note:** For GHPs that are used in special email sends, the messaging hierarchy may prioritize the category callout over the discount to avoid repetition.

GHP (Graphic HP)



# CTP Copy

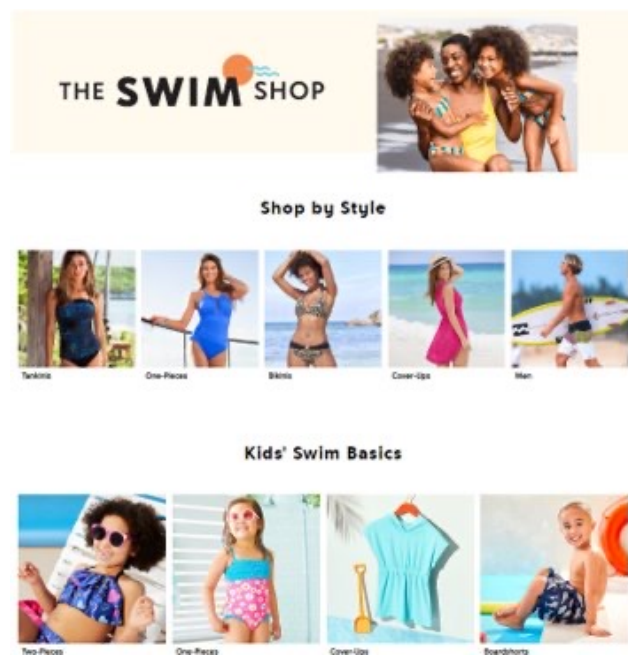
## Shops

Category shops will typically route through CTP. CTP will also support writing event-level copy for campaign shops.

## Filler Tiles

Filler tiles (FT) take up the same amount of space as an event tile or product tile and typically link to a jump page or landing page. They have limited space, so copy must remain brief. Though, limitations are flexible based on the design.

Shops



Filler Tiles



## CTP Copy

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### Casing guidance

Headers: ALL CAPS or Title Case (Use of sentence case is ok in some cases (e.g., Ed block INT header))

Subheads & cross-shop buttons: Sentence case

### Copy voice best practices

When in doubt, reference Editorial Copy slides (p. 79-83 for more guidance).

### Recognize the space you're working with and prioritize messaging accordingly

- Prioritize the most important details the customer needs to know.
- Between discounts, brand names, new style callouts, shipping messages, header text, design, imagery and standard CTAs, there's a lot to fit in a small space.
- Consider how copy coordinates with animation and/or design. Emphasis can come from type treatment and if emphasis put on the wrong word, doing so could change the customer's reading of the copy. Discuss any ideas with your designer.
- Copy should be simple and directional. For shops especially, remember that this is meant to be a curated shopping experience that makes exploring that category more intuitive.

**Word choice and concision are everything. Don't use two when one will do. Keep it simple.**

### Copy should sound natural and conversational

- Consider the cadence of your copy and read your work aloud. If it doesn't sound like something you would say out loud, adjust to something more natural.
- When talking about deals, copy should not sound like it is written for a bargain bin outlet or infomercial.

## Resources

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**All retail copy best practices and specifications  
can be found in the copy Wiki:**

[http://zpcwiki.com/index.php?title=Main\\_Pge](http://zpcwiki.com/index.php?title=Main_Pge)

Username: Marketing

Password: zucopystandards

# Customer Service

Customer service email communication is often urgent and is designed to make amends graciously with a specific audience that may have been negatively impacted by a known issue.

## Best Practices

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- Use this format for the greeting: Hello [Customer Name]
- Begin (and end) with a positive statement if possible, such as: “Thank you for reaching out.” or “Thank you for being a loyal Zulily customer.”
- Explain what the issue at hand is clearly, using simple, direct language. Keep copy neutral, but factual.
- Be sure to use words that avoid specific assumptions and are non-committal, such as: 'may' or 'might' (rather than 'will'), 'could' or 'would' (instead of 'should'), 'maybe' or 'perhaps', 'possibly', 'some', 'if', etc.
- Stick to the point, the actual facts we know we can share and the true, current situation. Don't speculate.
- Any projections/estimations (about delivery delays, for example) need to come directly from a relevant department spokesperson.
- Avoid sharing ANY confidential or proprietary corporate information.
- Do not blame, defend, or accuse any party.
- Don't be overly apologetic – but do state that we “apologize for any inconvenience.”
- Always use the email closing found on the example on the next page.

## Customer Service Example

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Hello [Customer Name],

Thank you for being a valued Zulily customer. We're reaching out to let you know that unfortunately, an item you've chosen to purchase cannot be shipped to the address given, due to local compliance laws and/or customs regulations (both of which are out of our control). We apologize for any inconvenience this may have caused.

While we are unable to ship this item to the address previously provided, if you have an alternate address you can use that's in a location we do service (such as a friend's or relative's home or your business address) you can place the order again using that address. Be sure to notify whoever will be receiving the item for you and let them know if it will need to be forwarded on to you or when you'll be able to pick it up.

If you have any additional questions or concerns, please contact us through our chat feature on the Contact Us page, email us at [service@zulily.com](mailto:service@zulily.com) or call us at 877-779-5615 and we will be glad to assist. As always, we appreciate you being a valued customer.

Warmest regards,

Zulily Customer Service

[service@zulily.com](mailto:service@zulily.com)

877-779-5615

5am to 8pm PT (M-F)

6am to 6pm PT (Sat)

6am to 3pm PT (Sun)



# Legal

The primary goal of legal copy is to adequately inform all potential audiences and provide the correct disclosures to our customers while preventing liability.

## Best Practices

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**ALL Legal copy MUST be reviewed and approved by an appropriate current member of Zulily's Legal team, unless the copy in question has been previously (and recently) approved, is still relevant and accurate and will be used as-is.**

- ANY changes to ANY Legal statements must be fully approved prior to publishing/sending.
- Legal & Disclaimer copy includes (but is not limited to): terms & conditions, privacy policy/practices, restrictions, contest/sweepstakes rules, promotion guidelines, etc.
- Double-check ALL start/end dates, times/timelines, copyright dates and other variables, such as product names. Especially if using/parlaying previously-written copy. Always consider including the start and end dates for the avoidance of any doubt: e.g., "Offer must be redeemed between [X:XX am PT] on [XX/XX/XXXX] and [X:XX pm PT] on [XX/XX/XXXX]." Remember to call out whether Alaska, Hawaii and APO/FPO/DPO addresses are excluded or included.
- If you're wondering if a legal statement or disclaimer is needed/required for a project or task, ask Legal, the stakeholders and/or leadership. Don't assume it's not needed.
- When Legal copy is included or needs to be referenced on an asset/site page, use an asterisk (\*) both at the end of the banner/headline or relevant copy and at the bottom of the page before the CTA (\*See details. OR \*Restrictions apply.)
- Although technically, Legal should provide, write, update and approve ALL legal copy – writers may occasionally need to draft initial copy for their review and approval. Use simple, direct language and share information and assets for context. Let the Legal team insert any 'legalese' and/or complex messaging.
- For Wrike (verbatim/sic): "Does project need to be run by Legal? If so - Please utilize the APPROVAL step for external guest review."

## Disclaimer Example

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- 15% off for 1st-time user\*
- Offer is limited to one use per customer on their first Zulily online order.
- Available for a limited time. Must be redeemed by 11:59 PM PT on 1/15/2022. [Included start date also, whenever possible.]
- Zulily will apply a 15% discount at checkout on the net order value of your first order.
- The net order value for each qualifying order does not include any taxes or shipping & handling charges.
- Available only on items shipped to US addresses. [Note if Alaska, Hawaii and APO/FPO/DPO addresses are included or not.]
- Cannot be combined with any other promotions or discounts.
- Zulily membership is required to shop on zulily.com.
- Not valid on the purchase of Zulily gift cards, vouchers or any other type of certificates.
- From time to time, Zulily may run promotional offers. Selection for inclusion into a promotional offer is in Zulily's sole discretion.
- The nature of any promotional offer, including but not limited to the amount and length of the offer, is also in Zulily's sole discretion.
- Offer is subject to Zulily's Terms and Conditions: <https://www.zulily.com/terms-conditions> and Zulily's Privacy Policy: <https://www.zulily.com/privacy-practices>.
- \*[The copy displayed here is NOT to be re-used as-is. ALL legal copy and disclaimers must be approved by Legal.]

**THANK YOU**