

I was tasked with rewriting Graco's baby registry page, to take it from a static product listing to an all-around resource for expecting parents, with copy that's both engaging and informative.

Let's Complete Your Registry, *Together*

There's so much to look forward to as you begin your parenting journey. We're here to help with tips on how, where, and when to start your baby registry, plus some of the best baby products for new parents.



Take Our Registry Quiz

Get a curated list of must-haves for your baby registry that match your parent personality and family lifestyle.

[Take the Quiz](#)



From Planning to the Perks--and Everything in Between



When to Start a Baby Registry

We recommend starting around the beginning of your second trimester, and going to friends and family to build your baby shower. That said, it's never too early or late.

[Learn More](#)

25% OFF

25% OFF at [BabiesRUs.com](#)

We announce about our special New Parent Discount! You can get 25% off at [BabiesRUs.com](#) when you buy 2 items with code [B25OFF](#)

[Learn More](#)



Your Baby Registry Checklist

A handy "Check, for use" to make sure you have all the essentials. You'll want to add as much as you can to your registry checklist. Take a look at all [essential items](#).

[Learn More](#)

5-Star Power

Here's some of our best-reviewed products to consider for your baby registry.



FOR FIRST RIDES

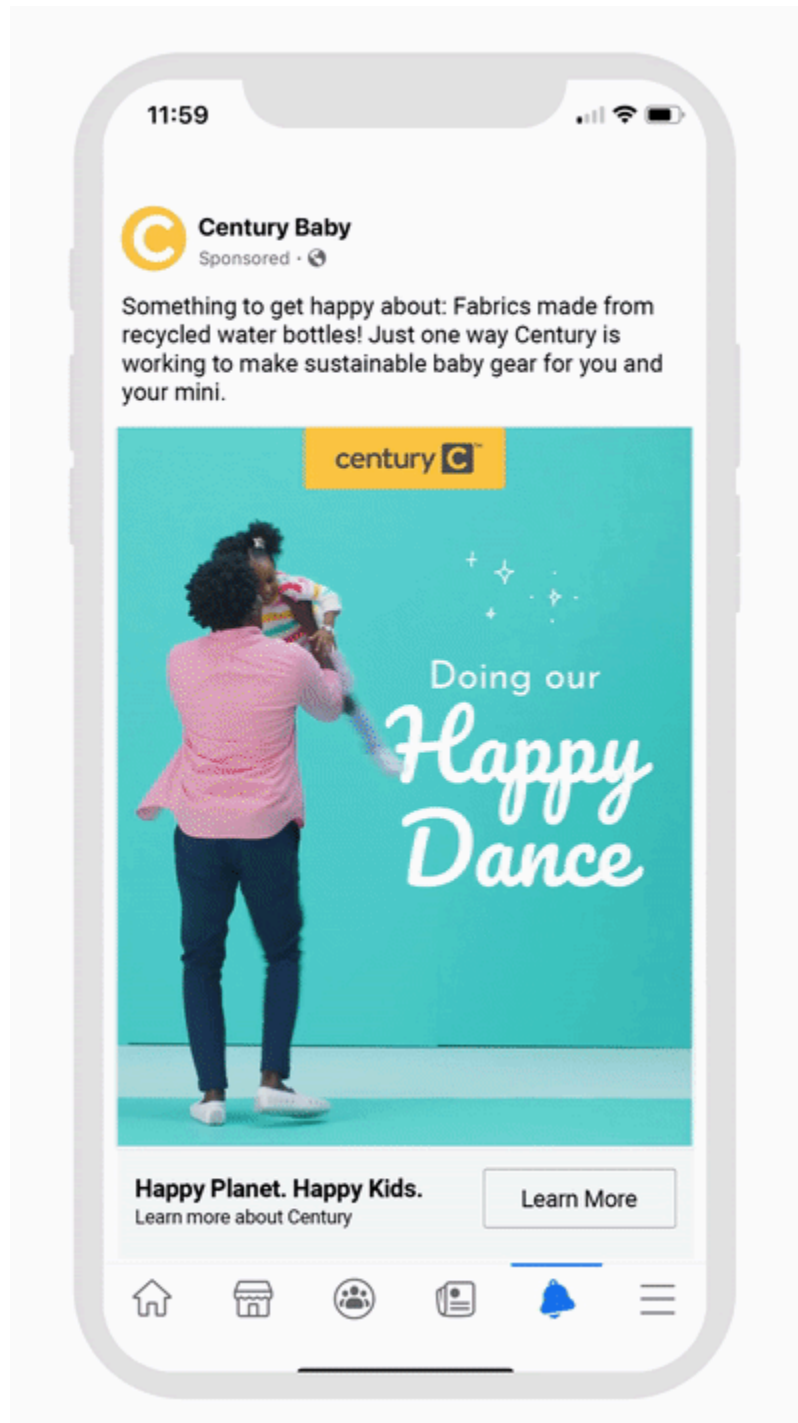


SnugRide® SnugFit™ 35 DLX Infant Car Seat



"My favorite thing by far is how much my baby likes it and hasn't cried once in the car since we got it!"

An example of my social media work is this post for Century, promoting one of the key selling points about this brand: sustainability.



For a Graco giveaway email, I was able to have fun with the subject line and preheader.

BRAND: Graco

NAME: DC-42370_091522_Graco_Sept_Email4

SL1: "Slime" into our DMs to receive a gift

PH: Get a free pack of Elmer's Gue when you write a review

The request for this Century email was to promote two particular colorways, while also writing to a summery/ice cream theme. The copy elements play to those directives, blending with the vibrant backdrop created by my design partner.

BRAND: Century

NAME: DC-40812_071322_Century_July_Email1

SL1: Berry and Splash: your cool colorways for hot days

PH: Set the tone this summer with baby gear that pops

century **C**

Here's
the
Scoop

Fun Colors for All the Cool Kids

Berry and Splash tones bring all
the summer vibes to your baby gear!

