

Content Brief

HearthStone Messaging Guide

Product Story

Why is Best in Backyards now offering indoor products?

"For over 35 years, our customers have trusted us with their outdoor spaces, and many have requested that we bring the same quality, durability, and design expertise to the inside of their homes. Well, you asked - we listened. That's why we're introducing our first indoor product lineup in partnership with HearthStone. These eco-friendly indoor fireplaces and stoves can help you bring the campfire magic inside, providing your home with nature-inspired comfort year-round. At Best in Backyards, we aim to continue expanding our product offerings to complement your home's exterior and interior, delivering the same trusted quality and expertise you expect. We're ready to help you create lasting designs that help you fall in love with your home all over again."

Key Messages

New product alert! Best in Backyards now offers HearthStone indoor heating and outdoor kitchen products. Our line of HearthStone products is a sustainable way to heat your home and enhance your outdoor experiences. Visit our Mahopac, NY or Monroe, CT store to explore our new heating options and be the first in line for installation.

Key Points

- New product
- Sustainability
- Indoor + outdoor products
- In-store viewing

Tone Profile

- Enthusiastic (new product)
- Caring (sustainability)
- Invitational (see in store)

Product Line Value Propositions and Hooks/Call-Outs

Value Propositions

- **New Product:** Best in Backyards now carries HearthStone products, including outdoor kitchen elements and indoor stoves and fireplaces.
- **Sustainability:** Our line of HearthStone products offers an eco-friendly solution for heating your home

and fueling your outdoor experiences.

- **Indoor & Outdoor:** Our HearthStone home-heating line features outdoor cooking features and six unique indoor stove and fireplace models so you can stay cozy indoors and outdoors all year.

Hooks/Call-outs

- New product alert!
- Be the first to see our HearthStone heating products line!
- Get the outdoor kitchen of your dreams!
- Get ahead of the cold weather with an indoor fireplace or stove from HearthStone!
- Things are heating up!
- Turn up the summer sizzle!

CTAs

- Visit our Mahopac, NY or Monroe, CT location to see our HearthStone products.
- Get on our installation list!
- Talk to a team member about how HearthStone products can work for you!
- Choose a sustainable home-heating option for your family.

Channel Messaging Outline

Social Media

- **Messaging:** See above
- **CTAs:**

Email

Number of Emails:

Subject Lines and Body Copy Samples

(H)Earth Day - soft launch announcement

- **SL:** Happy (H)Earth Day
 - **Body:** "New sustainable products coming soon to Best in Backyards. Happy Earth Day to all!"
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[more emails needed, waiting until further information is gathered from client]

Website

- **Pages to Update:** Product Pages
 - *Content will be updated for these elsewhere.*
- **Content Types:** Banners

Banner Content Sample - outdoor

H1: New Outdoor Kitchen Products From HearthStone

Body: Elevate your backyard barbecues and pizza nights with eco-friendly HearthStone outdoor heating and kitchen products.

Button Text: Shop HearthStone Outdoor Collection

Banner Content Sample - indoor

H1: Invite the Campfire Crew Inside

Body: For the first time ever, Best in Backyards is bringing the love of the outdoors inside with sustainable indoor fireplaces and stoves from HearthStone.

Button Text: Shop HearthStone Indoor Collection

In-Store Signage

Messaging Samples

Headers/Call-outs

- HearthStone products are here
- Sustainable indoor and outdoor heating options for your family
- Eco-friendly fireplaces and stoves
- Elevate your outdoor kitchen with HearthStone
- Turn up the summer sizzle!

CTA

- Talk to a backyard expert to learn more!
 - Get on the installation list!
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