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Perfect Consumer Engagement: eRetailer Sales

Video Transcript

June 10, 2014

Mary: Some days it feels like I never leave the kitchen. Just when I finish cleaning up after a meal, somebody wants a snack. And before I know it, it's time for the next meal. I'm surrounded by food all day long! Which makes it so hard to stick to a diet. The other night, I saw a commercial for Blaze, a nutritional meal program that provides healthy meals for the whole family.

Which means I wouldn't have to make one meal for the kids, one meal for my husband, and another one for me! Because, clearly, I became a mom and a wife to become a line-cook. So I got online to find out more about Blaze but I couldn't get the info I was looking for. I even called the consumer service center, but they weren't much help either. The woman kept referring me back to the website. In a loop. My life was a loop. It's probably too good to be true anyway, right? A meal plan that could help me lose weight while feeding my entire family?

I live for 9PM each night, when I can curl up on the couch, everybody else is in bed, and I can watch TV. Television that doesn't involve animals. Or rhyming. Or counting. Or animals that rhyme or count. I saw this commercial for Blaze, a new nutritional diet meal plan. One meal covers everyone while I stay on track with my diet. So I searched the brand's website. They had this great video that explained how everything in the plan worked. And that led me to a site where I could actually purchase the plan. I read a bunch of great reviews from people who were in my same situation and really like Blaze.

So, I decided what the heck? Might as well try a trial-run of the meal plan, right? Turns out the dietary line has a lot of other products, too. I mean, I am in! I'm gonna get it all! There was a great vitamin supplement that compliments the plan, so we're going to try that, too.

I posted about it on Facebook so that my friends could check it out. I mean, why keep these secrets to myself? Every Mom I know could use a little help. Okay – a lot of help.

Child: Mom? I'm hungry.

Mary: Of course you are. Alright, shnookie, what do you want?