CASE STUDY

Helping Nasco Education scale content with AI-based solutions

Client Nasco Education

Role Freelance Copywriting Consultant & AI Strategist

Focus Areas SEO copywriting, metadata optimization, AI prompt development, scalable content strategy

THE CHALLENGE

As a trusted partner to educators across a wide range of subject areas — including STEM/STEAM, SEL, Art, Math, Science, Special Education, Health & PE, and Career & Technical Education — Nasco Education supports learning with thousands of hands-on, standards-aligned resources.

However, when the company transitioned to a new e-commerce platform (Magento), they ran into a challenge that is common in large-scale migrations: many product descriptions and metadata fields didn't transfer cleanly. Some content was missing. The transfer duplicated some content across multiple SKUs, and other listings no longer reflected the clarity or classroom relevance that teachers expect.

With an internal team focused on many competing priorities, Nasco needed a solution that could both improve current content and support long-term efficiency.

ARENZ
COPYWRITING & AI STRATEGY

"Greg didn't just help us fix product copy — he helped us build a smarter system. The AI prompts he created have given our team a way to produce high-quality content faster, even with our limited capacity. It's been a game-changer."

—MICHELLE BLASER, COPY MANAGER, NASCO EDUCATION

THE APPROACH

I was brought in as a Freelance Copywriting Consultant & AI Strategist to support Nasco's team on two fronts:

Content Rewrites for High-Impact SKUs
The team prioritized SKUs across multiple categories where content issues were most visible or most likely to impact user experience and SEO. My work included:
- Rewriting duplicate or overly brief product descriptions
- Clarifying product use cases in classroom and lab environments
- Aligning copy with SEO best practices and on-brand tone
- Filling in metadata gaps (titles, descriptions, keywords)

Custom AI Prompt Development for Scalable Copy Creation
With more products than could feasibly be revised one by one, the solution needed to scale. I developed a library of tailored AI prompts to help Nasco's internal team:
- Generate unique, brand-aligned product copy across subject areas
- Adapt messaging to educator needs, student audiences, and learning outcomes
- Automate metadata generation for improved searchability
- Streamline revisions for products with variations (e.g., size, color, grade level)

> "This partnership has helped us meet a huge challenge — and left us with tools that will continue to pay off well beyond the scope of the project."

—MICHELLE BLASER, COPY MANAGER, NASCO EDUCATION

THE RESULTS

Better Copy. Less Effort. More Impact.

By combining short-term copy fixes with a longer-term AI strategy, Nasco was able to:

- Improve clarity, accuracy, and classroom relevance for hundreds of critical SKUs
- Address content inconsistencies and duplication exposed during the Magento migration
- Reduce future manual effort by enabling internal teams to generate optimized copy at scale

I customized each AI prompt and iteratively tested them to reflect Nasco's educator-first tone, instructional language, and product diversity — spanning everything from dissection trays and math kits to mental health resources and culinary training tools.

Moving Forward With Efficiency

The project not only helped Nasco address its most urgent content issues — it also gave the team a new set of tools to move forward with confidence. By equipping them with reusable AI prompt workflows, the company can now:

- Create SEO-aligned product copy in minutes, not hours
- Ensure consistency across a diverse catalog
- Free up staff time for higher-value content needs

Ready to scale your content without scaling your team?
Let's talk.

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