

LEXE CONTENT MARKETING



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**Luxury, intelligent strollers
and baby goods.**

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Article 1 Target & Intent: Finally, a Luxury, Intelligent Stroller That Makes Your Life Easier

My target audience for this article is soon-to-be or current parents or caregivers, specifically moms of babies who prioritize luxury, customization, and convenience when they shop for a stroller. Announcing the release of our first luxury, intelligent e-stroller and all its features that align with high quality, luxury, and technology, that make their life easier will be very appealing and it's a way for us to promote our release. It also gives us an opportunity to compete with organic search ranking and share more information about our product in a more casual way than what's on our website shop and product pages, offering examples of situations and helps them visualize why our e-stroller is the right choice for their family.

Finally, a Luxury, Intelligent Stroller That Makes Your Life Easier – Launching Soon!



Image source: canva

Meet the LEXE Rolle e-Stroller

LEXE's Rolle e-Stroller is an electric, 8-hour battery-powered e-stroller designed for all-day use, maximum comfort, advanced control, ultimate convenience, and user support without compromising safety or functionality.

The LEXE Rolle e-Stroller has Bluetooth connectivity and a free membership application, enabling you to connect through your phone and view things on a 10" sleek handlebar display. The user pushing the stroller can view and adjust settings like in-seat music and temperature, track route and activity, check the weather, and forecast. Also, you'll never miss a nap time again with the what's next on your schedule feature including a countdown to your upcoming events, with notifications set for including travel time to home.

With soothing and vibration seat controls and settings, motorized hill support soothe-sense and rocking modes, and more, you can also easily scroll and access other apps and functions you need to use on the go. The handlebar screen display and controls can connect to other apps via apple car play, music, messaging, other apps, and more via Bluetooth connection. Comfort and convenience are literally at your reach with a simple touch.

Walking Stroller to Jogging Stroller Conversion Kit, Motorized Hill, Terrain Smoothing Features, and More.

Feeling motivated today? Before you depart, you can easily switch to the LEXE Rolle e-Stroller jogging setting with the jogger conversion kit that takes your 4-wheel walking stroller to a 3-wheeled advanced runner. The stroller and app have a built-in GPS tracker for step counting/distance and route tracking, so you can monitor your activity without even checking your phone.

Or are you tired as a mother? The stroller also offers motorized settings to support you on those days you're feeling not so strong. The hill-support setting offsets various levels of weight on hills, as well as adds stability through unsmooth terrain.

Soothe-Sense and Sway Functions

Need to soothe baby on the go? When in parked mode, press soothing-sense mode (only syncs with the bassinet seat) to follow your pre-set guidelines to detect the baby's level of motion and cries and respond accordingly, offering levels of vibrations, sound, and either slight bassinet swivel rotation or forward and reverse rocking, swaying stroller movement to take the baby back to calm.

Catch your neighbor at the crosswalk and want to catch up for a minute? The swaying movement (stroller rocking back and forth motion) can also be turned on manually when your e-stroller is locked and parked, keeping your baby or kiddos content while you converse.

In-Seat / Bassinet Technology Customization

The individual seat or bassinet also offers pre-built and personalized soothing settings including levels of vibration, in-seat sound acoustics, temperature monitoring, fans, and controls.

In-seat sound can be controlled via app or handlebar display. That way, rock-a-bye can be playing while your toddler listens to Cocomelon on repeat. The bassinet also includes pre-set, baby-approved (and thoroughly tested to calm the fussiest of babes) white noise, shushing, lullabies, and more. All music settings are also customizable via Bluetooth and your music app of choice for all bassinets and seats.

Keep your riders safe from the elements. Each seat and bassinet offer temperature monitoring and in-canopy heat and cooling fans that can be controlled in the seat or through the app and handlebar display, so you never have to worry on those extra hot or cold days.

Travel Bassinet Features

The dual-purpose bassinet becomes the baby's home away from home. The bassinet seat has pull-out handles for detaching and carrying inside. Whether your walk turned into nap time or you're out of town, you can smoothly set and attach the bassinet to its LEXE Rolle e-Stroller pop-up travel base to continue using out of the stroller, with soothing sense setting capabilities (limited).

Overall Design & Styles

The Rolle stroller and accessories were designed with you, your baby, and the environment in mind. The stroller comes in five sleek and chic designer style color combination options, each built from sustainably sourced, durable, waterproof EMF offset protective, Standard by **OEKO-TEX®** material. Accessories are also food-grade and built with non-toxic, recycled materials whenever possible. The base basket is also taut, spacious, sturdy, and capable of easily fitting diaper bags and more.

But – with the LEXE Rolle e-Stroller, you can leave your bulky diaper bag at home.

Built-In Diapering System

As we said, the LEXE Rolle e-Stroller was built with you, the environment, and the baby in mind. The bassinet offers a built-in changing pad with flexible-down expansive sides and pop-out buckle safety support for diaper changing. The child seats can also conveniently recline and flex-to-flat but slightly tilted position for toddler diaper changes. The diaper, baby wipes, cream, and wipeable pad compartments attach to the back of the seats or the side of the bassinet, where you can discreetly store these items and easily access them on the go.

The e-stroller also comes with built-in LEXE compostable dirty diaper/doggy bag pull bags and carrier attachment. And, once a bag is filled, there is a “dirty diaper” compartment to store the soiled bag to eliminate the smell or potential of the bag dropping to the ground and breaking. There is also a dirty diaper alert notification that goes off when the stroller is parked and weight is detected in the dirty diaper storage because you know, mom brain.

Seat Attachment and Configuration Opportunities

The Rolle e-Stroller seats have connection legs that attach directly to the stroller frame attachment areas. The Rolle e-stroller also offers 12 seat configuration options, including the

toddler-favorite, side-by-side setting so your toddler can share all their snacks and annoy baby brother or sister with handholding attempts. (Extra accessory kit for side-by-side required).

Finally, the inspiration innovation that led to the LEXE Rolle e-Stroller, the adult pop-out or nursing mom-support SitSeat and feeding in private accessories. The base of the stroller also offers a first-ever, convenient pull-out kick-stand adult seat with a built-in stand for weight-bearing and easy sitting.

Why, you ask?

Because how many times are you out, baby is hungry, and you can't find a bench. When you need to take a load off or feed baby (by nursing or bottle you just warmed in the ever-so-handy bottle warmer), now a stressful situation just got slayed. With a pull-up nursing privacy screen as well, your baby doesn't have to wrestle with a nursing cover. Or, if baby likes privacy, the LEXE stroller blanket that can be pulled from its designated accessory compartment near the pop-out seat also duels as a nursing cover.

Accessories

The Rolle e-stroller also comes with:

- A battery charger that powers the Rolle e-Stroller for up to 8 hours for use.
- A pop-up mobile phone stand under the handlebar display.
- One temperature-controlled storage compartment for milk, bottle, or snacks. (Fig. 1, Line H)
- Two adjustable temperature-controlled drink carriers that duel as bottle warmers. (Fig. 1, Line H)
- With each child seat
 - o A removable and size-adjustable snack tray with a drink slot.
 - o A set of fitted snack carrier containers.

So, what are you waiting for? Let's get you rollin'!

PRE-ORDER YOUR LEXE ROLLE E-STROLLER TODAY TO SAVE \$200 + FREE SHIPPING.

Article 2 Target & Purpose: 10 Tech Gadgets You Should Have on Your Baby Registry

Most of the parents purchase their stroller before baby even arrives, or at least start considering strollers when they are building their baby registry to put them on their registry in hopes someone else will purchase the big-ticket items, like a stroller. And, since my brand's main innovative product is a e-stroller, in the technology space, it makes perfect sense that

consumers that would consider and purchase our stroller would also be interested in other baby and toddler tech products and gadgets that also enhance convenience in their life and help ease the stresses of parenting. This also helps support other brands in the same, but non-competitive space and potentially build relationships and partnerships with them in the future, as well as opportunities for giveaways to consumers.

10 Tech Gadgets You Should Have on Your Baby Registry



Image source: pexels.com

We reached out to all of our LEXE customers for a survey and here's what they had to say about which ten tech gadgets are life savers for new parents.

#1. The [Hatch](#) sound machine

And double tip – make sure to put two of these sound machines on your registry – one for baby's room and one for mom & dad's room! Your baby often spends the first few months in a bassinet, which often ends up in mom and dad's room, for convenience for feedings and constant waking of course. With customizable programs, you can set different lighting and sounds for your baby's sleep schedule. By having two for the house, this also helps baby stay familiarized with its routines when the transition time comes to move into their own nursery – and for mom and dad to sleep well too! And, when they're older, it has a toddler lock so they can't change up your program when they want to play light show.

#2 The [Happiest Baby Snoo](#)

Speaking of bassinets, #2 on our list is the smartest and most loved bassinet on the market. Developed by a doctor and baby sleep expert, this intelligent bassinet has its very own app and senses and responds to your baby's cries within levels, offering gentle soothing movement and sound, mimicking a gentle rocking motion. This enables a baby to learn how to soothe itself and promotes longer sleep stretches, which, PSA: attention all parents! That means more sleep for you! It also comes with soothing sleep sacks that helps with newborn reflexes and keeps baby safe while movement is happening, too.

You had me at "more sleep for parents".

#3. The [Hatch Smart Grow](#)

This smart changing pad and scale allows you to weigh baby during diaper changes and track their growth. The app also allows you to track feedings, which is helpful when you can't remember what day it is, let alone what time their last feeding was or what side you fed from last. This is so critical in the early newborn stages when weight loss and frequent pediatrician visits are occurring, and baby has to regain weight lost after birth. With a helpful scale built into diaper changes, you can rest assured, your baby is meeting their milestones, or call your pediatrician when something doesn't seem right too.

#4 The [Owlet Dream Duo](#)

Wow – a baby camera monitor and comfortable sock health monitor duo! This is so helpful for parents that want peace of mind, or for babies with health conditions. The owlet sock tracks their health stats, oxygen levels, sleep quality and more while the camera allows you to check on them with ease.

#5 – The [Elvie Breast Pump](#) and [Baby Brezza Formula Pro](#)

We have a double feature when it comes to feeding your baby. The Elvie pump allows you to pump wirelessly and discreetly and the Baby Brezza makes feeding your baby quick and more convenient, at the perfect temperature and with less formula lumps. And, of course, fed is best!

#6 The [4Moms MamaRoo](#)

With multiple modes, sounds, and more, this infant swing is the perfect swing for baby's daytime activities. It also helps you cook dinner, clean up, or just sit back and maybe actually enjoy your coffee while it's hot.

#7 – The [Babymoov Hydro + Humidifier](#)

A humidifier has so many benefits. It is great for baby's respiration, especially in altitude or drier climates and help prevent dry skin, lips, and scalp and relieve any colds and customize the levels of humidity and moisture in their room. What makes this humidifier so special is that you can also program how long to run the humidifier according to your pediatrician's recommendations.

#8 – The [babytekto Kiwi Electronic Recliner](#)

This recliner allows you to rest and recharge – literally. It’s a rocker recliner with built in chargers. You’ll never have to worry about your phone dying when you have a sleeping baby on top of you and you can’t – or don’t want to move.

#9 – [4Moms Digital Cleanwater Tub](#)

This tech tub allows you to draw the perfectly warm and squeaky-clean bath for your perfect baby. We really can give our babies all the best via all these great tech gadgets!

#10 – The LEXE Rolle e-Stroller

Finally, the LEXE Rolle e-Stroller of course, complete with full package of accessories. If you travel, don’t forget the travel bag and check out our resource on **7 Tips for Going Through an Airport and Traveling with Babies**.

We hope you love our list of must-have baby tech gadgets as much as our LEXE families do! Congrats on your incoming bundle of joy and happy baby registering!

Article 3 Target & Intent: 8 Stroller-Friendly Places in Your Local Community

This topic aligns with my target market because as new parents, even with extra help and support, staying close to home and in your comfort zone, especially when starting out with a newborn, becomes the normal. Short walks near home become a new comfort zone. This article inspires and encourages parents to get out of their comfort zone and try new stroller (and kid) friendly places, but stay close to comfort because they’ll have their LEXE e-stroller with them, and that makes life easier on-the-go.

8 Stroller-Friendly Places in Your Local Community



Image source: pexels.com

Getting out for a stroll with your baby or kids is of course a great way for you and them to get exercise, but why not get out of your neighborhood and take an opportunity to expose your kids to your local community. Most kids love exploring new places on walks and riding in the stroller. Some even fall asleep, especially to live music! With interaction and a little creativity, even the simplest walk can turn into an adventure. It's so good for them to get to know the world around them too. So, here are our top places to go to immerse yourself in your local community, support local shops, and more.

#1 Local Parks and Preserves

Skip the playground this time and take your child or children to the local parks and preserves. We're not talking about the playground park, we're talking local, like *national parks or nature preserves*. Or the botanical gardens or arboretums. Many have paved paths but if not, no stress, the LEXE e-strollers are all built with motorized function and terrain smoother to help you with any rough ground. Or switch your stroller to jogger mode and use the stroller conversion kit to make strolling in the nature park a breeze. Besides, the national park service and parks and rec work so hard to keep these spaces maintained and protected. Why not enjoy them too!?

#2 The Local Farmer's Market

There's nothing quite like a Farmer's Market on an early morning, especially when the weather is nice. Plus, who are we kidding, you're probably up with baby anyway! From produce to spices, bakery breads, homemade pastas, honey, and more, there's always something to take home. And, by doing so, you support your local community and vendors who rely on these events to help their business grow and thrive. Also, these private vendors are usually organic and have higher quality of products, since they're done privately, and often more sustainably too!

#3 The Nearest Coffee Shop

If there are sidewalks all the way there, why not? In many suburban or urban cities, there is often a coffee shop on almost every block. If it's safe and within a reasonable distance, walk – or jog there this time! Your kids (and physical and mental health) may thank you!

#4 – Locally Owned Shops and Stores

From a clothing boutique to a homemade soap store, do your best to step out of the big-time retailers and department stores, out of your comfort zone, and try something new! Maybe you'll

find the perfect guest soap for your guest bath or meet another mom friend with the same love for trendy locally made hats and make play date plans.

#5 – Local Fun Farms

Usually farms aren't paved, but again, that's where the motorized function and terrain smoother features come in. Your kids will love seeing the farm's animals up close and personal, their flourishing gardens, and singing E-I-E-I-O for days after.

#6 – Breweries and Wineries

No judgement, many breweries have large outdoor spaces and are becoming more kid and dog friendly! They often have a big yard and property for playing, strolling, yard games, picnicking, exploring and more. Check them out on google first or call ahead to make sure! You and your family will enjoy the open air, the chill vibes, a beautiful property, yard games and a nice beverage to take the edge off from the grueling Monday-Friday grind.

#7 – Bulk Sustainable Stores

Have you been wanting to try bulk buying? Find the nearest bulk supply store and check it out! You'll often find many non-toxic and eco-friendly bulk home cleaning supply options. It might be less expensive too since you may be purchasing a large amount in bulk or at refill prices. Plus, who doesn't love fewer toxic chemicals in their home?

#8 – Local Festivals and Art Fairs

The perfect place to stroll. Much like the farmer's market but with different themes, vendors, and displays, and often, great food from local restaurants who sponsor a booth. What is more fun than experiencing a taste and culture of your town? Maybe you'll even find the perfect art for baby #2's nursery or your new favorite local band!

Now, we encourage you to check the event listings of your local city and get on out there for a good time in your LEXE Rolle e-stroller!

Article 4 Target & Intent: 7 Tips for Going Through an Airport and Traveling with Babies

This article is highly relevant to parents as going through an airport, even without kids can sometimes be stressful and a hassle. Add a tiny human who has mostly predictable needs but often at unpredictable times, and it makes things very interesting. Plus, from feeding supplies to travel bassinets, diapers and more, you often have to bring along so much extra luggage for one

tiny little person. So, anything that makes traveling easier with kids is highly relevant. This is also a great promotional piece for the LEXE brand, and highlights why any soon-to-be or current parent of a baby or toddler reading that does not own the LEXE e-Stroller or additional accessories and features mentioned, should purchase them to make their airport experience less daunting.

7 Tips for Going Through an Airport and Traveling with Babies



Image source: pexels.com

#1 – Bring Along Your LEXE intelligent e-Stroller

Leave it to your LEXE intelligent, intuitive e-stroller to make traveling wherever you go a cinch. All LEXE e-strollers maximize your comfort when you're out of your comfort zone, including when you're in the airport or far from home at your destination. The SoothSense, TempSense and InSeat sound functions in every model will be comforting and recognized by baby, making for a smoother travel experience. Also, just setup the bassinet pod frame that comes with each bassinet seat, detach the bassinet from the stroller, and you have yourself your travel baby sleep bassinet for naps and bedtime in your hotel or home-away-from-home.

#2 – Get the LEXE e-Stroller Travel Bag

Purchase the protective stroller bag with convenient carry handles and strap to your LEXE stroller from getting damaged when you check it at your airport gate. We've all seen from the next gate over, how airport luggage handlers toss items checked at the gate unto the conveyer. The LEXE stroller bag is marked with "FRAGILE" and "handle with care" information but also, it's lined with protective built-in pads for the display screen and liner shield to keep your stroller in tip-top shape.

#3 – Take a load off! We mean literally!

No, we're not saying to take a seat – yet at least, we'll get to that later. When you're using your stroller before getting on the plane, you can use the LEXE travel clip accessories to attach your carry-on or any roll-on suitcase to the stroller for ease in navigating the airport! Genius, right? Never one-hand your stroller through the airport again while rolling your heavy suitcases behind you.

#4 – Take another load off.

We're still not talking about a seat yet – I mean, you haven't even made it to security! No, we're talking about using the flat road motorized function for a mini boost to help you through the airport, especially if you have two tikes in your stroller, a bag on your back, and a heavy suitcase you've now safely secured to the stroller. And don't worry, you can turn the motorized function off any time and the motorized function shuts off the moment your hands leave the handlebar, and the stroller will break. What a relief!

#5 – Have a Diaper Changing Convertible Clutch

About time for a diaper change, huh? I'm sure you left with a dry diaper, but it's probably been an hour or two by now since you left home. Make sure to pack up the diaper supplies compartments ahead of time for easy diaper changing in the stroller with the bassinet and lay-flat seats that also offer privacy for your baby and toddler when a bathroom isn't convenient or accessible. And, when loading on the plane, before the stroller gets gate-checked, easily detach the diapering supplies compartment (that includes a fold out changing pad), use the convenient wristlet attachment and take with you to your plane as a diaper clutch or stow in your diaper bag. Then just re-attach it right back on the stroller when you get it back after deboarding the plane.

#5 – Utilize a Cooler Compartment and Built-In Bottle Warmer

Traveling with breastmilk or need to pump on the plane? Detach and use the temperature-controlled cooler for your transportable milk storage when going through security or storing what you produce during your plane-pumping session. But don't fret, you can still use ice, or any ice pack and the cooler is insulated and will stay cool. And then, when you need to heat the bottle, use the chargeable and detachable bottle warmer/cup holder. Just make sure they're fully charged before takeoff as it only lasts 3-4 hours before needing a recharge!

#6 – Okay, Now, Take a Seat

You have kids, of course you're running behind for your flight. You get to the gate and notice there isn't a seat in sight. Maybe there's no nursing station close by or club lounge at your gate either. No fret, superhero. Pop out the adult SitSeat anywhere. Your e-Stroller also has built-in nursing support and a privacy cover, so you don't have to worry about hunting down a more private space or hiding your baby under a nursing blanket scrunched in between the row of seats.

#7 – Have extra time? Go for a stroll!

Okay, now you're impressive! You got to the airport early enough to have some time to kill? Or maybe your plane is delayed? No fret, babies and toddlers love airports. So many people to see and lots of ground you can cover. While you're strolling, don't forget to use the in-seat Sound features to play lullabies or your baby's favorite jams.

We hope this helps calm your nerves for your upcoming airport adventures and wish you a happy flight! Safe travels!

References

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