

ECOMMERCE TIPS WITH

# Dear Charlie

MARKETING

We want nothing more than to see small creative businesses' make sales and grow! As part of the Finders Keepers **#togetherwearestronger** campaign, we've collaborated with some brilliant and smarty-pants people to offer their expert advice especially to you!

Charlie is an e-commerce superstar and is going to help you write irresistible product descriptions with your copy!

**Charlie says...** Did you know that 85% of people say that the copy within your product listing is extremely important to their decision to purchase? But don't let this scare you! Writing pro-level copy is really easy once you know a few expert hacks to get you on your way. Here are some easy, but really important things to always remember when crafting any copy for your e-commerce business.

## 1. Question what's happening in your customer's world?

Always think about who your customer is, what is driving them to shop and what are they doing while they are shopping with you?



“Pro Tip: use bullet points to include all the key information for your product listing in an easy to read format. Avoid long descriptive chunks of text. Keep all your copy short and to the point”

## 2. Make your life easier.

Want to reduce the amount of emails, DMs or messages that you're receiving from customers asking seemingly obvious questions? It's simple. Increase the amount of information you're providing them in the product listing.



“True fact: The effort of clicking through multiple pages to find out additional information is more likely to result in a customer dropping off your website forgetting to come back and purchase”

## 3. Finally, be consistent but not boring.

Just because you're keeping things short and sweet, doesn't mean you can't put across some of your brand's tone of voice. Determine an order and a format for your product listings and product titles. Stick to this, but inject your brand's winning personality throughout the copy.

Love Charlie xx

@dearcharliemarketing

the  
**FINDERS  
KEEPERS**