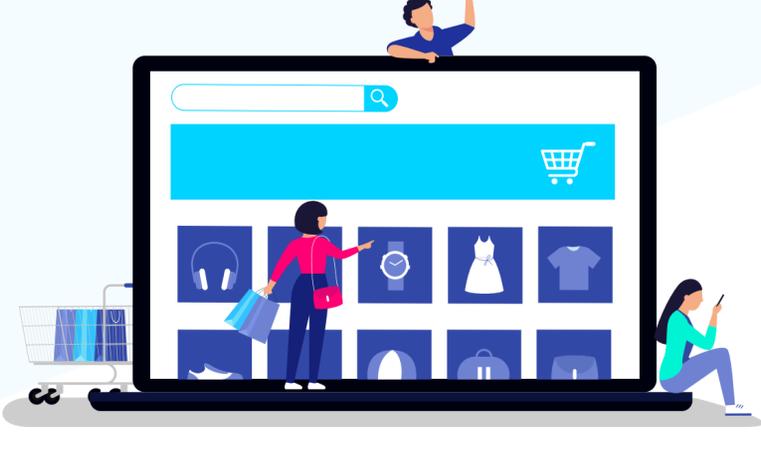


# 10 Tips to Create Product Content that Converts



## TIP 1

Provide an on-point explanation of the product's purpose. Don't waste your customer's time with fluff. Use short words, short sentences, and short paragraphs to tell a product's story. Use easy to read, jargon-free and informative sentences.

## TIP 2

Overcome doubt with benefit-driven descriptions. Start product descriptions with details that matter. Make it effortless for buyers to find essential information.

## TIP 3

Use easy-to-scan formatting. List the features and benefits in a bulleted format to make it easy for customers to skim through and find the detail they need.

## TIP 4

Write in specifics, avoid hypes. Refrain from sounding "templated" using generic phrases such as excellent quality or superb materials. Persuade with details.

Which is better?

- "Fastest pizza delivery in town" vs. "We deliver your pizza in 20 minutes."
- "Cheapest cable subscription" vs. "Monthly subscription starts at \$2.00."
- "Serves exceptional food" vs. "A 3-star Michelin restaurant."



## TIP 5

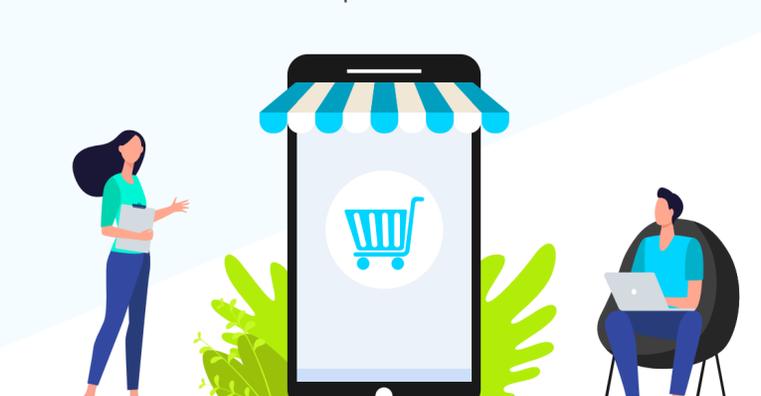
Disclose important information such as product origin, environmental impact, ingredients, etc. Proper disclosure of a product's source is a must. Brands can leverage it to win customers who are after sustainability, cruelty-free, inclusivity and fair trade.

## TIP 6

Display social proof, ratings and reviews. Nearly 95% of shoppers read reviews before making a purchase, which means reviews are essential to establish trust.

## TIP 7

Emphasize a clear call to action. Make the checkout process easier for your customers by highlighting a CTA that is impossible to miss.



## TIP 8

Keep your product pages up to date all at times. Outdated, incomplete and inaccurate product information is the fastest turn off for any potential customer.

## TIP 9

Pair product descriptions with rich and responsive images and videos. Customers spend **20 seconds** browsing a website before leaving if they don't find the website engaging. Use vibrant, high-resolution and relevant product photos to entice customers to stay longer and consider purchasing.

## TIP 10

Maintain product information accuracy and consistency. Avoid cart abandonment by creating the same experience everywhere you sell by ensuring that product content is always the same, no matter what channels consumers use.

## Leverage the right tools for engaging and vibrant product content

Curating exciting product content across all channels requires a lot of time and effort. To succeed, brands need to pair their product content strategy with the right tools:

- PIM** A Product Information Management (PIM) solution that can enable the validation, management and delivery of accurate and rich product content to multiple channels.
- DAM** A Digital Asset Management (DAM) solution that can store and manage all digital assets while ensuring approved and on-brand digital content can be accessed and shared at all times.

Leveraging PIM and DAM together allows brands to carry out an effective content strategy that drives conversions by:

- Providing customers with relevant and engaging shoppable content
- Powering digital commerce and meeting channel requirements
- Delivering customer-centric experiences with your products
- Improving employee experience and boosting productivity

### About Contentserv

Contentserv's software solutions enable manufacturers, brands and retailers to deliver rich, personalized and highly converting product experiences that delight customers, improve time to value and boost ROI.

Learn more at [www.contentserv.com](http://www.contentserv.com)