



Product Descriptions

Making customers want to buy your products!



THE NITTY GRITTY

Customers won't buy things that are too small, the wrong shape or made of the 'wrong' material.

Always include dimensions, and other specs of the product such as ingredients, colour and composition. If someone can't find these details, they often won't purchase.

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EXACTLY WHAT IT IS

Make sure you state exactly what the product is. Be clear. In many online marketplaces, using flowery language and emojis is encouraged, but can obscure your actual message. And keep to the character limit, if there is one (Etsy, NOTHS...).



WHY BUY FROM YOU?

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Customers may need to be convinced to buy *your* item, rather than someone else's. Explain your USP: locally made, vegan, eco-friendly, or whatever. Make them want to buy into *your* business. People buy from people, so put some of your own character into it.



UNIQUE FEATURES

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Make a fuss of the special details of your product, and sell the lifestyle associated with it as well. Aspirational marketing, to whatever demographic you are targeting, needs to be well done, but can be very effective. Try to phrase things differently, not the same stock sentences each time, and get the spelling right too!



GREAT PICTURES

Images that make people stop scrolling are increasingly important, in a crowded marketplace. If you can't afford a pro photographer, educate yourself on how to do good product photography, and get some props and a good light. If appropriate, show how the item looks when in use, as well as displayed prettily.

