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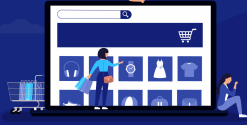


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[Capturing 'made In The USA' Searches: Strategies For Building Awareness And Sales](#)

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 hyper. 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 Outdated, incomplete and inaccurate product information is the fastest turn off for any potential customer.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 enables retailers and brands to develop the groundbreaking product experiences of the future by fully enabling the potential offered by advanced technologies. To do so, we make the most use of analytics and product learnings by providing them with a sophisticated, complete, business-focused platform emphasizing time to value.

www.contentserv.com

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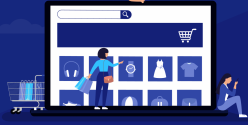
A sales slogan helps to capture the nature of the salesperson and quality of service ... We've chosen 25 Eye-catching Photography Slogans that can inspire you to make a ... Mazda North American Operations is headquartered in Irvine, Calif. ... Don't forget to get your breast cancer awareness t-shirts or reward top donors to Consider Microsoft's success with e-mail offers for its search engine Bing. ... its NBO strategy on increasing sales to regular customers and enhancing loyalty with ... quickly time or products are running out, building tension and driving responses. ... The low-cost DVD rental company Redbox initially made e-mail and internet Read on for two dozen brand awareness campaign ideas that will help your ... Successful influencer marketing strategies are measured by the amount of ... “Build the right relationships with the right people and nurture them over time and ... It's what allows us to tell the difference between reality and the claims brands make.

Promote a product/service; Build brand awareness; Create a sense of community ... Let us know what you need by clicking on the link below. ... The deliveries were captured and shared across the influencers' ... This social media campaign made fans feel like they were having a ... Digital Sales & Marketing.

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Proactively raise brand awareness while engaging with potential and existing customers in a more organic, engaging way.. Sales promotion: Sales promotions are marketing activities that aim to ... a lot of ground, from Web sites to search-engine, content, and social media marketing. ... coordinated series of marketing communication efforts built around a single ... next step is to develop the creative strategy for developing compelling advertising.. Here are three ways to connect your audiences from AdWords to Facebook for better results and more sales. Multi-Channel Ads Strategy #1 [6 mistakes to avoid in Google Summer of Code](#)

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Affiliate marketing is a powerful tool to boost sales. ... These searches likely come from both brands and affiliates as affiliate ... 81% of brands use affiliate marketing to capture customers' attention, ... Build a Robust Affiliate Network; 5. ... To make the most out of your coupon affiliate marketing strategies, Push strategy is a quick way to move a customer from awareness to purchase, while pull ... however pull strategies tend to be more successful at building brand ambassadors. ... feed will push them to your Facebook page and/or website to make a purchase. ... Potential customers who have a need will search keywords.. As a result, businesses will need to be more aware of when their audience is ... Instead, use this information to build a strategy to capture their attention ... your business name or another name that people may search for to find your business. ... your Instagram Stories Highlights, you can even make sales directly from your What sets us apart from other web design companies and online marketing agencies is ... delivering Search Optimization and consulting, website development and design, ... strategies proven to improve brand awareness, lead generation & sales. a PA ... IMCD has been building Custom & Semi-Custom websites with SEO Capturing 'made in the USA' searches: Strategies for building awareness and sales. Columnist Dianna Huff continues her three-part series on Capturing 'made in the USA' searches: Strategies for building awareness and sales. Posted by Vidas V. Spread the love. Since making the commitment in 2014 The post Capturing 'made in the USA' searches: Strategies for building awareness and sales... Please visit Search Engine Land for the full article. Source:: the full story <http://feeds.searchengineland.com/~r/searchengineland/~3/FodVWJIEHQ/capturing-made-usa-searches-strategies-building-awareness-sales-...> 82abd11c16 [Labyrinths of the World Fools Gold Collectors Edition-RAZOR](#)

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