



Course Title: Digital Marketing

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Lecture Outline

Product Description Writing

1. What is Product Description
2. Importance of Product Description
3. Elements of Product Description
4. How to create a Product Description
5. Conclusions of Product Description



1. What is Product Description

The purpose of product description is to provide customers with important information about product features, qualities, prices and benefits so that they are interested in purchasing. A product description is a marketing copy, which explains what a product is and why it needs to be purchased and qualified.



Product Description Writing

2. Importance of Product Description



Product description plays an important role for an e-commerce business. Before informing a customer about the price of the product, the customer has to give the details of the product. It informs the customer about the features and benefits of the product. Which allows the customer to purchase the product.



3. Elements of Product Description

- A suitable Title
- Including a photo, video or Animation
- Basic Information
- Comparing
- Analyzing and updating
- Persuasive language
- A focus on benefits
- Mobile-friendly text
- SEO keywords
- Special Offer
- Product or service Price
- Contact information
- Set a Order Now Button
- Social Media Link



4. How to create a Product Description

- Set Objectives for Your Product Description
- Identify Your Target Audience
- Establish Your Listing's Tone
- Turn Item Features Into Must-Buy Benefits
- Focus on Format and Length
- Write and Edit Your Product Description
- Revise for Perfection and Search Engine Optimization



5. Conclusions of Product Description

Finally, I would like to say that the better the product description for an e-commerce business, the easier it will be to expand the business.