

The Impact of E-commerce copywring services on Business

by

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ABSTRACT

The said research paper involves a study of the impact of Electronic Commerce Copywriting services on Business. The research study has highlighted the Management Information Systems, Finance and Accounting, Marketing and Computer Sciences of E-Commerce on Business. E-commerce is a way of conducting business over the Internet. Though it is a relatively new concept, it has the potential to alter the traditional form of economic activities. Already it affects such large sectors as communications, finance and retail trade and holds promises in areas such as education, health and government. The largest effects may be associated not with many of the impacts that command the most attention but with less visible, but potentially more pervasive, effects on routine business activities. The integration of Electronic Commerce and Business will bring a renaissance in marketing function. As it present opportunities to get close to the customer to bring the customer inside the company, to explore new product ideas and pretest them against real customers.

Keywords: Electronic Commerce, Copywriting services, Business Organization and Management Information Systems.

1. INTRODUCTION

Ecommerce copywriting refers to any text or written content you create for an online store. Headlines, category pages, product descriptions, promo offers, landing pages these are all places where your writing skills can help bring in more sales. The goal of ecommerce copywriting is to clearly explain the benefits of your products while *also* helping your online store rank better on search engines. To be successful, you have to be a strong communicator, persuasive with words, promote the voice of your brand, and understand the psychology of what makes a customer purchase. E-commerce entrepreneurs and businesses often neglect or overlook the importance of good copywriting when it comes to doing business online, which is a mistake.

Copywriting involves conceptualization of the key product selling point, which acts as a driving tool for all the chained elements involved in a marketing activity. As e-commerce is on a huge boom right now, the relevance of this vital linkage between copy and online business is doubtlessly paramount. The importance of this linkage is vital because there is a brutal competitive game being played by businesses online every single day. The game is captured in the following question: “How long (and meaningfully) can you keep visitors engaged on your e-commerce website?” Of course, there are numerous ways of engaging website visitors so they can stay long enough on your website to complete a purchase or more, but creating appealing sales copy heads that list.

Website copy that effectively appeals to users serves the industry so well that leading marketers and brands are creating content at a rate that is simply staggering, to say the least.

1.1 Value of Good Copywriting for E-commerce Success

Copywriting is a tricky business. You want to create a unique piece of content that’s highly engaging yet simple. You want it to be SEO based, yet convincing. Ultimately, you are attempting to craft and formulate content that results in a win-win situation for both the reader and the business. Every single web page on your e-commerce site is, therefore, an opportunity to convert website visitors to customers. Time and skills are the two key ingredients for producing high quality, effective sales copy. This is where the role of the expert copywriter creeps in.

An expert copywriter has a way and mastery with words. He or she can exactly communicate what the business is looking to transmit in a way that appeals to potential customers and leads them to buy. Check out three important roles good copy plays on e-commerce sites, which explain why it is vital that you get your copywriting skills on point.

Brand Image

our website's copy is perhaps the single most important tool you have to communicate and showcase the uniqueness of your brand and product offering. It helps you manage your brand image. Brand image, in simple terms, refers to how exactly a company or business is seen and perceived by the audience. The brand image should depict your strengths, specialties, norms and value proposition. It should allow you to portray to your prospects that you are aware of the prevailing dynamics of your industry, market segment, as well as understand the customer's perspective and exact needs. Today, while email has an astonishing return on investment (ROI) of 4400%, the other most vital investment an e-commerce business can make is in a copywriter. Bruce Bendinger, award-winning ad copywriter and author of 'The Copy Workshop Workbook' puts it best when he says, "Copywriting is a job; a skilled craft; verbal carpentry; words on paper; scripts to time, and one more thing Salesmanship."

Value Creation

Although there are many different ways to extend your content's reach to the relevant audience, the opportunity to create a lasting proposition in the mind of customers is only one—via your website copy. Every word you write on your e-commerce website has to serve a purpose; and the purpose is to effectively communicate the real value of your products, and to create a perceived or sensory value felt in the heart and mind of the customer regarding your business. When words chosen are carefully thought-out and on point, then headlines and product descriptions become even more relevant to readers. And remember headlines ought to not only capture attention, but also drive search engine traffic, and encourage sharing and word-of-mouth referrals.

Connection with Customers

A good piece of sales copywriting will always aid in connecting the customers with the business and its products. A masterpiece copy will convey genuine care and concern for customer satisfaction. Content that emphasizes benefits and taps into the customer's emotions will eventually turn that customer into a buyer or subscriber. And this well thought out copywriting material can very well improve your existing conversion rate by a whopping 113%, or even more. Who would want to connect with more customers and skyrocket their sales and conversions?

1.2 Pages on Your Ecommerce Site That Need Copywriting

With these statistics in mind, let's go over some of the different pages on your ecommerce site that need a strong copywriter. Because you can't just write one landing page and call it a day there are lots of different places where you can apply these best practices.

Product pages.

Your product pages are some of the most important pages of your online store. These are where customers get to learn more about a specific product they're interested in, and you get the chance to sell them on why they need it. It's often the last page customers see before they go to checkout so you want to give them every reason to follow-through with their order. This means there should be so *much* more than a two-sentence product description and a list of features. Start by writing about the unique selling proposition that your customers care about most, and then focus on the benefits your product provides. Look for different ways you can tell a story about your product, and highlight some of the real reasons why customers recommend it. Get good at this stuff, and you'll be able to write product copy that sells itself. For an example, take a look at this product page for the Jetson Match chair by Duxiana. This is an iconic luxury item, which is why the copywriting focuses on selling the history and significance of the product (rather than showing off the details and dimensions).

Category pages.

Often overlooked, category pages also provide a huge opportunity for you to flex your copywriting skills. Because depending on the design of your ecommerce website, you usually have space at the top or bottom of these pages for at least a line or two of text. Not only is this great for SEO, you can also use it to show visitors why they're in the right place to shop for these products. Take a look at this example from Kelty that appears at the bottom of their category page for camping backpacks. They cleverly highlight some of the keywords that visitors might be looking for on this page, and end off with a brand promise that relates back to what shoppers look for in their brand.

About pages

About pages aren't so much about selling a particular product as they are about selling the lifestyle of your brand. What makes you different from other online retailers they find on Amazon? Why should customers feel good about choosing to shop with your ecommerce business? When customers are able to emotionally connect with the mission and values of your brand, they'll be much more likely to come back to you and purchase again. That's why I love this example from the clothing and lingerie store, Natori rather than have their about page be about the business itself, it instead focuses on Josie Cruz Natori who founded the company. The biography emphasizes her entrepreneurial spirit and humanitarian work, which perfectly aligns with their target audience.

1.3 Well-Done Ecommerce Copywriting Has Its Benefits

What happens when you nail your copywriting? Expect to see your online store increase conversions, get more sales, help more customers, rank higher on search engines, and build a stronger brand.

More sales

The words you choose to promote your online business and products absolutely have an impact on your bottom line. This is why so many small businesses are investing in conversion optimization rather than pay to bring more visitors to your site, you can convince more of your visitors to become paying customers.

Informs customers

In the most basic sense, ecommerce copywriting is about telling customers the important information about your products. You can be strategic about which information you highlight for customers, when to surface it up to them, and how much detail they need.

Improves site's SEO

To compete with other online stores (like the ones on Amazon and Shopify), you need your ecommerce business to rank higher in the search engines. Weave in select keywords and SEO copywriting to come out on top of your competitors and be first in the minds of your customers.

Defines your brand

Every touchpoint a customer has with your online store helps to define the brand for them, and your copy is a big piece of that. Use high-quality copywriting and a consistent tone to create memorable experiences that visitors will remember long after they checkout.

1.4 Common Mistakes Seen in Ecommerce Copywriting

While ecommerce copywriting might seem easy peasy at first glance, there are a lot of pitfalls you can accidentally go down if you're not careful. Watch out for these common mistakes and errors that first-time writers tend to make.

Overuse of adjectives

Adjectives are like shots of tequila having a few will go a long way, but having too many is almost always a bad idea. Overuse flowery language in your copywriting and you'll end up

cluttering your sentences, slowing down the pace of your readers, and losing some of the impact of the words themselves.

Instead, try to use a smaller number of **powerful** and **sensory** adjectives to paint a clearer picture in the minds of your shoppers. (E.g., “Get out slimy, unsightly grease stains and foul-smelling, gritty spots with this extra magic cleaning powder.”)

Lack of personality and flavor

Nobody likes dry, academic copywriting that just states the facts and sounds like it was written by a robot. You need to add a little *zing* to your copy so it’s fun to read for shoppers. A human touch. This is where it helps to have a strong brand personality. If you don’t have one already, start out by asking yourself if your brand was a person, what would they sound like? Charming, funny, wholesome, trendy, snarky... your personality should reflect your unique brand and your place in the industry. It helps to imagine an actual celebrity who might represent your brand, and then research the way they speak. See what types of phrases they use and try to bring some of their style into your copywriting.

Created in less than 10 minutes

One of the biggest mistakes you can make with your ecommerce copywriting is thinking you can get it over and done too quickly. This shouldn’t be an afterthought that you slap together off the side of your desk. Be strategic, and carve out some uninterrupted time to work on the copy for every new page of your online store. (Or, alternatively, hire a professional ecommerce copywriter to work with your brand and create the content for you.) Keep track of how your copy is performing, and try testing new headlines and descriptions to see what works better. Great copywriting doesn’t happen overnight — you can refine it over months, or even years.

Word soup and fluff words

Did you ever struggle to reach a certain word count for a school essay? When I ran into this problem as a student, I used to look for paragraphs that I could “bulk up” by needlessly expanding on points I had already made, or adding in unnecessary context. (Shhh. Don’t tell my

high school teachers.) And while that might fly in academia, it's something you want to avoid at all costs in ecommerce. Copywriters call this "fluff" or "word soup" because it's the stuff that doesn't really add anything of value. And it's a problem because online readers already have low attention spans so if you try to fill the page with content that doesn't really mean anything, they're probably gonna click away.

Focused too much on the product

I know this might be hard to hear, but most visitors don't care about you or your products. (*Gasp*) It's true the only thing they really care about is themselves, and the problems they're trying to solve. When you're working on the copy for an ecommerce page, you always want to write it from the perspective of your customers. Talk about their pain points, their worries, their fears, and their frustrations. Show empathy and focus on the benefits they will get from your products.

Inconsistent tone

As your online store grows, you may end up working with multiple different team members on your ecommerce copywriting. Watch out to make sure that the language you use all sounds consistent and aligned with your brand personality — no matter who wrote it, or where it's appearing. As you scale, I'd recommend putting together brand voice guidelines to show new team members what the tone of voice should sound like. This will help you stay consistent and avoid confusing or upsetting any of your customers.

1.5 How to Make Your Ecommerce Copy the Best

The best ecommerce copywriting has a direct and positive impact on sales. Here are some other tips to keep in mind as you go through the writing process for your online store.

Know your audience.

It can be tough to nail your copy unless you have a clear understanding of who your audience is and what it is they're looking for. Customer research is so important to the writing process because it helps you get more specific and focused. (Which is also why customer testimonials are

a goldmine for ecommerce copywriters.) If you haven't already done so, try creating buyer personas to represent your ideal customers. You can use these profiles to target specific segments of your customer base, and speak directly to their beliefs, opinions, interests, and motivations.

For example, take a look at this category page for Bliss vegan skincare products. The copy calls out how important this is for animals (or “furry friends”) around the world and celebrates your decision to buy cruelty-free products right at the top.

Tell an interesting story

The framework of a story can help to hook shoppers in a deeper way, so they buy from your brand more than one time. That's because people love a great story. It's human nature. But what types of stories can you tell with your ecommerce copywriting? You can apply this simple formula to almost any product or offering:

- Your hero of the story is the shopper. (The protagonist.)
- They have a problem they need to solve. (The conflict.)
- They have struggled with trying to solve this. (The rising action.)
- Now—there is a solution. (The climax.)
- And they'll live happily ever after. (The resolution.)

There are other storytelling models and formulas you can apply to your ecommerce copywriting, too. Find the right one for your audience, and you'll be able to form a stronger emotional bond with them that lasts much longer.

Avoid wordy sentences.

As we mentioned above, the harder your copy is to read, the less likely it is to convert. That's why wordy sentences especially the ones that use business jargon are better left on the cutting room floor. Not sure if your copy is too difficult? Try reading it out loud to a colleague or partner. Sometimes, we get so used to reading things quickly in our heads that we don't realize how challenging they can be for folks who read the copy for the first time.

Focus on benefits.

Product features tend to be pretty boring. Most folks won't care if your electric toothbrush has a lithium-ion battery, three types of thistles, or proprietary pulse technology. (Whatever that means.) All they want to know is how those features will actually benefit their lives.

Check out how Bon Bon Bon writes about their Sugar Chai Crunch Tape, for example. They don't just talk about what ingredients are inside this unique chocolate treat — the copy gets into the feeling you'll have when you bite into it, and how much your crush will appreciate such as a thoughtful gift. Super smart and benefits-focused.

Use action words.

If you want shoppers to take action, it makes sense that you should include action words in your copy. What're action words? In copywriting, this is any language you use to ask visitors to actually do *something* on the page. (So, like, "Buy Now.") You can sprinkle these words and phrases in more places than just your buttons, too. Try starting sentences with verbs that ask visitors to take action, so they feel more engaged with the copy. I love how The Mountain uses active language to promote their face masks on their homepage, for example. ("Be safe. Be stylish.")

Integrate keywords in the copy.

While your primary audience for your copywriting should always be actual shoppers, you're also writing copy for an entirely different audience: search engines. With each page, you have an opportunity to target specific keywords that will get you to the top of Google search results pages and bring in more organic traffic. You can use the Google Ads Keyword Planner for some basic research, as well as other tools like Ahrefs, Answer the Public, and Keyword Surfer. You may also want to pair your ecommerce website with a strong content marketing strategy (like a blog) to bring in more visitors from search engines.

Use bullet points for product pages.

A giant paragraph with a ton of text can be pretty intimidating for shoppers just looking to purchase a pair of sneakers. Instead, try organizing your copy into bullet points for easier reading

and improved scannability. This is especially useful for when you have a big list of product details that you want to showcase. Some other advantages of bullet points...

- They help you group ideas together into buckets, cutting down on redundant text.
- They're more visually appealing, adding whitespace and breathing room to your page.
- They're easier to read on mobile devices, providing a better user experience than a big block of text that'll take up the entire screen.

1.6 Keep Testing and Improving Your Copy

Machine learning has come a long way but a robot still can't write a landing page half as well as you can. Combine your marketing know-how with the statistics above to give your ecommerce copywriting a boost of conversion intelligence. Keep in mind your unique audience and what products your online store is selling. You can use this data as inspiration to test new landing page variants and see how they impact your ecommerce metrics and customer analytics. And if you're interested in learning more, you can also check out the 2020 Conversion Benchmark Report. There are more ecommerce insights in the full report (as well as data on 15 other industries) and benchmarks to show you what counts as a good conversion rate on your landing pages.

2. METHODS

Research Methodology

For the said present research study is based on the secondary data. Such secondary data is collected from various reference books on E-Commerce, E-Business, Marketing Management, Marketing Research, Mobile Commerce, Internet Marketing, Electronic Advertising, Economics, Commerce, Management, Banking etc. For the said research study the secondary data is also collected from the various National and International Research Books and Journals which are related to E-Commerce, Internet, Commerce, Banking, Management and Information Technology. The present research study the data pertaining to the following objectives was collected by the review of the literature on the subject concerned. The literature was thus collected by visiting libraries and various concerned websites.

3. RESULTS

E-Commerce Copywriting services Models

Creating an e-commerce solution mainly involves creating and deploying an e-commerce site. The first step in the development of an e-commerce site is to identify the e-commerce model. Depending on the parties involved in the transaction, e-commerce can be classified into main 4 models. These are discussed as follows:

3.1. Business-to-Business (B2B) Model

This is said to be the fastest growing sector of e-commerce. The B2B model is predicted to become the largest value sector of the industry within a few years. The B2B model involves electronic transactions for ordering, purchasing, as well as other administrative tasks between houses. It includes trading goods, such as business subscriptions, professional services, manufacturing, and wholesale dealings. Sometimes in the B2B model, business may exist between virtual companies, neither of which may have any physical existence. In such cases, business is conducted only through the Internet. The main two advantages of the B2B model such as it can efficiently maintain the movement of the supply chain and the manufacturing and procuring processes, and it can automate corporate processes to deliver the right products and services quickly and cost-effectively.

3.2. Business-to-Consumer (B2C) Model

The B2C model involves transactions between business organizations and consumers. It applies to any business organization that sells its products or services to consumers over the Internet. These sites display product information in an online catalog and store it in a database.

The B2C model also includes services online banking, travel services, and health information. The B2C model of e-commerce is more prone to the security threats because individual consumers provide their credit card and personal information on the site of a business organization. In addition, the consumer might doubt that his information is secured and used effectively by the business organization. This is the main reason why the B2C model is not very widely accepted. Therefore, it becomes very essential for the business organizations to provide security mechanisms that can guarantee a consumer for securing business information.

3.3 Consumer-to-Consumer (C2C) Model

The C2C model involves transaction between consumers. Here, a consumer sells directly to another consumer. Online auction Web sites that provide a consumer to advertise and sell their products online to another consumer. However, it is essential that both the seller and the buyer must register with the auction site. While the seller needs to pay a fixed fee to the online auction house to sell their products, the buyer can bid without paying any fee. The site brings

4. CONCLUSION

This research paper involves a study of the inability to find the product or services of interest quickly is the biggest barrier to effective marketing this problem may be overcome through E-commerce, where number of companies offer several products through the net. In Short, global e-commerce has to face many difficulties in web marketing because of infrastructural difficulties and computer illiteracy. Majority of the customers live in rural areas do not sufficient knowledge about computer and internet. Some of customers in urban areas do not have credit facilities and therefore online buying and selling of goods is limited to urban class having knowledge of computer internet if Indian marketers take into account essentials of good website they can definitely make success marketing in international markets.

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