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Paint An Image In Your Readers Mind

This week we're diving into the world of how to improve the descriptions used in your copy, and how this can boost your conversion rates.

Descriptions are your sales pitch; how you describe your product to persuade customers to purchase. They tell the reader the benefits and help to paint a mental picture in your reader's head. Descriptions can make or break your copy, so it's important to get them right, and today we share with you our top tips to build the perfect imagery for your products.



Powerful Visual Adjectives

Powerful Visual Adjectives (PVAs) are a great way to boost descriptions and can supercharge your marketing efforts. As you may already know, effective communication is the key to successful sales, and PVAs play a vital role in creating clear, bright, and high-impact visual images in your prospects' minds. Adjectives add more detail to your description. Think, which sounds more appealing? “a sugary, brown bar of chocolate” or, “ a rich, smooth bar of the finest Belgium chocolate, crafted with the perfect balance of creamy, sweet, and decadent flavors to excite your tastebuds”. We’d guess the second description probably sounded better to you, which goes to show how improving the adjectives can have a huge impact on the appeal of your product. It doesn't matter if you have the best product in the world, if you can't describe it well then readers won't be interested.

Painting a Vivid Picture

When it comes to describing your product, leave no stone unturned. You must provide your customers with a visual image that you have painted in their heads. It is important to appeal to the senses and try to create a vivid description that taps into the different human interests and wants. For example, if you have a reader with a love for the smell of citrus, when they read your brochure describing the delicious scent of freshly picked, hand-squeezed oranges in your product, this will trigger their interest. The more specific your words and descriptions are, the more vivid the image you create in your prospects' minds, and the stronger your sales pitch becomes. Take a deeper look into your product, its features, and its benefits, then think of how you can describe this in the greatest detail and in a way that will trigger a sensory response.

Outshining Your Competitors

Even if you're offering a similar product or service as your competitors, you can outshine them simply by describing it better. Clarity and precision in your communication can be the key to winning more customers. By doing so, you position your business as more trustworthy and credible. When you share the entire story and describe how your product meets customers' needs, you present yourself as more equipped to serve them. This sets you apart from competitors who might not offer such detailed descriptions. Look back at the chocolate descriptions from earlier. Both businesses could be selling the exact same bar of chocolate, but one appears much nicer just due to the improved description.

Appealing to All Five Senses

Every memory and experience you've ever had can be broken down into five factors, also known as senses, represented by VAKOG: Visual (sight), Auditory (sound), Kinesthetic (feeling or emotions), Olfactory (smell), and Gustatory (taste). As marketers, tapping into these factors can make your ads stick in your customers' minds and increase their recall of your products. By going into greater detail, you effectively occupy more of the consumers' brains, transforming the image from vague to crystal clear. Long copy often outperforms short copy and this is the reason why, investing more time in your copy can lead to higher sales. The same principle can be applied in all sales and marketing. Who is more likely to get a sale, the salesman who spends 5 minutes with a customer or the one who spends an hour going into great detail about the product?

Where possible, try to describe the impact or benefit of your product on all five senses. It might not apply to every product, but finding a link to sensory benefits can create a deeper connection with your audience. By appealing to their senses, you evoke emotions and create a more immersive experience.

Adding Authenticity with 'Step Out of Context' Paragraphs

To make your communication more authentic and relatable, consider including a 'step out of context' paragraph. This can be a personal anecdote or a real-time experience that ties into your product or service. These paragraphs add a sense of "here and now," making your message more engaging and memorable. For example, break up your advert with something like "while I'm writing this I've been benefiting from this product by.....". This catches the reader off-guard by breaking up standard advert copy and bringing back attention to the present.

Summary

In conclusion, mastering the art of powerful visual descriptions is a game-changer in marketing. When you craft your messages with great detail using PVAs, you enhance your sales pitch and stand out from competitors. Remember, communication isn't just about conveying information; it's about creating experiences that resonate with your audience and helping them visualise the benefits of your product.

The next time you're crafting your marketing materials, focus on sparking your customers' imaginations and going into intricate, sensory detail about your product. We're confident that by doing so, you'll see a significant boost in engagement and sales.

Best regards,
CPYdigital

P.S. Need assistance in perfecting your marketing communication? Reach out to us, and our expert team will be thrilled to help you create powerful, persuasive content that leaves a lasting impression on your audience.

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