

# B2C E-COMMERCE COPYWRITING PORTFOLIO

Producing copy and marketing material for  
an E-Commerce store.

This project involved creating and marketing an E-commerce business that sold directly to customers. This involved setting up a small, low start-up cost online business and then producing all of the copy and marketing materials for this business. The main focus of this was writing product copy, SEO research, and producing marketing material for an E-commerce brand which included sales emails and social media advertisements for multiple platforms



- Social Media Adverts
- Email Marketing
- Product listings





# BACKGROUND

## Project scope & Introduction

The first step of this project was to establish a business model. As the only purpose of this business was to provide copywriting and marketing experience, profit was not the main focus. Hence, an Etsy business selling digital art prints was used as this had very little start up cost and required little input to run aside from marketing.

The main copywriting elements of this were writing product descriptions, tags, titles and producing marketing content. This involved thorough SEO keyword research and use of SEO tools to ensure that the products would rank highly. Multiple SEO tools were used for this which provided a great insight into how to rank highly in search results. Information from these tools were then used to create product titles and descriptions which would improve SEO.

writing process →



Keyword	Search volume ↑	Competition
<input type="checkbox"/> ocean prints	3436	197361
<input type="checkbox"/> oceans print	3430	197361
<input type="checkbox"/> ocean jasper	3374	39071
<input type="checkbox"/> ocean theme	3258	52485
<input type="checkbox"/> oceans art	3200	329263
<input type="checkbox"/> ocean arts	3140	38356
<input type="checkbox"/> ocean svg	2969	23523
<input type="checkbox"/> ocean art	2928	329263
<input type="checkbox"/> oceans	2197	718934
<input type="checkbox"/> ocean	1882	718928
<input type="checkbox"/> oceans painting	1088	93628
<input type="checkbox"/> ocean paintings	1070	93628
<input type="checkbox"/> ocean painting	1050	93628
<input type="checkbox"/> ocean necklace	1033	52905
<input type="checkbox"/> ocean poster	961	52324
<input type="checkbox"/> ocean print		
<input type="checkbox"/> ocean decor		
<input type="checkbox"/> ocean ring		
<input type="checkbox"/> oceans svg		
<input type="checkbox"/> oaks and ocean		
<input type="checkbox"/> mainl ocean		
<input type="checkbox"/> c2c pattern ocean theme		
<input type="checkbox"/> ornate ocean		
<input type="checkbox"/> the ocean is calling		

(Above) This is a screen capture from one of the SEO tools used showing key words ranked by search volume and number of competitors.

(Right) This is a screen capture of SEO keywords being utilised in product tags.

**Tags** Optional  
What words might someone use to search for your listings? Use all 13 tags to get found. [Get ideas for tags.](#)

Shape, color, style, function, etc. Add All 13 used

☒ ocean

☒ waves

☒ moody ocean

☒ art print

☒ art pattern

☒ pos

☒ wave art

☒ ocean pattern

☒ wave pattern

☒ modern design

☒ nautical

**Tags** Optional  
What words might someone use to search for your listings? Use all 13 tags to get found. [Get ideas for tags.](#)

Shape, color, style, function, etc. Add 2 left

☒ Beach oil painting

☒ Coastal artwork

☒ Seaside scene

☒ Beachscape art

☒ Nautical decor

☒ Coastal wall art

☒ Beach house art

☒ Beach art

☒ Coastal painting

☒ Ocean artwork

☒ Desert island art

### Skills used:

- SEO research
- Email copywriting
- Email marketing
- Social media marketing
- Keyword optimisation





## Marketing Copy

The audience for a digital art print brand is broad and not particularly niche as due to the variety in products it can be almost anyone with their own room or house. Therefore, social media marketing was chosen as this can be used to target a large audience. Email marketing was also chosen as a means of promoting new products to repeat customers and introducing products to anyone subscribed to the email list.

## Product Listings

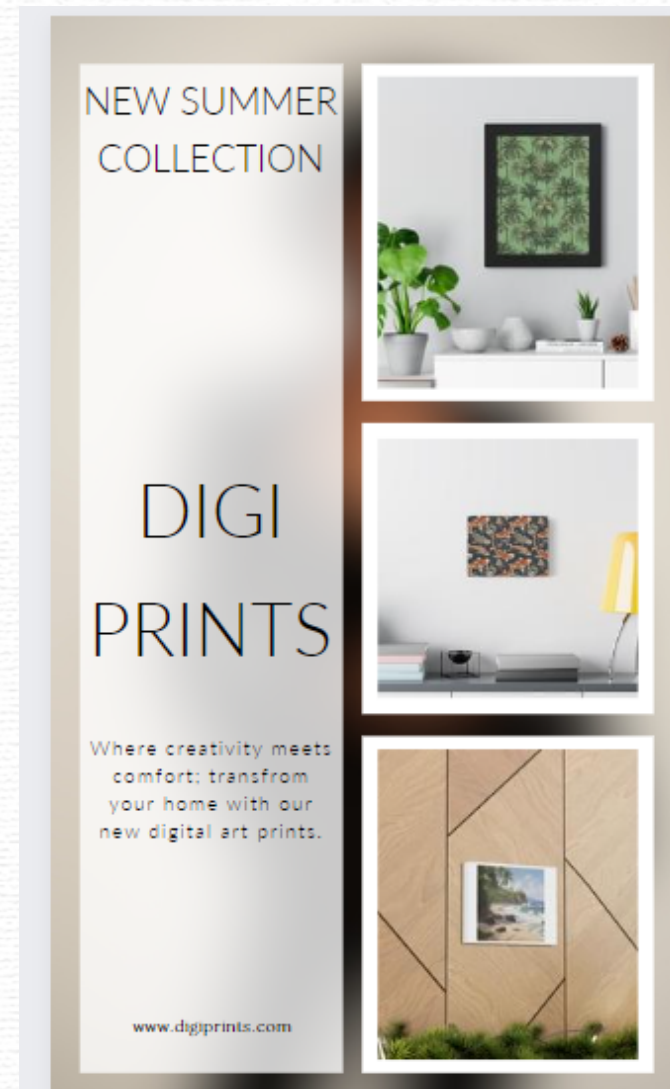
Product listings were designed with keyword optimization in mind. The goal was to create a highly descriptive listing that appealed to the reader's emotions while also incorporating a high volume of keywords to improve SEO. As well as this, all other aspects of product description including tags, titles categories were also SEO centred.

Work Breakdown →

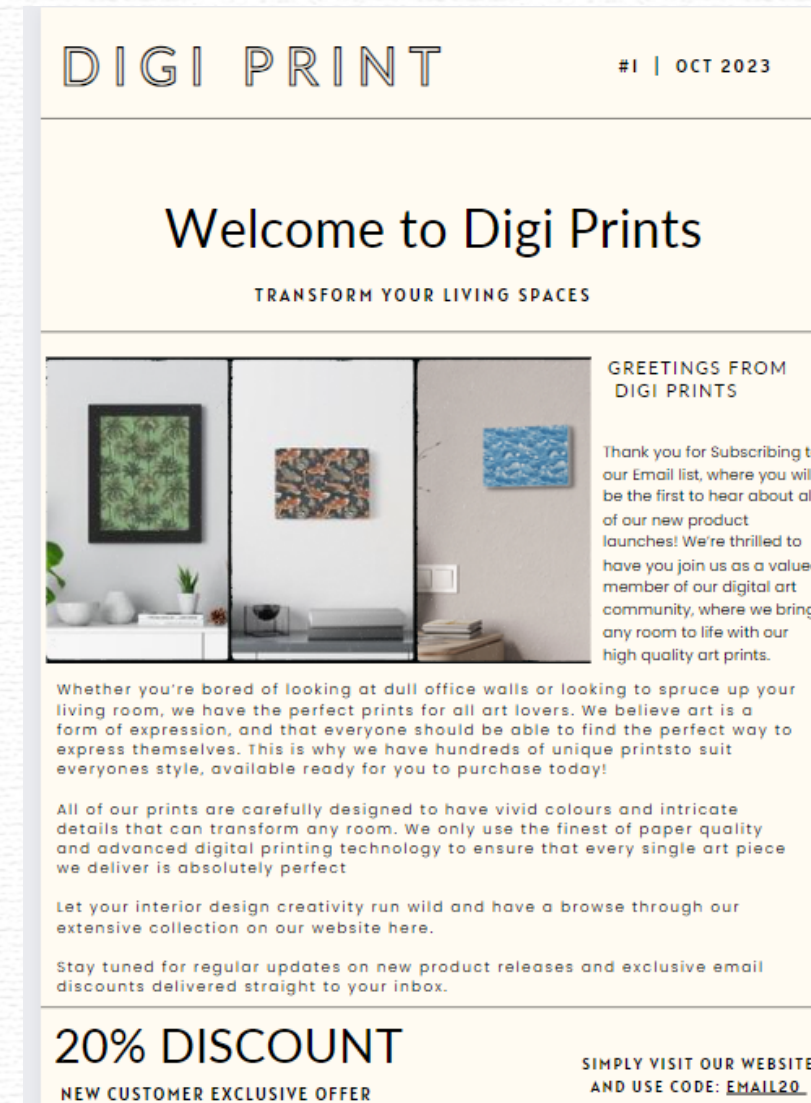


An example of a social media advert.





Social media advertisements were created for Facebook and Instagram (feed and stories), as these were most fitting for this businesses products. The business niche was best suited to still adverts which featured a lot of imagery, so these platforms were best suited.



Sales Emails were kept brief with descriptions of new products being promoted. Marketing principles such as including deadlines, discounts, scarcity and exclusivity were all used to try and encourage potential customers.



Product descriptions were written with the intention of building a mental image in the customer's mind of the artwork in their space. This was due to the product niche, as it was selling an aesthetic rather than a function.



# CONTENT

To view all content from this project, click the links in the titles on the right.

## E-mail Address

[cpy.digitalm@gmail.com](mailto:cpy.digitalm@gmail.com)  
[pat.page.99@gmail.com](mailto:pat.page.99@gmail.com)

## Official Website

<https://cpydigitalm.wixsite.com/cpy-digital>

## Social Media

@cpydigital



## Full portfolio

To view a full portfolio of my work, click the button below

**Full Portfolio**

- [Social Media Adverts](#)
- [Email Marketing](#)
- [Product listings](#)

The content was made specifically for this niche and its target audience.

This project provided me with valuable experience in email marketing and social media marketing and how to create effective copy for both of these. Additionally, this project was very SEO orientated, which provided me with more experience and knowledge using SEO tools and how to utilize keywords effectively. Design elements were kept basic as the main focus was to develop as a copywriter, however, some basic design and advertising knowledge was applied to demonstrate visually appealing adverts.

\*This website and brand is no longer active