

Extreme makeover: Product content edition

5 steps for beauty and wellness brands to achieve the perfect look

How do you create the 'perfect look' for product content to increase conversion rates, drive sales, and boost brand reputation? Use this checklist as your self-care routine to achieving a flawless brand presence that captivates consumers and makes your products irresistible.

❑ Evaluate your current look

Makeovers start with identifying what's holding us back from reaching our full potential. Audit your current product listings and ads for key metrics, such as bounce rate, click-through rate, and conversion rate.

💡 **Pro tip:** If a particular item is underperforming, consider A/B testing different titles, descriptions, and images to see what resonates better with consumers.

❑ Use good lighting and capture every angle for visuals

High-resolution images can increase conversion rates by up to 30%. Showcase multiple angles and use lifestyle images that show the product in use. One look doesn't fit all, so tailor all visuals to the target audience.

💡 **Pro tip:** Tools like Productsup's Image Designer can enhance images in bulk, adjusting colors, logos, icons, and more.

❑ Describe what makes you unique based on the shopper

Consumers find products attractive for different reasons. Highlight the right details to the right audience and include specifics, such as unique ingredients, chemical-free materials, and health certifications, to make you stand out.

💡 **Pro tip:** Generate audience- and channel-specific product descriptions with Productsup's [AI Data Services](#).

❑ Grab attention with keywords

Don't let a crowded market steal your shine. Research and integrate relevant SEO keywords into your product content in titles, bullet points, and descriptions to enhance visibility on search engines.

💡 **Pro tip:** Combine the power of search and shopping with newer platforms like TikTok Shop. Use [Productsup's TikTok integration](#) and offer a seamless shopping experience to millions of users, boosting your market reach and engagement.

❑ Adjust your style to fit the locale

In addition to varying languages and cultural preferences, each country has its own set of regulations when it comes to disclosing product information. Ensure descriptions and imagery reflect local laws and culture.

💡 **Pro tip:** Automate product content translations and localizations with Productsup's [AI Data Services](#).

Create the look, follow the trends

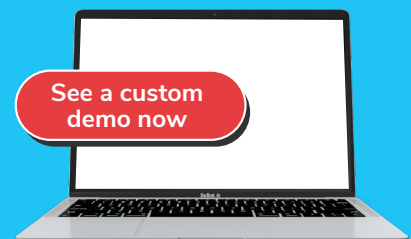
Top 5 ecommerce trends in
beauty and wellness



- 1. Social commerce:** Glossier used social media to turn a viral beauty blog into a [\\$1.2 billion makeup and skincare brand](#). It's the perfect example of how shoppable posts on platforms like TikTok and Instagram allow consumers to purchase products where they're already spending time discovering them. Estimates show that the global value of social commerce will reach about [\\$2.9 trillion by 2026](#).
- 2. Sustainability and clean beauty:** Brands like Biossance highlight sustainable sourcing practices and safe ingredients, appealing to environmentally and health-conscious shoppers. Consumers are increasingly seeking eco-friendly, clean products that align with their values and wellness goals.
- 3. Personalization:** L'Oréal's virtual try-on tool allows customers see how different shades of makeup look on their own skin, improving the likelihood of purchase. Combined with AI-driven recommendations, they can provide personalized product suggestions based on browsing and purchase history to influence purchasing decisions.
- 4. Subscription services:** Brands like Birchbox and Ipsy deliver curated beauty samples monthly, allowing consumers to discover new products. These subscription models offer convenience and value to customers while maintaining recurring revenue. US online subscription sales have seen year-over-year growth, reaching [\\$38.2 billion](#) in 2023.
- 5. Direct-to-Consumer (DTC):** Brands like Warby Parker and Dollar Shave Club have successfully built DTC models, selling directly to consumers to reduce reliance on third-party retailers. In fact, two-thirds of beauty brands reviewed by [Forrester](#) enable DTC sales. To compete with major retailers, it's crucial to have a well-executed website with optimized product content that is comparable to what consumers can find from other online options.

Ready to enhance your product content?

The [Productsup P2C \(product-to-consumer\) platform](#) empowers you to make your products look their best across all consumer touchpoints worldwide. Backed by advanced AI and equipped for large volumes of SKUs, see how easy it is to check off these steps and take advantage of these trends to compete on a global scale.



Learn more about [Productsup's solutions for Beauty & Wellness companies](#).