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Outshinery Launches New Service: Compelling and Optimized Ecommerce Copywriting for Wine

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[Google Doc access](#)

Brands get product descriptions that sell in today's digital landscape.

Outshinery, the leading provider of high-quality visual content for the alcohol industry, is proud to announce the launch of its new service: Ecommerce copywriting specifically for wine brands. This new offering is designed to help wineries boost online sales by providing expertly crafted, search-engine-optimized product descriptions and marketing copy.

Solar Sauvignon Blanc



Compelling short product description (<150 characters)

Zippy acidity and layers of citrus notes are perfect for fresh oysters



SEO-friendly long product description (≈ 300 characters)

With signature bright acidity and lively citrus flavors, this is the wine for fresh seafood. Crafted to offer a linear minerality and crisp fruit purity, Solar Sauvignon Blanc is food-friendly and thirst-quenching. Every year this is a wine club favorite, and it sells out quickly.



5 assorted selling points

- 93 points, Wine Standard
- Made with organic grapes
- Fans love the lean lemon notes
- Enjoy refreshing herbal aromatics
- Ready to drink on release

To explore visit

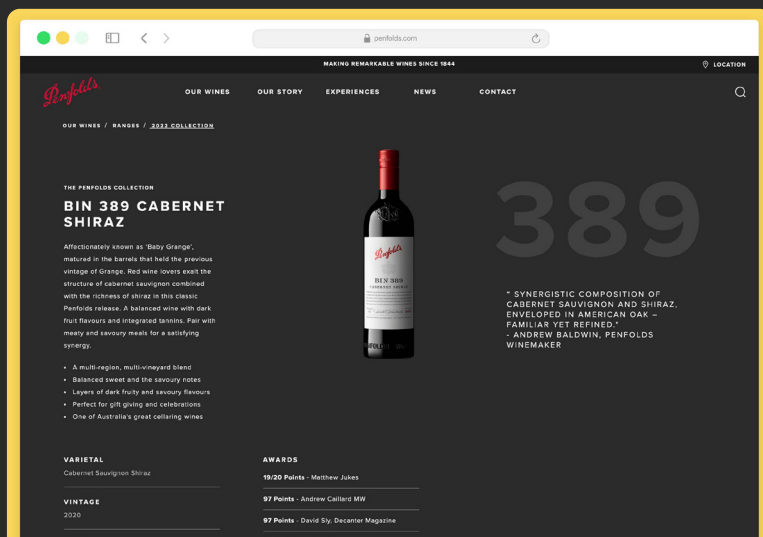
[www.outshinery.com/
ecommerce-copywriting](http://www.outshinery.com/ecommerce-copywriting)



BIN 389 CABERNET SHIRAZ

Affectionately known as 'Baby Grange', matured in the barrels that held the previous vintage of Grange. Red wine lovers exalt the structure of cabernet sauvignon combined with the richness of shiraz in this classic Penfolds release. A balanced wine with dark fruit flavours and integrated tannins. Pair with meaty and savoury meals for a satisfying synergy.

- A multi-region, multi-vineyard blend
- Balanced sweet and the savoury notes
- Layers of dark fruity and savoury flavours
- Perfect for gift giving and celebrations
- One of Australia's great cellaring wines



Less than 3% of ecommerce shopping visits actually convert into a sale*. This equals a high potential for wineries to provide engaging and informative descriptions that entice customers to click "add to cart." Outshinery's team of skilled writers and marketers builds compelling product descriptions that converts browsers into buyers in today's digital landscape.

"Great product photography is essential for ecommerce success, and this is the next step in reaching people where they are in their wine-buying journey," said Laurie Millotte, founder and CEO of Outshinery. "Our new ecommerce copywriting service helps wineries tell the story of their wine in a way that resonates with customers and drives sales." This service is built for clients who want to:

- Effortlessly meet the requirements of ecommerce platforms
- Maximize the potential of their product description
- Take the pressure off of their team without relying on AI
- Differentiate their brand on the competitive digital shelf

* <https://www.drip.com/blog/e-commerce-statistics>

The full-service, ecommerce-focused Outshinery team works closely with wineries to craft product descriptions that are consistent, informative, and persuasive.

By incorporating industry-specific keywords and optimizing for search engines and online retail platform parameters, these descriptions help wineries improve their online visibility and attract more customers in an oversaturated online market.

In addition to product descriptions, Outshinery's ecommerce copywriting service also offers marketing copy for winery websites, email campaigns, and social media posts to help wineries build their brand and connect with customers online.

"Writing great copy is a skill that requires experience and knowledge of the industry,» said Millotte. "It's not something that can be automated using AI. Our team of expert writers knows how to create copy that resonates with the customer journey and captures the essence of the wine brand."

To explore visit www.outshinery.com/ecommerce-copywriting



About Outshinery

As the leading provider of innovative, digital product collateral for the alcohol industry, Outshinery makes conversion-focused marketing assets for 2,000+ brands across the world. Outshinery customers enjoy online everything through a simple-to-use platform backed by delightful, 5-star service. No shipping, scheduling, or coordination headaches. Only dazzling results in ready-to-use formats that work wherever people buy and discover beverages.

Questions, inquiries? info@outshinery.com

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