



CLEAR. CONCISE. COPYWRITING.

Online Product/SKU Copy Writing

GeekSpeak(imc)

2009



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Contents

- The Market:
 - Challenges
 - More competitive
 - Limited SKUs online
 - Inconsistent language & tone
 - Vendor coordination
 - Low conversion/sales
- We can help!
 - Online Product copy
 - Output for web format (XML, HTML, etc)
 - Vendor coordination
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THE BAY

VIEW FLYER

GIFT REGISTRY

HBC REWARDS

CHECK ORDER STATUS

FRANÇAIS

MY SHOPPING BAG
Item(s): 0 Sub-total: \$0.00

- WOMEN
- BEAUTY
- BABY
- HOME
- BED & BATH
- KITCHEN & DINING
- APPLIANCES
- ELECTRONICS
- MEN
- VIEW ALL

Home > Olympics > Apparel > Girls > Beijing 2008 > Sweaters & Jackets > Girls' Full Zip French Terry Hoodie (Tapestry Print)

Enter Keywords

Sweaters & Jackets

- Beijing 2008
- Dresses
- Pants
- Sweaters & Jackets
- T-Shirts

Featured at The Bay

BELLE M...
Cur... and
favourite,
brands and trends.
... the story?

FASHION Collection
The latest styles and
designers you love. The
height of fashion is right here.
[What's hot right now?](#)

BEAUTY Collection

TOP SELLER

PRINT

Girls' Full Zip French Terry Hoodie (Tapestry Print)

Item #: 69106706

This stylish hoodie in tapestry-printed French terry fleece features a Canadian Olympic Team logo on the left chest and an Hbc logo on the right back. Reflective gold piping, Lattice 8 trim on the inside back neck, and a red hood lining complete this 95% cotton, 5% spandex jacket.

\$55.00

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ENLARGE

Available Online (Usually Ships in 24 hrs)

Size

Quantity

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Client Sample: HBC



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[MY SHOPPING BAG](#)
 Item(s): 0 Sub-total: \$0.00

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[Home](#) > [Olympics](#) > [Accessories](#) > [Beijing 2008](#) > [Adults](#) > [Bags](#) > [Back Pack \(Fire/Wood\)](#)

[SEARCH](#)

Bags

- Adults
- Bags
- Bandanas
- Footwear
- Hats & Scarves

TOP SELLER

PRINT

Back Pack (Fire/Wood)

Decorated with a Beijing 2008 emblem and CDN 888 print, this backpack also has an Hbc tab on the left side of the front pocket. A white embroidered maple leaf appears on the back of the bag. Featuring gold polyester grosgrain binding tape, the backpack is nylon printed rip stop.

\$45.00

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ENLARGE

Available Online (Usually Ships in 24 hrs)

Back Pack (Fire/Wood)
Item #: 69879856

Quantity

\$45.00
IN STOCK

[ADD TO BAG](#)

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Featured at The Bay

BELLE Magazine
Current fashion features and trends.

ION Collection
The latest styles and designers you love. The height of fashion is right here. [What's hot right now?](#)

BEAUTY Collection
Industry-leading cosmetics

Client Sample: HBC



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Client Sample: G&T



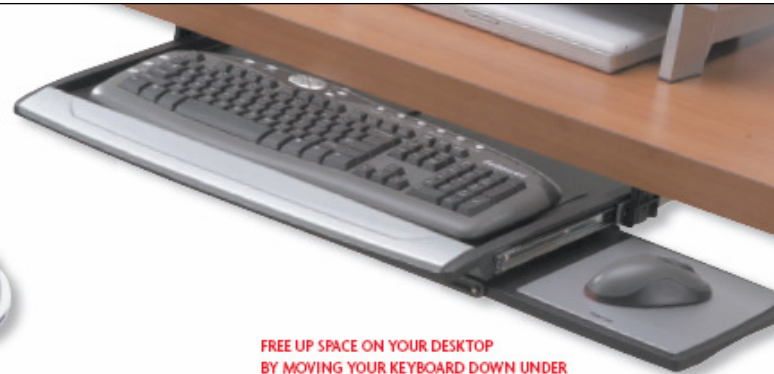
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KEEP YOUR WRIST WELL BALANCED

Kensington Duo Gel Mouse Pad

- Gel distributes wrist weight for comfortable mousing
 - Non-slip base
- Reg. 21.21
62401
SAVE 29%
14.99⁹⁹ EACH



**FREE UP SPACE ON YOUR DESKTOP
BY MOVING YOUR KEYBOARD DOWN UNDER**
Fellowes Office Suites Deluxe Keyboard Drawer
with Soft-Touch Wrist Rest

- Drawer and soft-touch wrist rest can be under-mounted at 3 different heights
 - Mouse tray mounts on left or right hand side
- Reg. 64.67
8031201
SAVE 22%
49.99⁹⁹ EACH

LOSE DESK WEIGHT



CUT THE CLUTTER

Logitech Cordless Desktop EX 110

- Cordless keyboard and optical mouse with compact USB connectivity
 - Features media controls for music and video playback
- 967561
47.99⁹⁹ EACH/NET

ONE KEY... ENDLESS MEDIA POSSIBILITIES

Microsoft Digital Media Keyboard 3000

- One touch Media Controls and zoom feature
 - Windows® Flip 3D Key overlays open windows
- J93-00003
38.99⁹⁹ EACH/NET



Client Sample: G&T

GROW with real sales leads... all at grandandtoyempower.com!



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RBC Royal Bank

» FRANÇAIS

Card Products 1 800 769-2512

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[Children](#)

[Garden & Patio](#)

[Health & Wellness](#)

POINTS EXCHANGE

REDEEM FOR

OWN THE

REDEEM FOR RBC

REGISTERED REWARDS

REDEEM FOR OWN THE

PODIUM

REDEEM FOR HOPE AIR

CHOICES

from RBC rewards



Home Décor: Haier 40-Bottle Wine Cooler



RR5031
45,000 points

A handsome addition to any room, this high-quality wine cooler lets you store your wines at the perfect temperature. Dual storage keeps reds at one temperature and whites at another. Features include seven chrome storage racks, dual-function LED readout, soft interior lighting and thermoelectric cooling system. 1 Year Warranty

Specifications

Style Number:	HVTB40DPABS
Size:	21.14 x 20.11 x 34.3 cm (h)
Weight:	32 kg
Colour:	Dark Grey
Material:	Various
Accessories:	7 Chrome Storage Racks
Warranty:	1 Year Warranty
Brand:	Haier

Client Sample: RBC



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POINTS EXCHANGE

REDEEM FOR GIFT CERTIFICATES

REDEEM FOR REGISTRY

REDEEM FOR OWN THE

REDEEM FOR HOPE AIR

CHOICES

from RBC rewards



Sports & Leisure: Victorinox Monostrap Backpack



RR5174
6,500 points

Sport your style with this convenient pack, which features Edelweiss mini monostrap. Practical too, this pack includes an external pocket for your mobile phone and a padded back panel for your comfort.

Specifications

Style Number:	38642
Size:	N/A
Weight:	0.5 kg
Colour:	Black with Gray
Material:	Nylon
Age Group:	N/A
Assembly Required:	N/A
Accessories:	N/A
Warranty:	1 Year
Brand:	Victorinox
Gender:	N/A
Hand Fit:	N/A
Season:	N/A

Client Sample: RBC



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The Market:

➤ The good news!

The online retail market is **GROWING**.

➤ The **NOT** so good news?

So are challenges.



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The challenges

- More competition
- Limited SKUs online
- Inconsistent language & tone
- Vendor coordination
- Low conversion/sales



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Competition

The Challenge:

“In 2006, 46% of Canadian retail firms Had a website. A large retail firm without a website is now almost unheard of; **88% of retail firms with 100 employees or more** have one.”

Source: Statscan April 2007





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Limited SKUs online

The Challenge:

Online offering is **consistently limited** when compared to what is offered in the physical stores. “Product information can’t be uploaded fast enough.”

Result:

Leaves customers with **less buying options & selection.**



Inconsistent language & tone

The Challenge:

Product/SKU descriptions and **content varies from one manufacturer to another.**

Result:

Entire site becomes disjointed, the product messaging doesn't speak speak to **YOUR** customers.

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Vendor co-ordination

The Challenge:

Gathering information from various distributors, vendors and manufactures is frustrating and time consuming.

Result:

Increased costs in maintaining accurate product information and data online.
Limited online SKUs due to lacking information.



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Low conversion/sales

The Challenge:

Flat, generic product descriptions and copy does not evoke emotion or drive the customer to make a purchase. **“The copy just doesn’t sell!”**

Result:

Low conversion and sales rates. Site visitors view product, but are not turned into buyers. **Slow or no growth** in the online channel.



We can help!

- Research & Vendor coordination
 - Gather relevant product data from manufacturers, distributors and vendors, etc.
- Online Product copy writing
 - Develop copy that speaks consistently and sells to your core audience.
- Output for web format (XML, HTML, etc)
 - Submit content that can easily be integrated into website by your web team.
- French translation
 - Undertake translation of content into French, or other languages.



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The content writing and management process is undertaken using a **strict internal process to ensure quality control** and work efficiency.

We recommend that SKUs be grouped and completed in batches of 100 products.

Process

Fig. 1: Work flow





Costing model

- We apply a price per SKU based on volume.
- Costs include: *product information research, vendor coordination, writing and revisions.*
- The cost per/SKU estimates are based on a 150-300 word product description including specifications, warranties, etc.



About GeekSpeak(imc)

- GeekSpeak is a Toronto based firm providing professional marketing, writing and business communication services.
- Our company focuses on key branding messaging and creative development. With experienced professional Writers, we use a 'plain English' writing approach to **create content that persuades, motivates and sells.**



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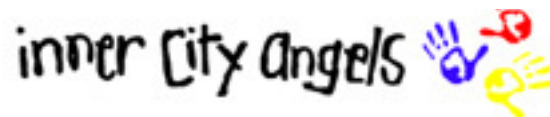
Client-Work



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what's on, what's new & what's hot in the city

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- Sushi Guide
 - Adult Guide 18+
 - Top 10 Movies

- HAPPY HOUR**
- Original Joe's
 - Overtim
 - P

PRICING LEGEND

\$.....	Less than \$20
\$\$.....	\$21 - \$30
\$\$\$.....	\$31 - \$40
\$\$\$\$.....	\$41 and more

Bar/Club
New City Likwid Lounge

Alt-rockers and dubbers in general have little to argue about with this hangout.

10081 Jasper Ave
Edmonton, AB T5J1S5
Phone: (780) 413-4578

Print Map Email a friend



PROFILE

The Scene
 Nightfifers on the north side have rapidly made the New City Compound a favourite after-hours haunt. The club boasts the best of both worlds: a live space-dubbed the Likwid Lounge for established and up-and-coming local bands and the compound, where partiers groove and shake to the latest dance tracks.

The Draw
 A good venue to scope out alternative acts on the way up, New City Likwid Lounge not only gives you a generous dose of subterranean culture, it also provides an opportunity to work up a good sweat in the process. And for newcomers who may feel intimidated by the out-there atmosphere, a friendly vibe running throughout both spaces make the experience all the more inviting. What also helps are the drink specials all week, like 75 cents for hi-balls and domestic beer on Wednesdays, and \$2.75 pints and hi-balls on Saturdays.

INFO

Payment: Cash, Interac
Hours: Wed-Sat 5pm-2am
Atmosphere: Live Music, Dance Club - Electronics, Dance Club - '80s/New Wave, 18 & Over
Music Type: Alternative Rock, Disco, Electronica

BOOK A ROOM

Dating

SUSHI GUIDE

GUIDES & FEATURES

NEWSLETTER SIGN-IN
 Keep me up-to-date
 on festivals, events & contests
 Your Email [GO](#)

Client Sample: YPG

AUTO TRADER.ca
 Come meet your match.


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Visit Canada's most popular site for used cars and trucks today. >



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of canada

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Rewardsplus


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VISA Number :

my password :

go ▶

forgot password ▶



register now

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travel the World

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◦ seasonal ideas

◦ special offers

◦ ordering guide

grow your money

donate to charity



points top up


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Apple iPod 8GB Nano - Black



It's the small iPod with one very big idea: Video. Now the world's most popular music player lets you enjoy TV shows, movies, video podcasts, and more. The larger, brighter display means amazing picture quality.

- An anodized aluminum top and polished stainless steel back
- A larger, brighter display with the most pixels per inch of any Apple display, ever
- It will hold up to 2,000 songs, 7,000 photos, 5 hours of video playback or up to 24 hours of audio on a single charge
- All that staying power and a wafer-thin, 6.5-mm profile makes iPod nano one small big attraction
- In the box - iPod nano, Earphones, USB 2.0 Cable, Dock Adapter and Quick Start Guide

Total:
27800pts

COR200129

Client Sample: VanCity



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Item(s): 0 Sub-total: \$0.00

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[Home](#) > [Olympics](#) > [Apparel](#) > [Men](#) > [Beijing 2008](#) > [Shorts](#) > Men's Bermuda Shorts

Enter Keywords [SEARCH](#)

Shorts

[PRINT](#)

Beijing 2008
Pants
Shorts
Sweaters & Jackets
T-Shirts

Men's Bermuda Shorts

Item #: 69004802

These snazzy Bermuda shorts bear the Canadian Olympic Team logo badge on the lower left leg and an Hbc logo on the lower right. Handsome white mesh inserts wrap from front to back and embossed multi-coloured eyelets finish the elasticized waist. In fire red or water with white patterning, these shorts are 88% poly, 12% spandex.

\$27.99

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[ENLARGE](#)

Available Online (Usually Ships in 24 hrs)

Colour Quantity [ADD TO BAG](#)

Size

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[Find it in a store near you](#)

In-store prices may vary by region and banner.

Client Sample: HBC



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- POINTS EXCHANGE
- REDEEM FOR GIFT CERTIFICATE
- REDEEM FOR OWN THE MEDIUM
- REDEEM FOR HOPE AIR
- FREQUENTLY ASKED QUESTIONS



Electronics: Canon 10.0 MP Digital SLR Camera



RR5011
138,000 points

Renowned for excellent performance, the Digital Rebel XTi puts professional quality in the hands of the amateur. Save RAW and JPEG images simultaneously - at 10.0 megapixels you can make fine print enlargements. Includes 18-55 mm lens. Compatible with EF and EF-S lenses. 1 year warranty.

Specifications	
Style Number:	1239B004
Size:	12 x 9.4 x 6.4 cm (h)
Weight:	485 g
Colour:	Silver/Black
Material:	Various
Age Group:	N/A
Assembly Required:	N/A
Accessories:	ArcSoft Photo Studio 5.5 Win/4.3 Mac
Warranty:	1 Year
Brand:	Canon
Gender:	N/A
Hand Fit:	N/A
Season:	N/A

Client Sample: RBC



Contact Us.

Isaac Wanzama

Communication Specialist & GM

Geek**Speak(imc)**

1-416.619.5349

isaac@thinkgeekspeak.com

www.thinkgeekspeak.com