

Taylor Combs

STRATEGIC COPYWRITING PORTFOLIO

Hey! I'm Taylor. Nice to meet you.

I'm a copywriter and content strategist with more than 10 years experience writing marketing content and copy. I translate complex concepts into clear, conversational, engaging copy that helps product teams meet their business goals.

Using smart content strategy, I bring our brand and products to life and build lasting customer relationships built on trust and transparency.

Welcome to my professional portfolio where you can find past examples of my work.



New product launches

I'VE WORKED ALONGSIDE PRODUCT MARKETING MANAGERS FOR MOST OF MY CAREER (I ALSO DABBLED AS A PMM MYSELF). IN THAT TIME I'VE DEVELOPED A KNACK FOR HELPING CUSTOMERS IMAGINE HOW THIS "BRAND NEW THING" WILL IMPROVE THEIR EVERYDAY.

I ALSO KNOW HOW TO EXPLAIN COMPLEX TOPICS LIKE ADVERTISING, FEES, AND TAXES IN A WAY THAT EVERYBODY CAN UNDERSTAND.

HERE ARE A FEW EXAMPLES OF MY
GO-TO-MARKET WORK

Reach more buyers with Etsy Ads

Etsy Ads makes your items more prominent in Etsy search, on category pages—even on other listing pages. You're in control of which listings you promote and how much you spend.

Get started



"Once Etsy Ads really started working well for me, I had a huge boost. It felt good to see such a flurry of interest."

Karen Rudd, Spellbinderie Etsy seller since 2011

You're in control of your growth



Increase visits

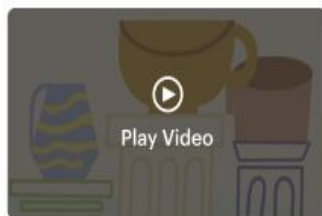
Sellers who tried Etsy Ads in 2019 for at least 30 days received 170 clicks during that time, on average.



Expand your reach

In 2019, 20% of traffic to shops with an active campaign came from Etsy Ads, on average.

*Based on a May 2020 analysis of shops that ran an Etsy Ads campaign for at least 30 days in 2019.



Etsy makes it easy to start advertising

Get started for just \$1 a day. All you need to do is set your budget and choose which listings to promote.

Start your campaign

Content updates to this landing page led to a **4% increase in completion rate** and a **3% increase in 7-day retention**

High-impact advertising made easy



We're super excited to introduce our powerful new advertising platform: **Etsy Ads**. Now with one simple campaign, you'll increase your visibility on Etsy, plus your ads will also reach shoppers on Google (that's millions of potential new customers!).

Why'd we make this change? You've told us that you want simpler advertising tools. Etsy Ads helps you grow without all the guesswork. We'll optimize your campaign by using our data insights and expertise, so you get the most visits for your budget.

[Get early access](#)



Bring buyers straight to your shop

Did you know that 8 out of 10 mobile users go to Google before making a purchase? We've made big improvements to our Google Shopping campaigns so your ads reach even more shoppers. Plus, the power of the Etsy brand means you get great advertising rates from Google.



Say goodbye to guesswork

Etsy Ads is powered by data only available on Etsy. We analyze buyer behavior to identify the right places and times to show your ads. Shoppers see your ads in the places that make sense for your business—and you're only charged when they click.



Maximize your advertising

Get a headstart and **switch to Etsy Ads today**. Or let us take care of it: we'll move your current Promoted Listings campaign, budget, and settings over to Etsy Ads in the next few weeks.

Brand-defining narratives

IN ADDITION TO DRIVING PRODUCT
ADOPTION, I'VE PLAYED A KEY ROLE IN
DEFINING ETSY'S PLATFORM BRAND.

I NAVIGATED ETSY'S FIRST-EVER FEE
INCREASE, CREATING A COMPELLING
NARRATIVE FOR SELLERS TO REDUCE PLATFORM
CHURN.

I'VE ALSO GHOSTWRITTEN FOR MULTIPLE
MEMBERS OF OUR C-SUITE AS THEY'VE SHARED
IMPORTANT STRATEGIC UPDATES WITH OUR
COMMUNITY OF MORE THAN 6 MILLION
ENTREPRENEURS WORLDWIDE.

HERE ARE JUST A FEW EXAMPLES OF MY BIG,
BOLD, BRAND-DEFINING WRITING.

Get a sneak peek of our plans for the year



Etsy is a place where creativity thrives because it's powered by people—you. We're excited to share a sneak peek of how we'll make your experience on Etsy even better in 2023. Head to the Seller Handbook to hear more from Etsy's Chief Operating Officer Raina Moskowitz.

[Watch the video](#)

Etsy Up

Learn how to grow your business in 2023

RSVP today for Etsy Up! At this virtual event you'll learn how to grow your audience (and your sales) by building meaningful connections with your customers. We'll cover content strategy, trends, marketing, Etsy search, and more. Plus attendees get special perks and the chance to win amazing prizes including a \$1,000 Etsy Gift Card or \$500 in Etsy Ads credits.*

[RSVP now](#)

**Registration required. Terms apply.*

These comms drove 30K+ RSVPs for our Etsy Up event—getting us **42% to our goal in just a week!**



NickSellsStuff
Etsy Staff



Introducing Etsy's new Chief Product Officer: Nick Daniel

by **NickSellsStuff** • Etsy Staff • 09-14-2022 03:08 PM

Hi there,

I'm Nick Daniel, Etsy's new Chief Product Officer. I've been at Etsy since 2014, working with my team to build a world class selling platform tailored to meet the needs of small business owners just like you.

Kruti Patel Goyal oversaw huge improvements to the Etsy marketplace during her time as CPO. I'm happy to say Kruti is now the Chief Executive Officer at fashion resale marketplace, Depop (part of Etsy's House of Brands). I've seen firsthand the amazing team and strong development culture Kruti created at Etsy, and I'm excited to continue to build on that momentum.

As Chief Product Officer, I make sure Etsy's product development and engineering teams are working toward the right goals to create the most value for our customers—you! These teams build the tools and experiences you use every day: Shop Manager, Shop Stats, Explore, and more. And your feedback helps us make them even better.

So far this year, we've made multiple improvements to our platform based on your feedback. We updated the Star Seller program to address key pain points and made the program more achievable for sellers who offer excellent customer service. We introduced a brand new Etsy Seller App to make it easier to manage your shop on the go. And with our new [Purchase Protection program](#), we'll step in to help if something unexpected happens with an eligible order, so you can continue to sell confidently.

In my eight years at Etsy, I've seen just how special this community is and helping you all succeed is my top priority. I look forward to continuing to work with everyone to make Etsy the best place to run a creative business. I'm excited for the future and hope you are too.

Seller Handbook

Advice and inspiration for successfully running your Etsy shop

Search for the advice you need

Search

[Seller Handbook](#) / [Site updates](#)

A New Way for Etsy Shoppers to Support Creative Entrepreneurs

Small change can go a long way. Etsy shoppers in the United States can now round up their order and donate to Etsy's Uplift Fund.

BY TAYLOR COMBS



Etsy shoppers care deeply about supporting small businesses. Today, we're introducing a new way for them to invest in creators and creativity on and off Etsy. Starting today, shoppers in the United States who are purchasing from sellers with Etsy Payments can round up their order total to the nearest dollar and donate the change to Etsy's Uplift Fund. For example, if a shopper's order total is \$25.55, they can round up their order to \$26 and donate \$0.45—and all that spare change can really add up.

Shoppers will see the order total, including their donation, when they check out. But nothing changes for you—the order total, not including their donation, will be available in your payment account like any other order (minus any applicable seller fees, as usual).

What is the Uplift Fund?

The Uplift Fund will contribute to nonprofits that work to create paths to entrepreneurship for everyone. Owning your own business is an important, fulfilling pathway to economic independence. But many communities face significant barriers to entrepreneurship, including a lack of digital education and training, access to money to get started, and insufficient access to benefits like health insurance and paid leave.

The Uplift Fund is held by the Brooklyn Community Foundation, a 501(c)(3) that supports nonprofits across the United States that work to remove these barriers and foster equal opportunities to creative entrepreneurship. Etsy doesn't profit from money donated to the Uplift Fund and we'll also make contributions to the fund in addition to the change donated by shoppers at checkout.

If your customers ask you about donating their change to the Uplift Fund, you can send them some details:

The Uplift Fund contributes to nonprofits that work to create paths to entrepreneurship for everyone. Visit [Etsy's Advocacy site](#) to learn more about who the fund supports and how your donations are used.

At Etsy we believe that together, we can build a more just, equitable, and resilient economy that prioritizes the people at the center of commerce. The Uplift Fund is just one example of Etsy's philanthropic commitment to supporting creative entrepreneurs, check out all of our current projects on the [Etsy Advocacy site](#).

Our next steps, together

Your business has evolved, and so has Etsy. Together on our creative journey, we've created a new kind of entrepreneurship—one that creates opportunity for nearly 2 million sellers.*

Today, we're starting the next phase of our journey and, as always, we'll be with you every step of the way.



Big steps toward a bigger future

We've been working hard to help ensure that Etsy's the best platform for running your creative business. Today we're announcing two important changes and giving you a preview of some of the exciting things on the horizon.

Marketing emails

I UNDERSTAND THE POWER OF EMAIL
TO DRIVE PRODUCT ADOPTION AND
ENCOURAGE BEHAVIOR CHANGE.

AND I ALSO KNOW HOW A LITTLE JOY
OR A TRULY HEARTFELT MESSAGE CAN
RISE ABOVE THE CHATTER AND KEEP A
BRAND TOP OF MIND. MY EMAILS
REGULARLY EXCEED OUR TEAM'S OPEN
RATE AND CLICK THROUGH
BENCHMARKS.

HERE'S AN OVERVIEW OF HOW I SHOW
UP IN INBOXES.

Etsy Up

Holiday Edition

Save your spot at our interactive, online event

Get ready for your best holiday season yet! Join us September 8 for **Etsy Up: Holiday Edition**, an online event jam-packed with insights and inspiration. Tune in to hear from Etsy experts and sellers as they cover everything you need to make the most of the holiday season.

[Register now](#)

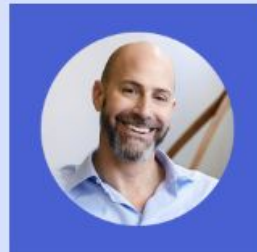
SEPTEMBER 8

What to expect:



Virtual panels and speakers on holiday 2022 trends, marketing, Etsy search, and more.

An inspiring keynote from Etsy CEO Josh Silverman.



A four month free premium trial of Adobe Express.*

An event packed with fun, inspiration, and community.



Etsy Up is totally free and open to all Etsy sellers! Mark your calendar and register to get a reminder sent to your inbox on the day of the event.

[Register now →](#)

*Registration required.



Let's raise a glass...

To your strength, creativity, and dedication. You inspire us each and every day.

To the special role you play in peoples' lives—in the small daily moments and the big celebrations.

To the early mornings and late nights.

To every handwritten note and carefully wrapped package.

Thank you for everything you do. In a year full of challenges, you gave the world something to feel good about. You make every day a little more meaningful.

Take a moment to recognize everything you've accomplished. Etsy is special because of you and we're so glad you're here.

May your celebration be filled with food, love, and laughter. Cheers!

With gratitude,
The Etsy Team



Hi there,

I'm Nick Daniel, Etsy's Chief Product Officer. I've been at Etsy since 2014, working with my team to build a world class selling platform tailored to meeting the needs of small business owners just like you.

I wanted to drop you a quick note to say congrats. You've earned a Star Seller badge for six months in a row!

Every day, you create an exceptional experience for your customers. You set the standard for responding quickly to messages, shipping on time, and getting positive reviews—and that's kind of a big deal!

Being a Star Seller is something to be proud of. It can also help you grow your business. A recent Etsy analysis found that Star Sellers made more in sales and got more listing views, on average, than similar non-Star Sellers.*

Thank you for going above and beyond for your customers. You represent the best of Etsy, and we're—and I'm—so grateful you're a part of our community.

Sincerely,



Nick

Nick Daniel

Chief Product Officer, Etsy

*Based on an internal analysis of performance of shops that earned a Star Seller badge against similar shops that did not from April-June 2022.

Etsy Design Awards

This is your moment!

Don't miss this amazing opportunity to show the world what makes your shop special. The Etsy Design Awards is our unique celebration of the amazing things Etsy sellers create and curate.

Submit your most one-of-a-kind item and you could win a cash prize and be featured in Etsy's marketing.

One of your customers nominated [shopname] for this year's Etsy Design Awards. They think your products are great—now it's up to you to enter!

[Start your submission](#)

The deadline to submit your item is July 15!

Entries will be evaluated on quality, creativity, utility, "wow" factor, personal story, and branding.

Got big goals for your business?



Whether you want to increase buyer loyalty or help more casual browsers select “add to cart”, targeted discounts can help you reach your business goals. Four sellers share how they make discounts part of their marketing strategy.

[Read the story](#)

What sellers are saying



“My current goal is to attract new customers,” says AK of Katy, Texas-based shop Yoakum Leather. “So I’m using targeted offers and maximizing my advertising budget to expand my reach.”

[Create a targeted offer →](#)

It's almost time to add some cheer



You got 20 orders during Etsy's Early Holiday Sales Event last year! We're bringing the event back for 2022—don't miss your chance to take part. We'll promote the sale in our marketing channels, including email and social media, to help bring even more shoppers to Etsy.

To participate, **schedule a sale for October 24-November 17 of at least 20% off.**

Create sale

How we're giving you a helping hand through holiday delays



Maybe you know the feeling: As a seller, you're doing everything you can to ensure a smooth and successful holiday season. But with possible shipping delays on the horizon, you're concerned about late deliveries coming between you and happy customers.

That's why we're working on different ways to alert buyers and support sellers like you. Find out more about what we're doing to detect and communicate delays in real time.

[Check out our latest post](#)

Etsy

We're helping you deliver special



Buyers are expected to do more of their holiday shopping online this year, which could mean tons more packages traveling across the country.

To give you more choice and flexibility when you ship (and a little extra peace of mind), we're adding a new shipping option. **You can now purchase FedEx SmartPost labels on Etsy!**

[Buy postage on Etsy](#)



Let's be friends

Video

SCRIPTS FOR EDUCATIONAL WORKSHOPS
AND DEEP-DIVE PRODUCT
WALKTHROUGHS ARE MY JAM. BUT I'VE
ALSO DABBLED IN NARRATIVE,
EDITORIAL STORYTELLING THROUGH
VIDEO.

TAKE A PEEK.



