



5 MORE TIPS FOR CONTENT THAT CONVERTS

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by zmags®



INTRODUCTION

In 2019, the power of rich digital content in the ecommerce industry is no longer a matter of opinion; it's a fact. Today's consumer wants an online shopping journey that not only provides products, but also provides a true experience. They want to be inspired, entertained, and guided at every stage of this process. And of course, they want their purchases to be fast and easy.

Because of this, it's not hard to justify prioritizing content; after all, it has been estimated that interactive content generates twice the conversions as "flat" content. But once you have content firmly included in your marketing budget, how do you create content that will truly drive revenue for your brand?

In this ebook, we will explore how digital marketers can create and optimize content that drives revenue and conversions. From integrating video to prioritizing search engine optimization, it's easy to craft a content strategy that will maximize both inspiration and profits.

Without further ado, here are five more tips for creating digital content that converts.



DID YOU KNOW?

Interactive content generates
2X the conversions as
"flat" content.

Intergrate Video on Product Pages

Video is a tried-and-true method of engaging shoppers and keeping them on your desired page – but it's not just an engagement metric driver. Videos improve revenue metrics as well. In fact, 64 percent of consumers are more likely to purchase a product after watching a video online. Consumers are attracted to and positively affected by video – but how can marketers implement them properly?

A great way to incorporate video into any ecommerce website is through the product page. Traditionally, the product page is kept purely informational, which often translates into staleness. A few product images, description, usage information – it's easy for these pages to become boring and repetitive. And when product pages are not inspiring, it's common for customers to simply abandon the purchase altogether.

Implementing video on product pages (whether through filmed testimonials, clips of the product in action, or even user-generated videos) instantly makes them more engaging, dynamic, and fun. And by providing a more creative product page, your customers will be more incentivized to take the plunge and buy.

Encourage Upsells with Shop-the-Look

For any brand interested in increasing revenue, improving their average order value (AOV) should be included in their content strategy goals. A simple but high-impact way to encourage upsells, and therefore increase AOV, is by curating products together and adding shoppability – also known as the “shop-the-look” experience.

Shop-the-look content is extremely versatile and can be adapted for almost any industry. For fashion, present a completed outfit; cosmetics, a make-up look; and furniture, a fully-styled room. Almost any collection, from car parts to jewelry, can be curated into a single, complementing collection that makes it easy for customers to process and explore the featured products. Just as a customer shopping in a brick-and-mortar store might decide to purchase a mannequin's entire outfit, an online shopper can quickly purchase an entire “shopthe-look” outfit.

What matters is that it is highly visual, and of course, shoppable through quickviews. With just a series of clicks, a shopper can activate a ecommerce-enabled lightbox to add an entire outfit, make-up look, or room to their cart. Grouping products together in such a cohesive and inspirational way makes it easy for customers to complete their shopping in a short amount of time, without losing any revenue.

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Provide User-Generated Content

User reviews are an incredible resource for the online shopper who finds themselves on-the-fence about a product. After all, there is no opinion more highly trusted than a fellow shopper.

User-generated content takes this simple idea and applies it to the content strategy. User-generated content is a known revenue driver; UGC has been shown to increase web conversions by 29 percent, and it's been found user-generated content is 20 percent more influential to millennial purchases. To take advantage of this burgeoning trend, include a shoppable Instagram gallery in your content strategy. Having an easy-to-navigate source of real customer content allows online shoppers to see what your products look like outside of the carefully curated and photographed website images, being used by real people.

And of course, making this gallery shoppable ensures your customers can convert the moment inspiration strikes. Including a social media gallery is also a powerful way to reinforce your brand identity; as marketers, we can only influence brand identity so much. It truly is the loyal customers who make and grow the brand.

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Offer Easy Social Media and Email Subscription

Often, content design is completed with a “now or never” approach to conversions. But the truth is, not all your websites visitors will be ready to complete a purchase. It’s estimated that ecommerce brands lost 75 percent of their revenue to shopping cart abandonment. If a shopper isn’t quite ready to make a purchase, it’s not the end of their customer journey; they might be ready to make a different sort of commitment. Because when shoppers subscribe to a brand’s email marketing service, or follow them on social media, they are converting in a different way. They are becoming loyal to that brand, expressing a willingness to buy in the future.

To retain these more elusive, long-term customers, retailers need to design their ecommerce sites to make subscription easy. The less time it takes to find and complete a subscription form, the better – especially for mobile users. Keeping this form at the top of the webpage makes subscription easy and fast. And don’t forget, when communicating with these shoppers through email or social media, be sure to reward them for their subscription with rich, fun, and interactive landing pages.

Make SEO a Priority

According to a recent Forrester report, over 70 percent of consumers begin their customer journey with a search engine query - which means your search engine optimization (SEO) ranking directly correlates to revenue. When planning your content strategy, always keep SEO top of mind. Improving SEO can easily be driven down to three practical steps:

- **Diversify your content portfolio**

When Google serves up the Search Engine Ranking Page (SERP), a huge factor taken into consideration is the variety of content types - from video, to lookbooks, to quizzes, and everything in between.

- **Invest in editorial content**

The more text you have available on your website, the more crawling opportunities you have as well. Creating editorial content is a way to provide these chunks of texts for Google while keeping things interesting for your customers.

- **Keep it fresh**

Google prioritizes content that is new and regularly updated. Keeping your homepage, blog, or trend pages up-to-date is an easy way to deliver this freshness.

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CONCLUSION

If increasing revenue is at the top of your brand's 2019 goals, one of the first areas of development needs to be content. Because creativity and conversions ultimately go hand-in-hand. The richer and more innovative the onsite content, the more shoppers will be excited by your brand. And by implementing smart content creation strategies, they'll be excited to buy as well.

Be sure your content strategy includes:

1. Integrating video
2. Encouraging upsells
3. Providing UGC
4. Offering Easy Subscription
5. Making SEO a priority

Sources

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