



5 TIPS FOR CONTENT THAT CONVERTS

creator[™]
by zmags[®]



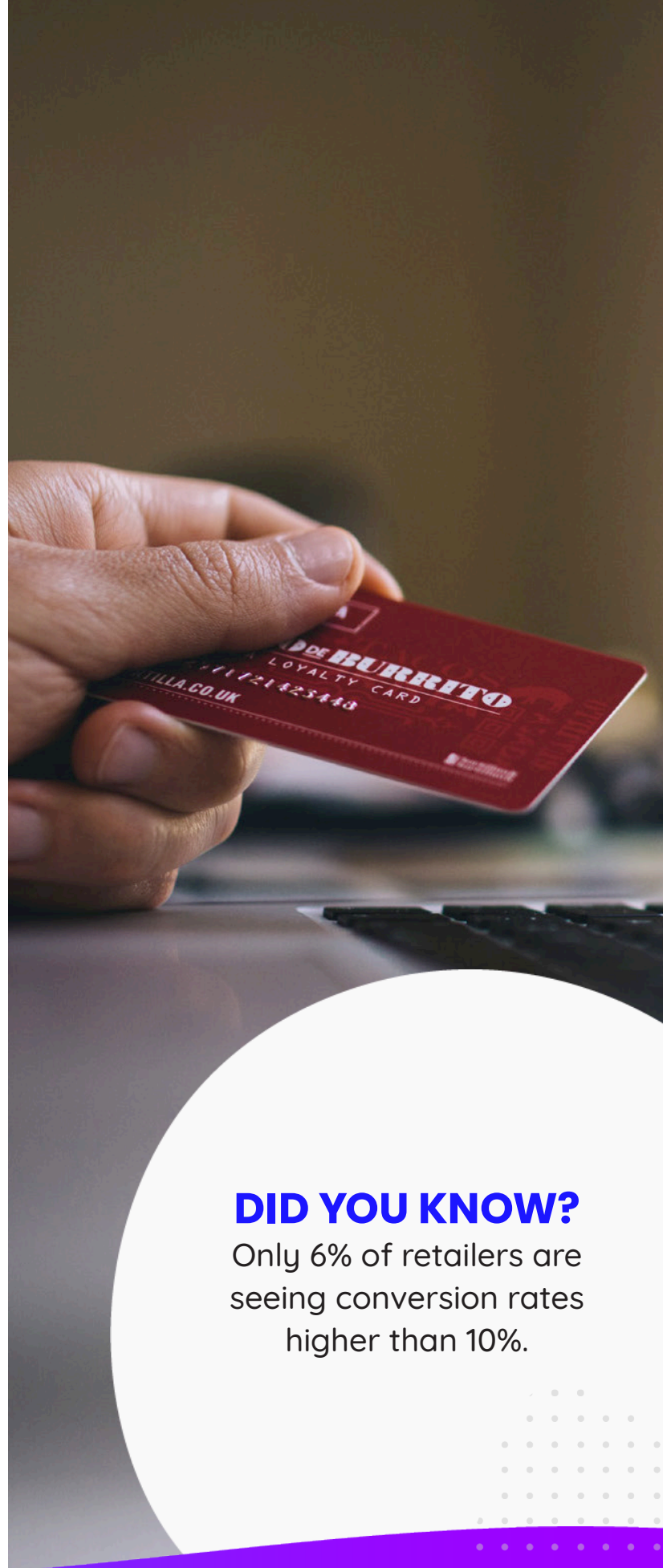
INTRODUCTION

According to the Forrester report, **The State of Retailing Online 2016**¹, eCommerce industry conversion rates have stopped climbing at their previous (and expected) levels. Only 6 percent of retailers are seeing conversion rates higher than 10 percent, with most retailers' rates hovering between 1 and 3 percent. Some of the biggest barriers to increasing conversions are:

- A convoluted path to purchase
- Static content — or boring product grids — that don't inspire
- Poor omnichannel design

These are common eCommerce challenges. The solution to improving eCommerce conversion rates lies in compelling digital shopping experiences that provide value to customers. When done right, relevant content improves awareness and engagement, drives online sales, and increases the lifetime value of customers.

You may have visual content on your website – but is it converting your visitors into customers? This ebook will take a closer look at rich content and provide leading examples of quick hits you can implement to increase conversion, average order value and time on site from your content marketing efforts.



DID YOU KNOW?

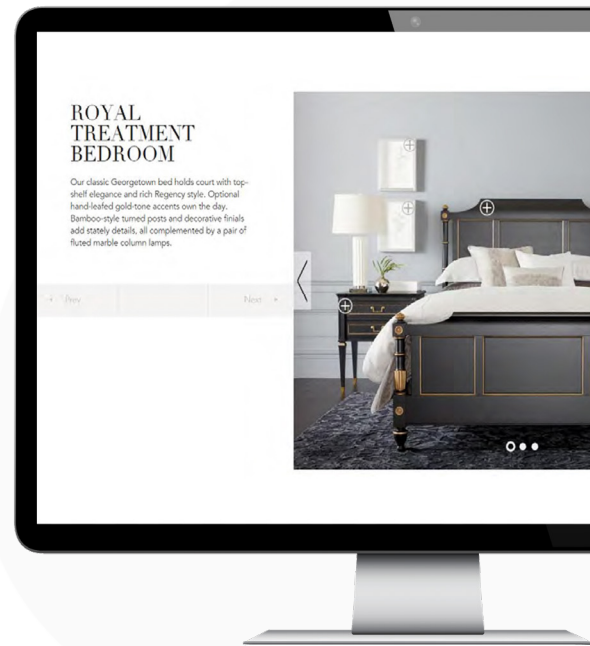
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Quick Views

Quick views are an easy win for retailers. They allow consumers to add products to their cart without having to leave the experience that inspired their purchase in the first place. This instant conversion means consumers can continue exploring — and adding more items to their carts — without experiencing a jarring page load that removes them from your brand experience. Once they have reached that “gotta have it” mindset, a quick view will help them convert instantly.

Without quick views, consumers are left to their own devices. Nothing makes a potential customer lose interest like being forced to search through product grids for something they already know they want.

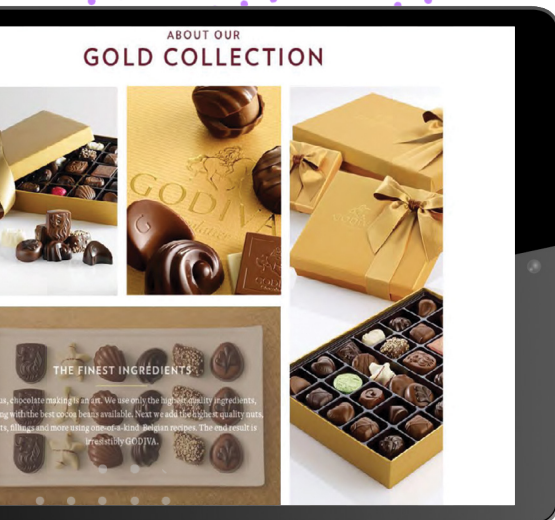
You have likely spent significant time and resources on your content; make it easy for your customers to buy and then continue interacting with the rich media experience you have so carefully planned.

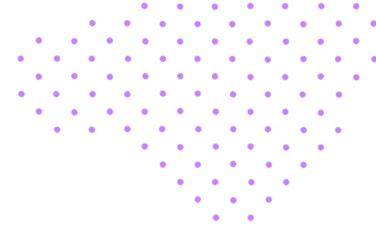


Curated Collections

Compiling products into curated collections lets consumers relate and connect those items to their own lives. A collection theme — like what’s trending, an upcoming holiday, or products for specific personas — gives the experience context. This experience should take everything that the customer could want and place it on one easy-to-shop page. And the clear framework makes it effortless for consumers to connect to your brand.

No one does curated collections like Godiva. Their Gold Collection experience presents the chocolate series in a way that is easy to navigate and rich in content. It presents the brand’s most luxurious chocolates all on one page, and functions as a one-stop shop for customers. And with instant shoppability, it’s a well-constructed experience makes it easy and gives consumers no reason not to buy.





Fresh Content

This can be one of the hardest strategies for retailers, but it's certainly one of the most important. As consumers come to expect and appreciate your frequent web content updates, they'll return more often to experience and purchase new items. Fresh content is also a fantastic way to represent your brand in crisp new ways and build loyalty with tangible value to your customers. Taking inspiration from the latest trends, pop culture events, and holidays is an easy way to create content that's new and unique.

New York & Company took fresh content to a new level in the spring of 2016. When Beyoncé dropped her surprise **Lemonade** album, New York & Company jumped on the opportunity. They already had a lemon-themed collection, so they immediately created a buying guide celebrating Beyoncé's album. It was relevant and fresh, and no one else could do it so quickly. It was no surprise the collection sold out almost instantly.



Responsive Content

DID YOU KNOW?

56% of eCommerce traffic occurs on mobile devices.

With 56 percent of eCommerce traffic occurring on mobile devices (**SimilarWeb**, The State of Mobile Web²), it's more important than ever for retailers to provide rich, responsive content. Mobile shopping is like “content snacking” – customers will leave if they aren't satisfied but will finish, if they are satisfied. Mobile content has to be engaging and easy to navigate, and the purchase process must be as easy and painless as possible. When designing content, keep in mind that it should translate flawlessly to a mobile screen without losing the initial impact. Consider how and when your consumers use their phones, as well as the limited real estate a mobile screen provides. Consumers' expectations of a mobile user experience likely aren't the same as on desktop.

Some easy ways to ensure your content translates to a mobile experience are integrating quick views for on-the-go purchases, shortening text blocks for streamlined viewing, or considering a mobile-first design strategy.

Guided Selling

Guided selling content is an impactful way to lead customers down the path to purchase without forcing them into buying. Think of it as eCommerce hand-holding. It's a robust way to inspire the consumer and show them what they need before they even realize it themselves. A good guided selling experience should give customers a reason to buy.

There are three keys to guided selling. First, make it relevant; Second, make it easy; and third, make it fun! Marks & Spencer's “School Uniform Checklist” experience is a great example. It's perfectly relevant for parents doing last minute back-to-school shopping. Everything they could possibly need (from pants to shoes) is found on one page, making the buying process quick and simple, and the bright colors and playful graphics make it much more entertaining than a stale product grid.





CONCLUSION

The eCommerce space is crowded, and today's shoppers are tech-savvy. They're no longer satisfied by — or loyal to — retailers with cumbersome and unimaginative shopping experiences.

This ebook has introduced you to the concept of rich content and shared some ideas and examples of some fast wins available to eCommerce retailers. From quick views to guided selling, these are simple edits that can completely transform your content strategy. Rich content creation needs to be a priority for retail digital marketers; it's an investment that, when done right, will drive conversion, engagement and brand loyalty.

With Zmags Creator™, retail marketers are creating any brand experience they can imagine... without coding.

Sources

¹<https://www.forrester.com/report/The+State+Of+Retailing+Online+2016+Key+Metrics+Business+Objectives+And+Mobile/-/E-RES122905>





²<https://www.similarweb.com/corp/the-state-of-mobile-web-in-the-us-2015/>



3 KEYS TO GUIDED SELLING

1. Make it **relevant**.
2. Make it **easy**.
3. Make it **fun**.

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