



Product Content Readiness Checklist

Product content is a crucial component of your digital shelf presence that drives discoverability and sell-through to your retail partners. This checklist will help you establish a more structured product content management process that ensures your brand is represented well to consumers across every point of engagement for every SKU in your portfolio.

- 1. What's the size of your product catalog?** Estimate the number of product SKUs in your portfolio. Factor variants in size, color, and retailer-specific offerings.

Number of products	Number of variants	Retailer-specific products

- 2. What's the reach of your product content?** List all of the sales channels that you sell on today. This will reveal the unique endpoints that product content must be distributed

Retailers/Wholesale Channels	Distributors	Direct-to-Consumer/Ecom Platforms

3. What content do you need for each sales channel? Complete this chart for each channel that you listed in step 2. Each of your retailer partners may have different requirements and you may want to consider channel-specific content strategies.

Name of Sales Channel:

	Is this Content Type Required?	Team Responsible	Last Updated
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Product Information

Materials/Ingredients			
Size			
Dimensions of Package			
Height & Length			

Basic Content

Descriptive Marketing			
Copy			
Bullets			
Images (above-fold)			
Price			
Color			
Product Identifiers			

Enhanced Content

Branded Imagery			
Videos			
Additional romance copy			
360 Spins			
Comparison Chart			

- 4. Where does your product content live?** Make note of the systems and departments that currently store your product information so that you know where to source critical aspects of your product content.

	PIM	DAM	Spreadsheets	ERP
Product Information				
Basic Content				
Enhanced Content				

- 5. How does your product content get delivered to each sales channel?** List the distribution methods you use for each end point in step 2.

List of Sales Channels	Direct Retailer Feed	GDSN Data Pools	Retailer Portals

Repeat this content inventory process regularly to ensure your most recent content is in the marketplace and available on each of your channels. Content updates are critical for your success: 63% of high performing brands optimize content on a daily or weekly basis to compete with the latest changes in the marketplace¹.

The Salsify product experience management (PXM) platform combines the power of product content management, which includes product information management and digital asset management capabilities, alongside a broad commerce ecosystem, and actionable insights — empowering brands to deliver compelling shopping experiences for consumers across every digital touchpoint.

¹ 2019 Trend Analysis: How Leading Brands Transform to Win Market Share, Salsify