

SALSIFY | Ebook

2020 Guide: Enhanced Brand Content Best Practices

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Stand Out on the Digital Shelf

If there's one constant for brand manufacturers, it's change. The rise of the digital shelf is one of the most substantial disruptions in the industry and has led to an increasingly sophisticated consumer class.

Whether taking steps to adapt to unforeseen external market forces, realigning messaging to focus on a new kind of customer base, or correcting weaknesses in ecommerce strategy, teams at leading brands understand the importance of experimentation to stay one step ahead of the competition. Consumers can now move through dozens of touchpoints as they traverse the path to a sale, developing important perceptions about products and brands with each click or tap.

Any company that can help shoppers navigate this path with engaging content — and maintain a consistent brand experience throughout — will always edge ahead of their competitors. This is why enhanced brand content is so essential for standing out on the digital shelf.

What Is Enhanced Brand Content?

Enhanced content, also called A+ content and rich media, allows brand manufacturers to create engaging product pages using a wide range of multimedia elements. From editorial image galleries and instructional DIY videos to comparison charts highlighting the differences between best-selling products, enhanced content goes beyond giving buyers “just the facts” when learning about products.

Enhanced Content Features:

- Image galleries
- 360-degree image spins
- Graphics
- Comparison charts
- Videos
- Downloadable PDFs

Enhanced content helps brands better connect with shoppers, increase conversion, and tell a more vibrant brand story across channels and touchpoints. Think of enhanced content as a way to leverage online spaces to compensate for the lack of — or even improve upon — the traditional brick-and-mortar customer experience.

Enhanced content helps immerse customers in the identity of a brand. It helps potential buyers remain curious, satisfied, and sold, establishing a consistently rewarding experience that will keep them coming back.

Libbey uses enhanced content like videos and images to highlight the craftsmanship and real-world application of its products.

What Are the Benefits of Enhanced Brand Content?

Make Better Connections With Shoppers

Enhanced content can increase the perceived trustworthiness of a brand or product — often one of the most important deciding factors for online shoppers. Not only are consumers more likely to return to a brand with whom they form an emotional connection, customers now expect an abundance of product content before making their final purchasing decisions.

Our [2020 consumer research report](#) found that 79% of shoppers have not purchased a product due to a problem with product content — with 58% placing the blame solely on not having enough information or details. The overwhelming majority (80%) also said they would pay more for a product from a brand they trust.

Increase Product Page Conversion

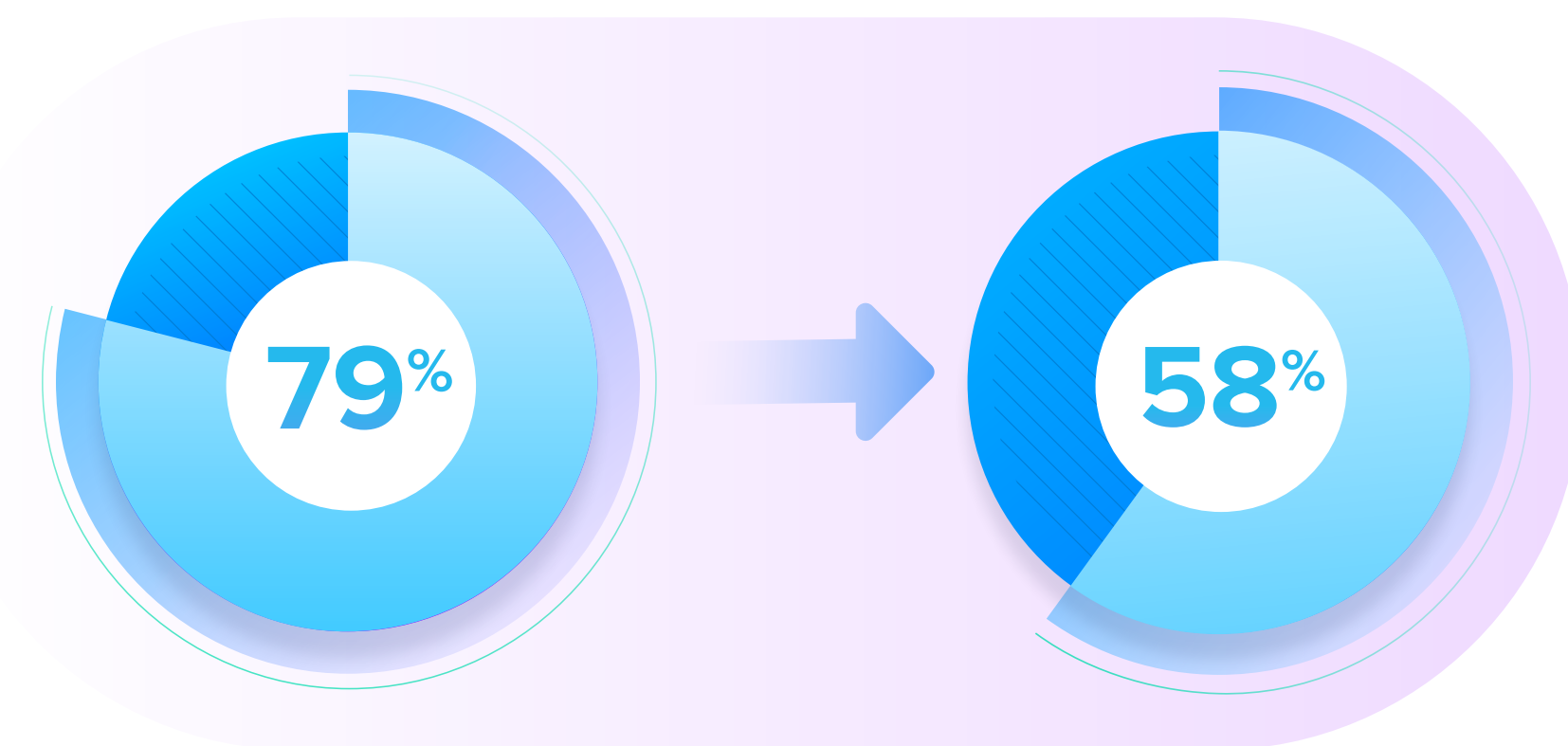
Enhanced content allows brands to highlight more than just core product information, which helps online buyers move further down the buying journey. Amazon highlights that this content can help [boost conversion rates, traffic, and sales when used effectively](#), highlighting its importance for brands to stand out online.

A 2019 Salsify study also found users who employed enhanced content increased their conversions by as much as 10%, across nearly every product category.

Tell a More Vibrant Brand Story — Everywhere

Salsify streamlines efforts to keep the digital experience of customers consistent. Even as a brand's reach expands to multiple outlets, channels, and touchpoints — each with its own standards and requirements for online content — brands can use the Salsify Product Experience Management (PXM) platform to tell a compelling brand story online.

Salsify Enhanced Content also includes several templates, all compatible with over 50 online retailers, including big names like Amazon, Walmart, and BJ's.



79% of shoppers have abandoned a purchase of a product due to a problem with product content

58% placing the blame solely on not having enough information or details.

Enhanced Brand Content Best Practices

Emphasize Key Product Features and Benefits

Customers approach brand touchpoints with a problem on their mind — and ideally, walk away identifying the brand’s product as the solution. Brands must make key product features and benefits abundantly clear to potential buyers at every stage in the buying journey.

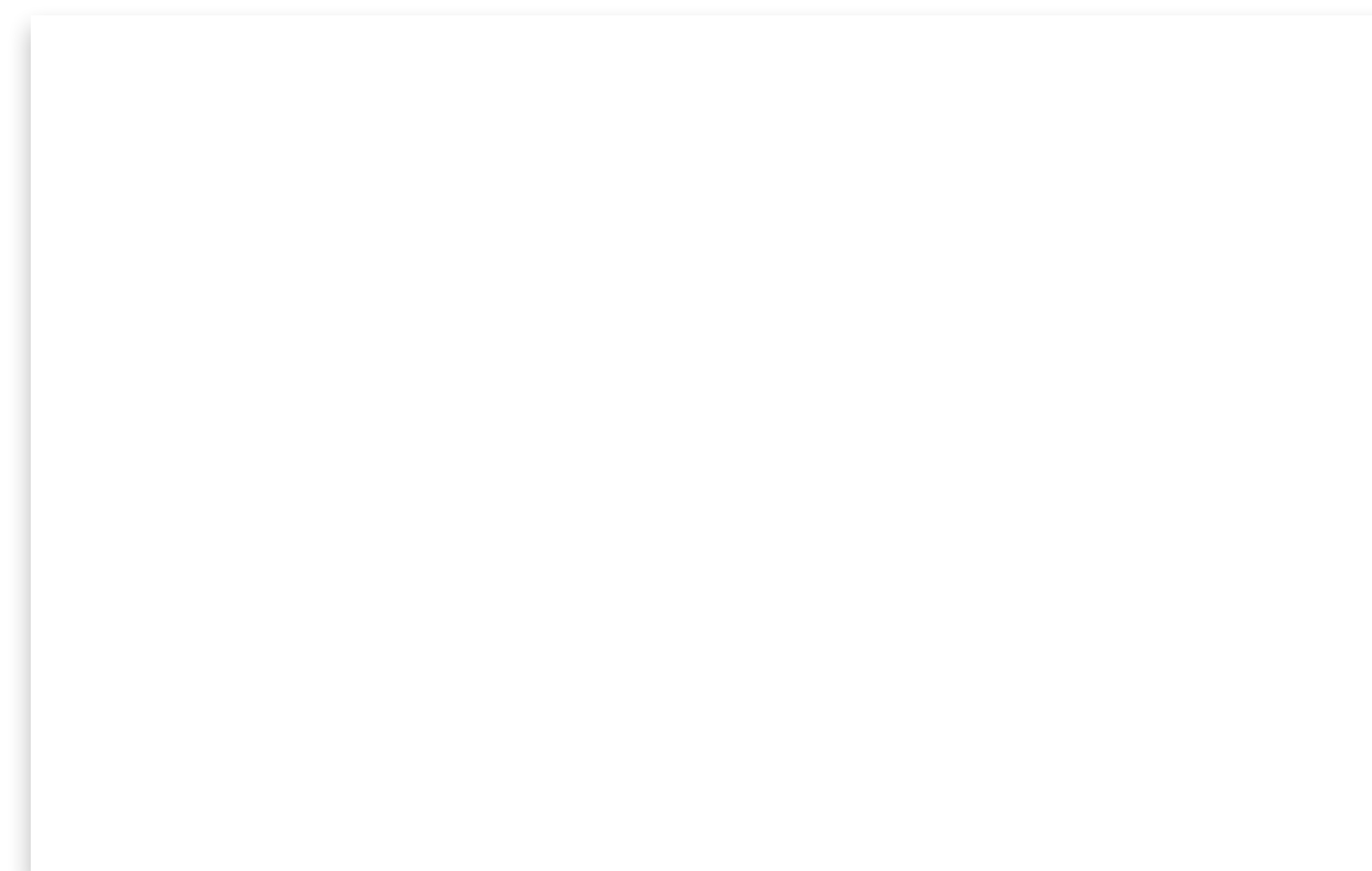
While copy should always aim to create an emotional connection with shoppers, brands shouldn’t shy away from providing bulleted, detailed specifics where it makes sense.

Think of it as taking the guesswork out of a shopper’s decision to buy. Transparent content, such as comparison charts highlighting the differences in product features, can help build trust.

One note of caution: This isn’t the place for gimmicky advertisement-speak. Avoid boastful language, unverifiable claims, and words that imply urgency or time. Write in a straightforward, honest way about what products do best.

Use Less Text, Add More Visuals

Text isn’t the only way to convey key features, and with successful enhanced brand content campaigns, less is almost always more. For example, Salsify internal data found that top-performing customer product pages had an average of 64% more images than their lower-selling counterparts. Think about ways product pages can lean on visually appealing imagery that goes beyond static product photos: Can you provide an enhanced zoom from several angles? Can you provide a 360-degree image experience? Is there an opportunity to include lifestyle images or videos?



Libbey highlights how its products can be used with engaging tutorial videos that also serve to highlight its brand values.



Keep Content Precise and Concise

Remember that shoppers are always eager to get to the point. Brands must keep them on the most direct path to the information they need to make the right purchase. If messaging meanders or is unclear, customers will almost certainly notice.

It's not just about standing out in the marketplace; brands must also demonstrate to customers that they respect their time and think about their experience. This thoughtfulness often leads to further trust and increased conversions over time.

Create a Consistent Brand Story

Design product pages with the entire product catalog in mind. Product pages aren't read in a vacuum; they're an extension of the entire brand. The text, imagery, and tone of a product page should be uniform with core brand messaging.

Our [2020 consumer research report](#) found that 27% of people abandoned a sale due to product data inconsistencies between sites. Maintaining standard formatting across product pages will keep customers engaged — not only with the product they need in the short-term but with the entire brand or product catalog in the long-term.

Sparkling ICE maintains content consistency across platforms, ensuring a cohesive experience for its customers.

About Salsify

Thousands of brands worldwide use Salsify to activate, engage, optimize, and manage their product content experiences.

