

SALSIFY | Guide

WHY BAD PRODUCT CONTENT IS **KILLING YOUR BRAND**

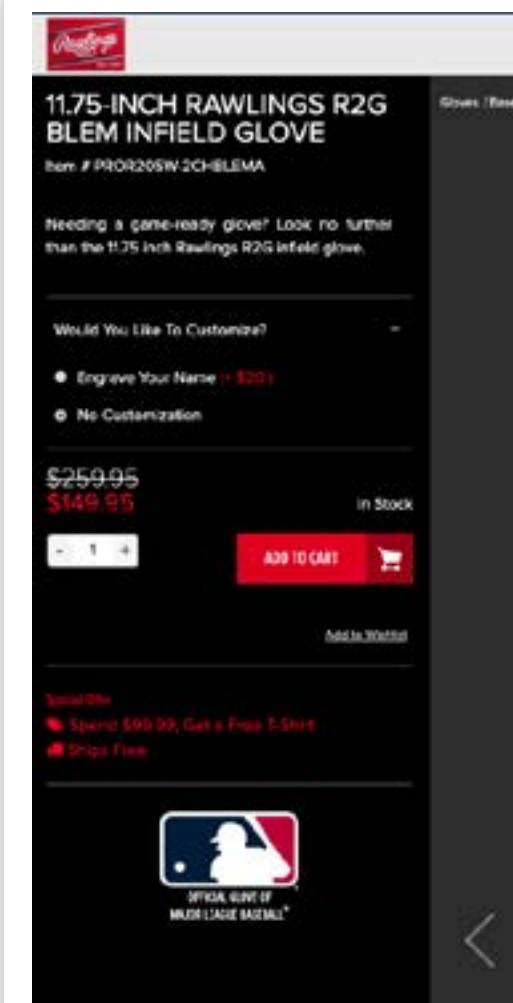
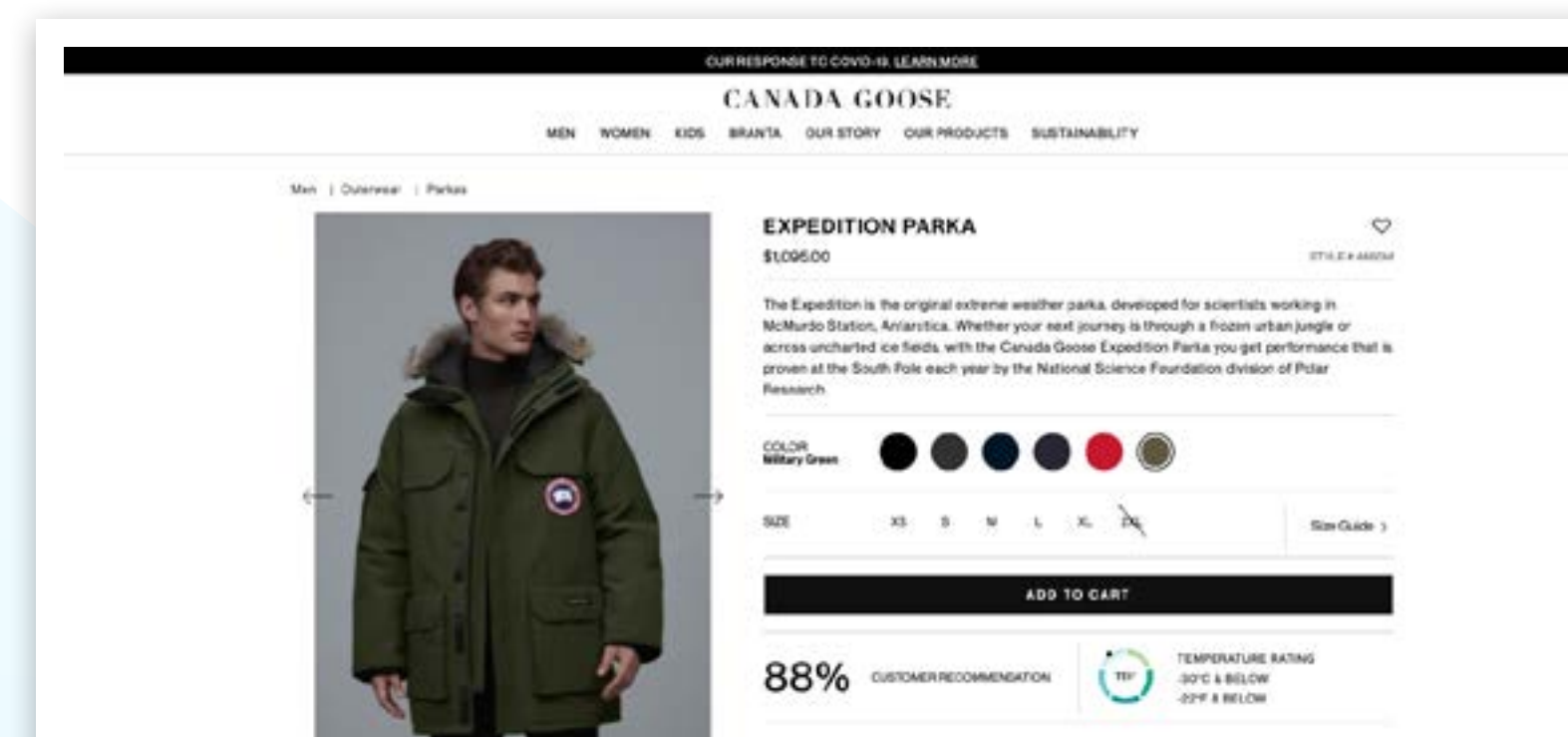
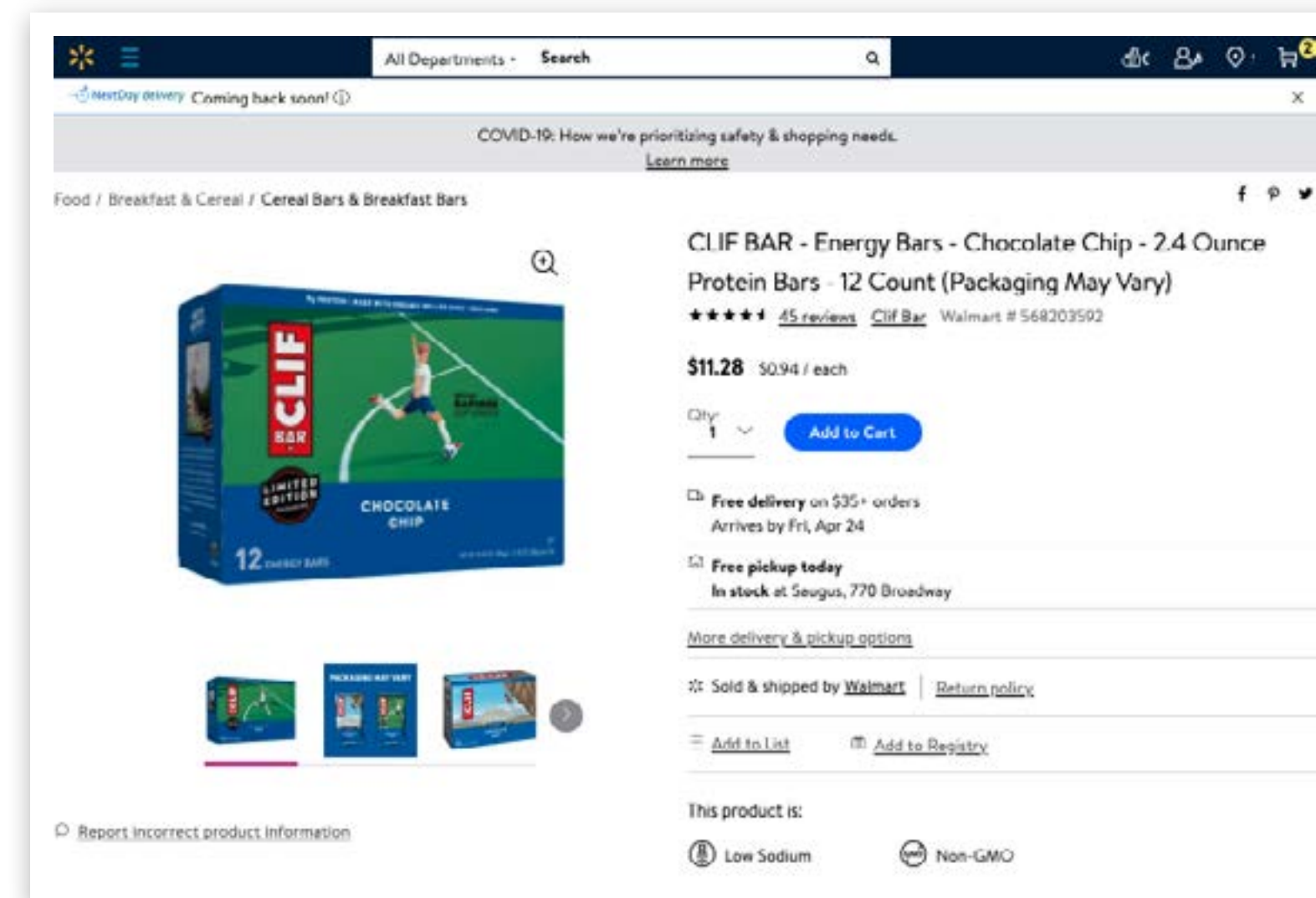
SHOPPERS WANT ENGAGING EXPERIENCES (AND BRANDS MUST DELIVER)

Consumers now have more choices than ever. Your brand might compete with hundreds of others in its category — and in some ways, your brand might compete with itself. At the heart of this competition is product content.

Bad product content, which includes inconsistent or incomplete messaging and unengaging copy, images, and more, can turn away shoppers — sending them straight to your competitors. Learn why these problems hurt your brand and what you can do to save it.

WHAT'S INSIDE?

- Inconsistent Product Content Equals Consistent Buyer Drop-Off
- How to Build Brand Loyalty — When Disloyalty Is the New Black
- How Great Product Content Can Save Your Brand



INCONSISTENT PRODUCT CONTENT EQUALS **CONSISTENT BUYER DROP-OFF**

Imagine you're in the market for a new vacuum cleaner. After some online research, you narrow your search to two final contenders: one vacuum made by "Company A" and another made by "Company B."

At first glance, Company A's vacuum seems comparable to Company B's, and you're intrigued by the slightly lower cost. But while searching multiple sites for the best price, you notice something strange: The listed product information for Company A's model varies wildly from retailer to retailer.

Options available at one vendor don't appear as options at another. One listing has a solid block of technical copy, while another page barely has any relevant product information at all. A list of accessories on one page excludes adapters that are featured on another.

You start to ask questions:

- Which product pages are recent, and which are out of date?
- Will the product actually come with the features I'm expecting?
- Will I have to return the item immediately after it arrives?

In contrast, after searching for Company B's vacuum, you notice a distinct brand voice and content consistency across the retail sites you visit. There aren't any surprises or contradictions as you move from channel to channel. If you're like most customers, you would choose Company B's vacuum — even if it's slightly more expensive.

Make no mistake: Your customers are making the same judgments about your messaging and presentation. This bad product content is killing your brand. Don't give customers the chance to infer your products or services are inferior because of inconsistent or incomplete messaging.

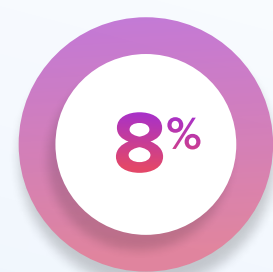
HOW TO BUILD BRAND LOYALTY — WHEN DISLOYALTY IS THE NEW BLACK

The overwhelming majority of shoppers will pay more for a product that comes from a brand they trust, according to the “[2021 Salsify Consumer Research Report](#).” Inconsistent experiences can baffle customers, make them less likely to be evangelists for your products, or — worst of all — turn them off to your brand entirely.

Brands must not only meet shopper’s demands for accurate and up-to-date product information, but they must also exceed expectations to stand out against the competition.

Consider your top-performing product: Is your product content consistent across all of your priority retail channels? Maintaining consistency can be challenging, as every retailer has unique requirements for product content — and there’s no one-size-fits-all solution.

According to 2019 research from Nielsen, “[disloyalty is the new black](#).” Only 8% of consumers are loyal to brands with whom they’ve had long-standing relationships — ironically, just 36% say they love trying new brands and products.



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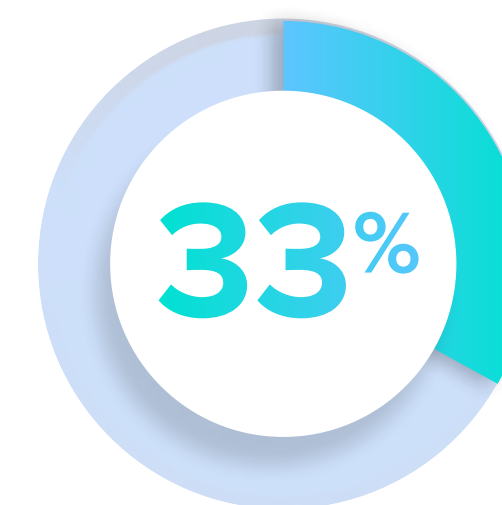
36% say they love trying new brands and products.

Source: Nielsen

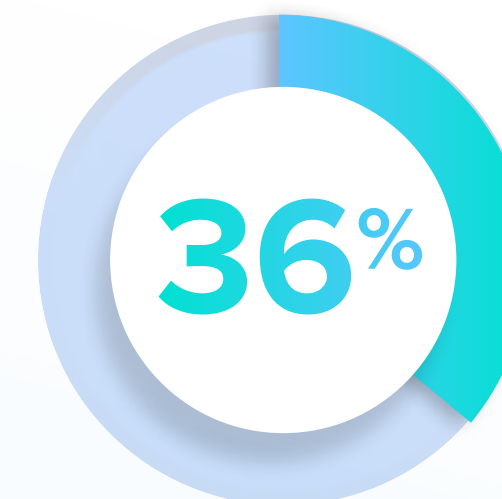
In a fragmented digital landscape where competition is fierce and algorithms heavily influence buying decisions, brands have to utilize all of the resources at their disposal to stand out online.

Product content is one asset you can use to your advantage to boost sales and brand loyalty. According to the 2019 lifecycle report from Yes Marketing, “[The Retail Shopper’s Journey to Loyalty](#),” 33% of consumers say relevant brand messaging influences their decision to purchase from a new retailer, while 36% say providing accurate and robust product information would boost their trust in a new retailer.

Content can help you win on the digital shelf. The key to this is ensuring product content is accurate, engaging, and personalized to shoppers across platforms and channels.



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Source: Yes Marketing,

HOW GREAT PRODUCT CONTENT CAN SAVE YOUR BRAND

Consumers have more avenues through which to research their purchases than at any time in history. Brands capable of engaging customers at every touchpoint will always win out over those who miss the mark.

The product page is the new packaging. Product content experiences can help your brand stand out on the digital shelf. From 360-degree image spins, videos, and editorial images to comparison charts, downloadable product guides, and more, content can help give your customers the information they need to make final buying decisions. Managing the online product experience for your brand is more difficult today because there are so many more touchpoints. In a few clicks, shoppers can go to Amazon or a big-box retailer's website to purchase your products — or they can bypass these middlemen entirely and come directly to your website.

The problem: What shoppers find at each of these destinations may be different, whether in terms of price, product details, or even imagery. If your brand has more SKUs than it can count, maintaining content

accuracy across channels and platforms is even more cumbersome. Trust is vital when it comes to product content, so you must ensure every product description is engaging, accurate, and appropriately represents your brand. Otherwise, you risk losing potential sales — and, more importantly, market share to competitors.

Careful management of your product content is a time-tested way to both convert and retain new customers. It engenders shared values and trust. It helps your products become instantly recognizable. It can even help your brand form authentic connections with your customers that can help grow revenue over time.

It's not always easy to stay consistent — but it's worth it. Every step your business can take to ensure your customer's expectations are met, at every point in their path to purchase, can make a big difference in your bottom line.



It's time to get started on your product page strategy. Request a guided demo of Salsify Commerce Experience Management (CommerceXM) to see how it could help you advance your product page strategy and build the best product experiences.

[Request Demo](#)