

SALSIFY | Guide

# HOW TO BUILD **A WINNING ECOMMERCE STRATEGY** WITH **SAM'S CLUB**

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LEARN HOW **RICH MEDIA DRIVES ENGAGEMENT AND CONVERSION**

## WHAT'S INSIDE?

- Digital-First for the Future of Shopping.....3
- Meet the Experts.....3
- Shifting Strategies as a Result of COVID-19.....4
- How to Focus on the Future of Commerce.....4
- How to Win on Sam's Club.....4
- Product Page Best Practices .....5

## DIGITAL-FIRST FOR THE FUTURE OF SHOPPING

Ecommerce sales grew 32.4% in 2020 and reached a new record, \$794.5 billion in market share across the retail sector, according to eMarketer. These projections suggest that ecommerce retail sales will exceed a billion dollars in spending by 2023.

Sam's Club used this learned information and pivoted its strategy to become more of a digital-first and mobile-first retailer. Throughout the pandemic, Sam's Club has initiated a number of digital-first strategies, one of which was launching a partnership with Salsify in February 2021.

Brand manufacturers can now syndicate enhanced content to SamsClub.com. Enhanced content provides a more engaging content experience for Sam's Club's members when online shopping by delivering rich media at scale, providing key insights to brand manufacturers that optimize their product detail pages (PDP), and supporting new and expanding product launches to its members.

“Ecommerce sales grew 32.4% in 2020 and reached a new record, \$794.5 billion in market share across the retail sector,”

Source: eMarketer

## MEET THE EXPERTS



**Emily Mottl**

Project Manager, Online Content,  
Sam's Club



**Oliver Richard**

Site Merchandising Manager,  
Sam's Club



**Nikki Mattison**

Senior Retail Account Manager,  
Salsify



**Jeffery Mitchell**

Walmart Retail Success,  
Salsify

### SHIFTING STRATEGIES AS A RESULT OF COVID-19

Sam's Club's members become more digitally savvy throughout the pandemic, and many now take advantage of all of Sam's Club's newest offerings. Scan and go has become a staple of the in-store experience. Members just have to scan their items' barcodes while they shop, add their items to their digital (and physical) carts, and pay.

Sam's Club's shopping options have expanded, as well. Curbside pickup has become a staple with some stores going 100% curbside. Sam's Club launched a partnership with Instacart to enable members to get their items delivered. Finally, ship from club — a delivery option directly from Sam's Club — will be launching in the near future.

Listening to its members is a focal point of the retailer's strategy. As a response to COVID-19, Sam's Club expanded its product assortment to include smaller case packs. Members were wasting food purchased in bulk because they weren't hosting parties and gatherings any longer.

Additionally, Sam's Club implemented fireside chats with its members every other week. They invite members across all levels of membership to participate in a discussion on what they like about Sam's Club, what Sam's Club could provide for them, and their business needs.

### HOW TO FOCUS ON THE FUTURE OF COMMERCE

The main focus going into 2021 was to focus not just on good value, but great quality. The internal team is reviewing item content at length, ensuring that product details pages (PDPs) are feeding Google SEO and internal search engines properly. The PDP is one of Sam's Club's greatest assets — without their products on the digital shelf, their digital shelf is empty.

Sam's Club is also initiating a product testing and review process to make sure that all its products meet the retailer's standards for its members. This change has signaled a very member-focused mindset at Sam's Club and the company wants to ensure that its members are thrilled with their products. Additionally, Sam's Club will be analyzing its products' ratings and reviews to maintain product excellence. These actions reinforce its new focus on the quality of the PDPs on SamsClub.com.

The retailer has also put emphasis on its tech stack to ensure that its offered digital experiences can remain modern and competitive on the greater digital shelf. Sam's Club has implemented a new item creation system, a new content management system, and are implementing changes to its video and image systems.

### HOW TO WIN ON SAM'S CLUB

The Supplier Scorecard is one of the best assets Sam's Clubs offers its brand manufacturers. This program is free to all suppliers and is emailed to each supplier on a regular monthly cadence. The scorecard defines gaps, errors, and omissions on each PDP. Manufacturers can get clear guidance that helps optimize their product pages and fill in any holes in product information that exist.

The scorecard also allows suppliers to instantly see which PDPs need better content and which have best-in-class content.

In order to create a better PDP, brand manufacturers can seek out information from the scorecard, as well as insights derived from Salsify.

# PRODUCT PAGE **BEST PRACTICES**

Product pages can make or break a member's decision to purchase a product. Suppliers can gain members' trust and provide excellent experiences by following these best practices.

## **Bullet Points**

In the above-the-fold product information, suppliers can use bullets to highlight product features, benefits, and use cases that help members determine if they're interested in the longer description below.

## **Frequently Asked Questions (FAQ)**

Suppliers can anticipate members' questions ahead of time with a FAQ. Providing answers to commonly asked questions will help build members' confidence in their purchases.

## **Subheads Within Text**

In your below-the-fold content, suppliers should utilize subheadings in their product descriptions so members can more easily find your products. This helps with Google SEO and Sam's Club's internal search engine optimization (SEO).

## **Click-Through Editorialized Imagery**

Editorialized imagery is one of the best forms of enhanced content to include on the PDP. It gets information across in a more engaging way than simple text can. Additionally, clickable images can point out product differentiators and benefits that can lead the member to clicking the buy button.

## **Comparison Charts**

Offer a way that easily compares products so that members can come to their decision quicker. If you offer a line of products with ranging price ranges, showcase the product differences in a comparison chart. This is a great way to flaunt the higher-price tag items' benefits and potentially cross-sell on the PDP.

## **Templates**

Salsify utilizes a templated approach to enhanced content. Creating this content from scratch can be time-consuming, and it won't be possible to create for thousands of SKUs. Templates make creating enhanced content for the digital shelf, at scale, possible.

With these PDP best practices, brand manufacturers can create winning PDPs on Sam's Club's digital channels. Stand out among the competition by offering the best digital content experiences on every channel, every time. With high-quality PDPs, brands can increase conversion rates per PDP, increase product discoverability, and improve member feedback.



Learn how rich media could help your brand succeed on Sam's Club. Request a guided demo of the Salsify CommerceXM platform to see how it could help you advance your product page strategy and build best-selling product pages.

[Request Demo](#)