



Product Page Best Practices for Electronics Brands

A STRATEGY GUIDE FOR CREATING GREAT PRODUCT PAGES — FROM TOP TO BOTTOM

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The Rapid Pace of Ecommerce

The estimated retail sales for electronics totaled \$156.5 billion in 2020, with almost half of that sold online, according to eMarketer. The competition for electronics ecommerce sales has never been greater.

If you want your products to win on the digital shelf, you need a product page strategy that delivers more than a basic product listing. Follow the guidelines below to create engaging product page experiences that educate and showcase your brand as the best.

\$156.5
BILLION

\$156.5 billion in 2020

The estimated retail sales for electronics totaled \$156.5 billion in 2020

SOURCE: EMARKETER

Why a Product Page Strategy is Essential

When you shop for products in a brick-and-mortar store, you get the full tactile experience. Unfortunately, this can be difficult to replicate on the digital shelf. You can offer the next best thing, however, with a product page strategy that includes key elements on your product page.

4 Essential Elements of a Product Page Strategy.

Let's examine the four essential parts of a product page, starting from top to bottom.



Make Learning Fun with Rockit Twist Game Packs

Add the Chloe's Fashion Studio game pack to your Rockit Twist for more exciting creativity learning games, including an additional Rockit Pets virtual pet.

- Includes:
- Fashion design activity games with Chloe
- One Rockit Pets virtual pet: Prince the Peacock



What is Rockit Twist?

Rotate through four sides of colorful, light-up controls for a totally unique way to play exciting video games and practice reading, math, creativity and more. Connect the Rockit Twist to a computer with the included USB cord (internet connection required) and activate new learning games with a unique activation key code. Game packs can be installed on up to five Rockit Twist systems registered to the same parent account.

Features



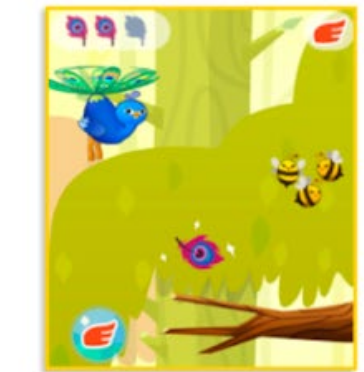
Design with Chloe

Discover your inner fashion designer by creating fabric and designing dresses, bags and more for Chloe's friends.



Learn Through Play

Play learning games, create fabric patterns, mix colors and combine different shapes to build problem-solving skills and practice creative expression.



Make a New Friend

Use different controls to grow Prince the Peacock through four different stages by playing nurturing games including a flying game.



Building a product page strategy — from top to bottom — could help your brand engage shoppers with product copy, visuals, interactive elements, and testimonials.

SOURCE: VTECH ELECTRONICS, AMAZON

1. Product Copy

When writing product copy, it's helpful to think like a customer. What would they want to see on a product page? A great way to gain a customer's perspective is to look up common search queries so you can answer them in your product descriptions. You can also evaluate the competition — especially those with a higher search rank than you — for inspiration.

Specific product description language and a consistent tone can help you tell a story with your copy. You can achieve this by using sensory words that evoke strong feelings, like silky, lush, smooth, and sharp. This will help a customer better envision owning your product.

Product descriptions should include:

- Product features, including technical details;
- Benefits related to using the product;
- Instructions;
- Warranty details; and
- Important product information.

2. Product Visuals

Text-based content is great. It provides customers with details about everything your product offers. But text alone won't help you win on the digital shelf. It should be paired with visuals like product images, videos, and graphics.

Product images are an essential part of a product page. You can show how the product looks on a model or in a setting, like your kitchen or backyard. Customers will appreciate image galleries that they can enlarge and scroll through.

Videos are also helpful to include on your page. You can feature videos explaining your product's features or demonstrating how to use it. Try to include at least one video.

Brand story graphics that tie all your product pages together are essential. When you create enhanced content that contains the brand story, it shows the consumer your commitment to quality products and making products customers love.

3. Interactive Elements

A typical product page includes a product description, a few images, and maybe a video. But the best product page experiences take it a step further with interactive elements.

For example, comparison charts explain how a product compares to similar products or other products in the same product family. Unboxing videos show the excitement of the person opening their package.

All these extra content elements bridge that gap of not physically touching and seeing the product before purchasing.

4. Testimonials

Consumers look to their peers to know what products to buy. If your customers love your product, encourage them to leave ratings and user reviews on your product page. Reading or hearing the thoughts of a person who has already purchased it is the next best thing to being in the store.

Testimonials can include both text-based reviews as well as videos showing the customer unboxing and using the product. The more positive reviews you have, the more comfortable a first-time buyer will feel purchasing your product.

How PXM Supports Great Product Page Experiences

It takes a lot of work and interdepartmental collaboration to create engaging, compelling product page experiences. Creating engaging experiences like these requires a comprehensive product experience management (PXM) solution.

Salsify PXM offers the tools you need to create and deliver on your product page strategy. It provides a central location for your teams to collaborate on the content needed for your product pages.

You can use a PXM to:

- Manage your visual content, like images, videos, PDFs, and more.
- Create enhanced content that elevates your product page experience.
- Design channel-specific versions of your product pages.
- Review your product page performance and optimize it to work for each channel.



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