

From Research to Buy: Delivering Digital Product Content that Drives Sales



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Sound Familiar?



How do we grow sales?



How do we expand market share?



How do we take control of our brand presence?

612,8

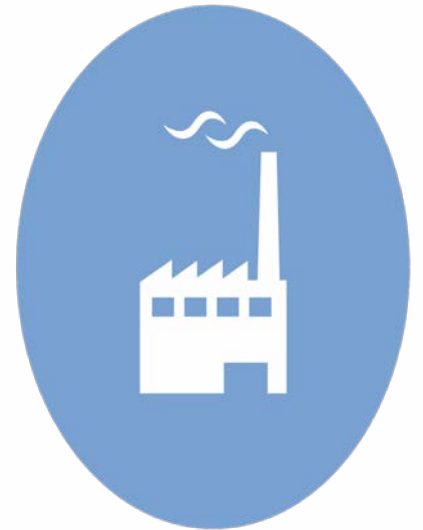
A shift in the commerce market



Consumer



Retail



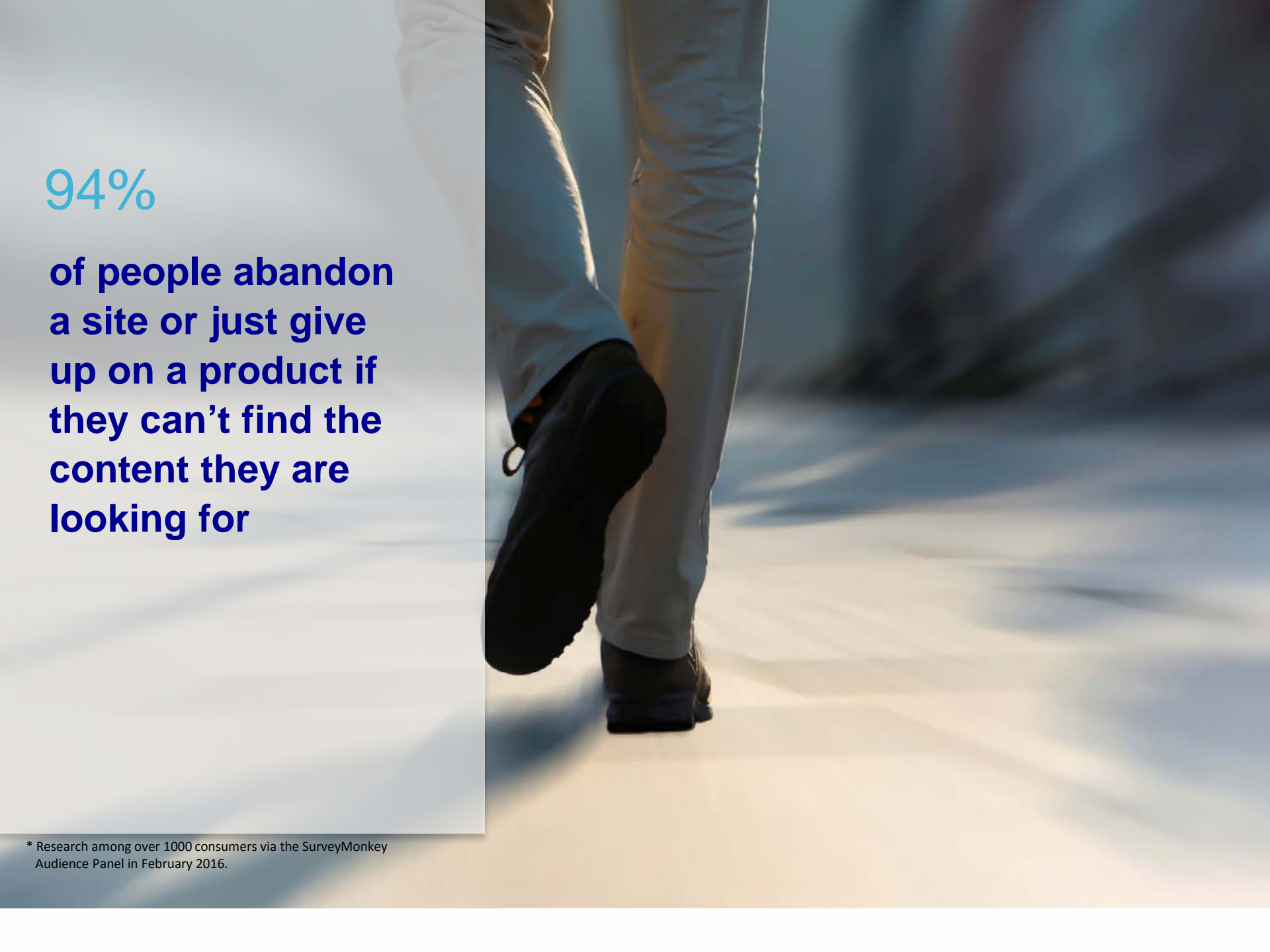
Brand

#1

88% of consumers say product content is the #1 factor when making a purchase decision



* Research among over 1000 consumers via the SurveyMonkey Audience Panel in February 2016.

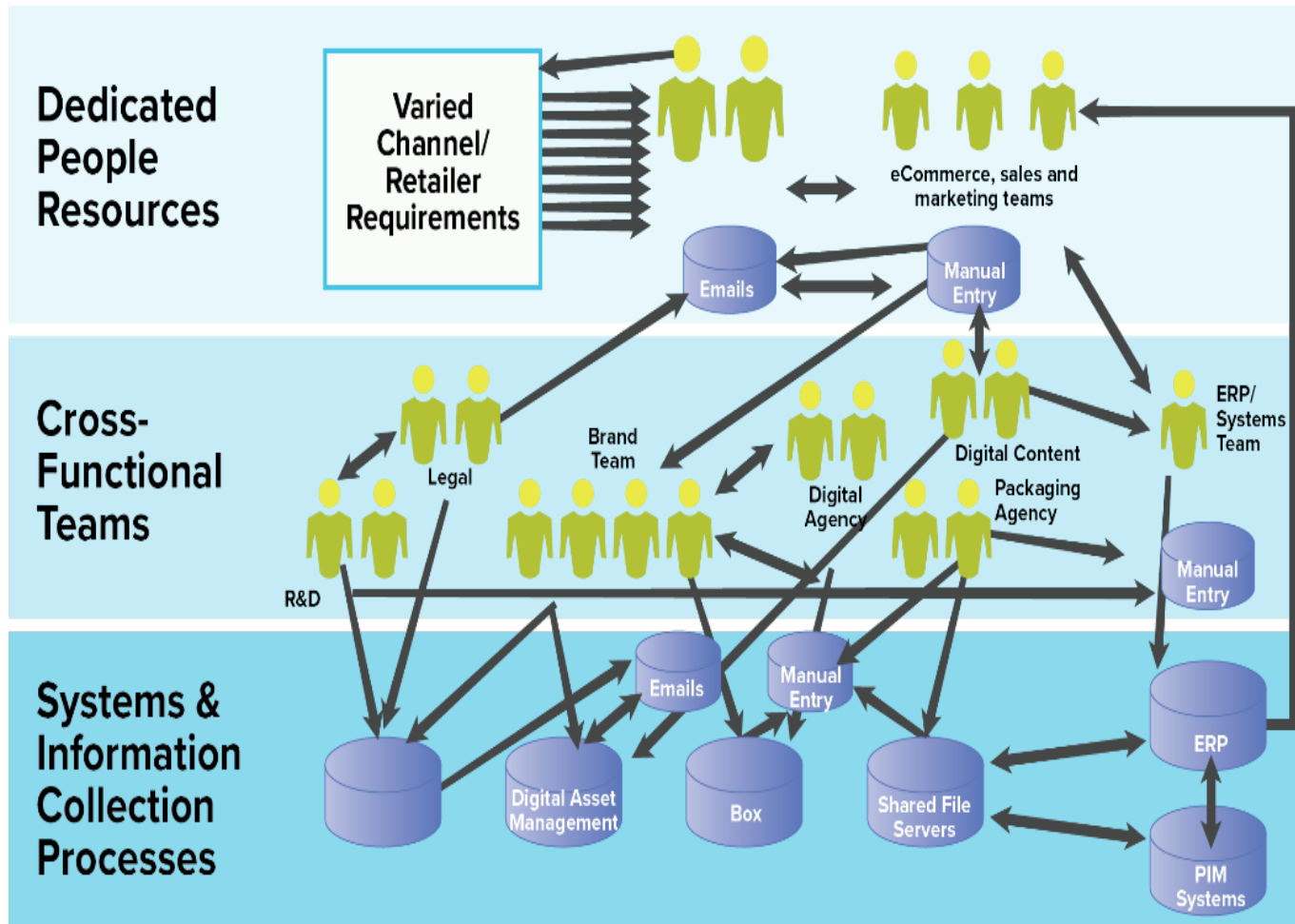


94%

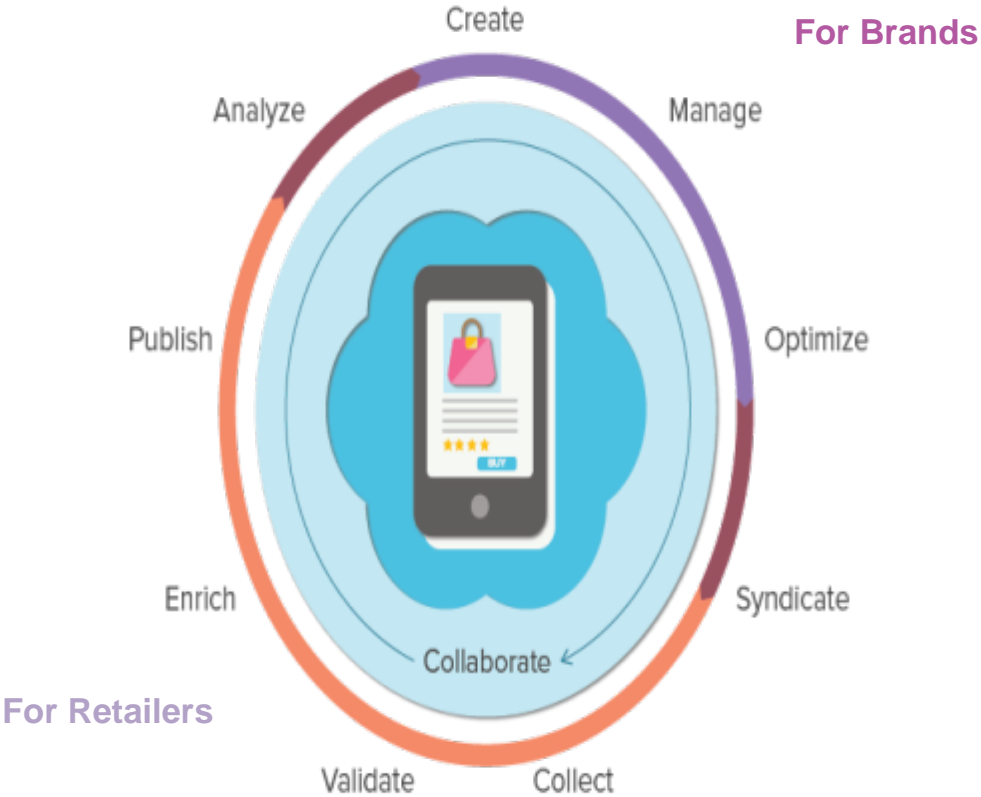
**of people abandon
a site or just give
up on a product if
they can't find the
content they are
looking for**

* Research among over 1000 consumers via the SurveyMonkey Audience Panel in February 2016.

Finding Your Content Today



The Product Content Management Lifecycle



Get to Market Faster – Increase Assortments – Take Control of Brand Presence – Sell More Products



Product Spreadsheets



Digital Assets



Item Setup Sheets



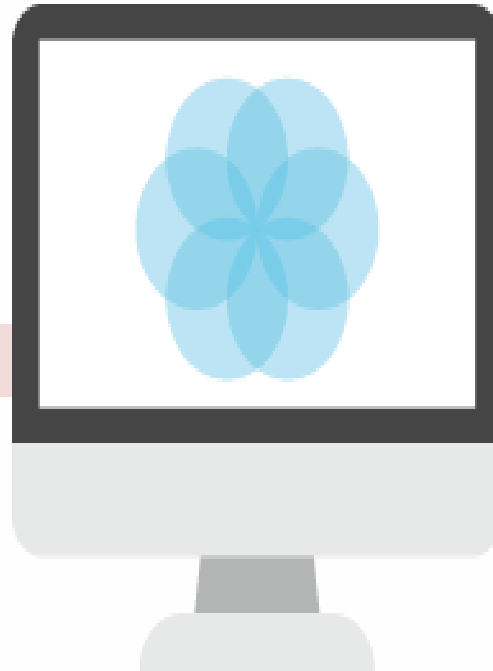
Existing Systems



Marketing Copy



Logistics information



Product Content Management

Product Information Management
Digital Asset Management
Content Readiness and Syndication
Product Content Onboarding
Content Analytics & Insights



Digital Catalogs



Item Setup Sheets



D2C Ecommerce



Retailers



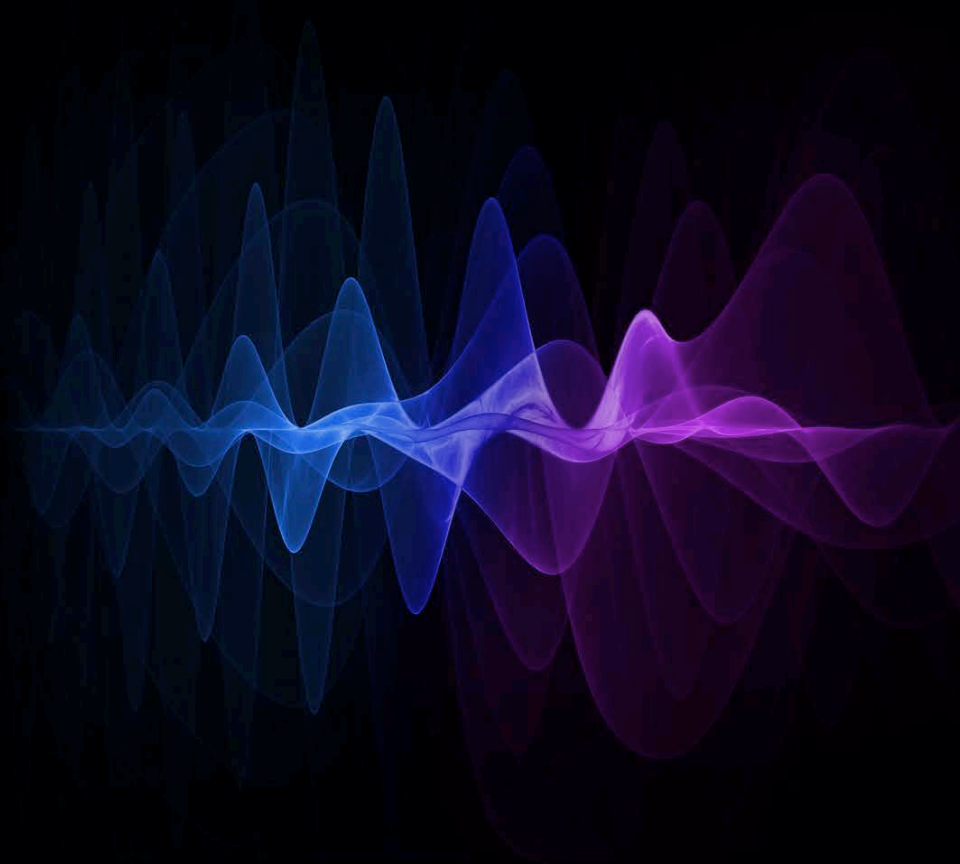
Data Pools



Lightboxes

SINGULARSOUND

CREATE BETTER MUSIC



CREATING THE ULTIMATE DRUMMER





SINGULARSOUND





The First Pedal Drum Machine



Closed

BeatBuddy: The First Guitar Pedal Drum Machine

Hands-free control of the beat! Insert fills, go from verse to chorus, add drum breaks & accent hits



David Packouz
Miami Beach, United States
[About](#)

\$349,256 USD raised by 1802 backers

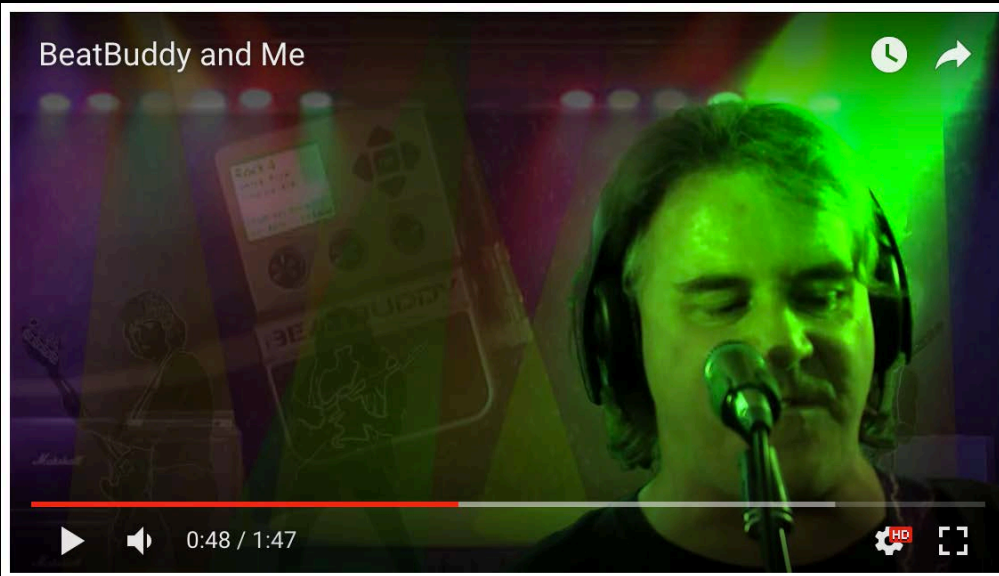
466% of \$75,000 [flexible goal](#)



STORY [UPDATES \(18\)](#) [COMMENTS \(271\)](#) [BACKERS \(1,802\)](#)

PERKS





“My BB has turned me into a one man band that has me considering playing out for the first time in over 25 years.”

Rob Titterington
Freeport, Maine



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THE DISCOVERY PROCESS



Google
Analytics



THE NEW
FACEBOOK PIXEL



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MUSICIANS



What my friends think I do



What my Mom thinks I do



What society thinks I do



What producers think I do



What I think I do



What I really do





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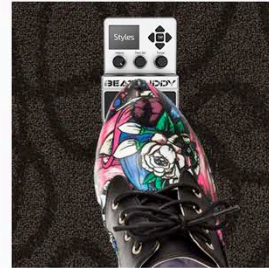




singularsound **Following** ...

BeatBuddy Creativity amplified! myBeatBuddy.com

111 posts 843 followers 97 following



SINGULARSOUND



Google AdWords



Videos Reach More Fans
on Facebook

Itaú
Yesterday at 11:03 · 🌐

Leia essa história e leve seus filhos para dar uma voltinha de foguete. Ler para uma criança #issomudamundo

É só embarcar e decolar!

4.8K Shares

Like Comment Share

Ana Klev and 15K others

Write a comment... Post

News Feed Requests Messenger Notifications More

DESGLIZE PARA INICIAR

O MENINO GOSTAVA MUITO DE DORMIR NO ESCURO COM A JANELA ABERTA. ELE VIA OS AVIÕES PASSANDO, AS NUVENS, AS ESTRELAS E A LUA, SUA GRANDE PAIXÃO. SÓ QUANDO TINHA RAIO, ELE TINHA MEDO E FECHAVA A JANELA.

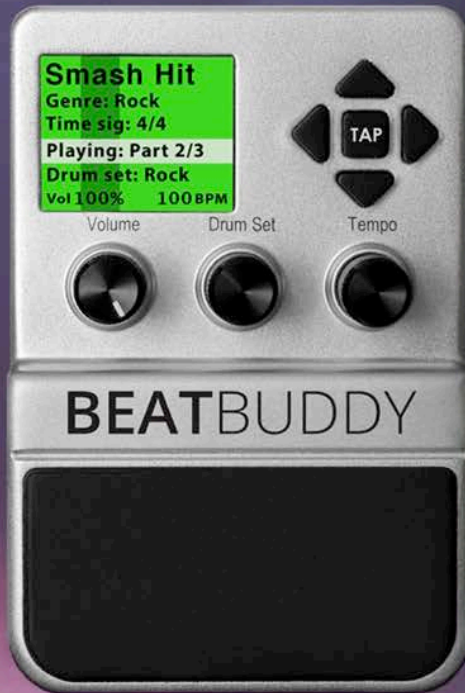
DESGLIZE PARA DIREITA



SINGULARSOUND



THE ULTIMATE DRUMMER



JAM CREATE PERFORM

BACKED BY AWARD WINNING SOUND



SINGULARSOUND





SINGULAR**SOUND**



nutiva®

NURTURE VITALITY



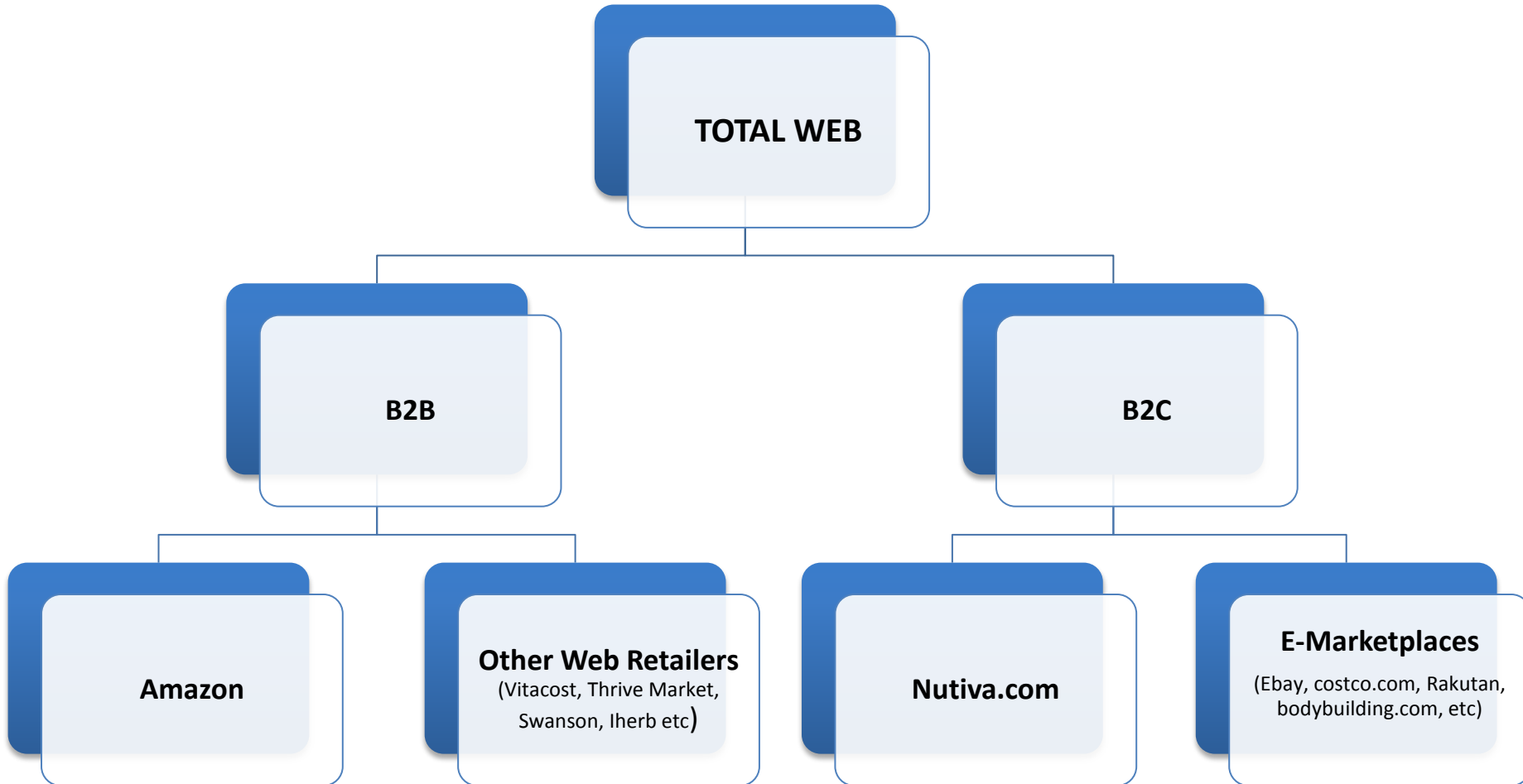
Founded in
1999



Nutiva's Multi-Sales Channel



Nutiva all over the web



Content all over the web

The screenshot shows the Vitacost website homepage. At the top left is the Vitacost logo. A search bar is in the center with the text "Search for...". To the right is a "Promo Pocket" icon with a shopping cart. Below the search bar is a navigation menu with "Shop by Department" and several category links: "VITACOST TEAS", "New Arrivals", "Gluten Free", "Brands", "Clearance", "Get Inspired!", and "Deals". A "Category" section lists "Specialty Shops (45)", "Food & Beverages (32)", "Diet Products (14)", and "Vitamins & Supplements (12)". A main banner features Nutiva products with a "25% off" badge and the text "Peace, love & hempiness [organic hempseed, chia & coconut oil]".



The screenshot shows the iHerb website. The top navigation bar includes the iHerb logo, a search bar, and a "Sign In My Account" link. Below the search bar is a green navigation bar with categories: "Brands", "Supplements", "Herbs", "Bath", "Beauty", "Grocery", "Baby", "Sports", "More", and "Conditions". The main content area shows the Nutiva brand page with the text "Revolutionizing the way the world eats with organic coconut, chia, hemp & red palm..." and images of Nutiva products.

A banner advertisement for Nutiva. It features the Nutiva logo and the text "NURTURE VITALITY™". Below the logo are several certification icons: USDA Organic, Non-GMO, Fair Trade, and others. To the right of the icons are images of Nutiva products: a bottle of hemp oil, a jar of chia seed, and a jar of coconut oil. The text reads: "Revolutionizing the way the world eats with organic coconut, chia, hemp & red palm..."

The screenshot shows the Amazon website. The top navigation bar includes the Amazon logo, a search bar, and a "Prime Video" link. Below the search bar is a navigation menu with "Departments" and "Your Amazon.com". The main content area shows the Nutiva product page with the text "New! Chocolate Hazelnut Spread" and images of Nutiva products.

Nutiva [Like 151K](#) [Follow @nutiva](#) 28.2K followers

An advertisement for Nutiva's new Chocolate Hazelnut Spread. It features a slice of toast on a white plate, topped with the spread, strawberries, and shredded coconut. Next to the toast are two jars of Nutiva Organic Hazelnut Spread. The text "New! Chocolate Hazelnut Spread" is written in red and black. The Nutiva logo is in the bottom left corner.

An advertisement for Nutiva's Coconut Flour. It features a bag of Nutiva Coconut Flour and a bowl of batter. The text "Baking with Coconut flour" is written in a brown, cursive font. Below the image is the text "From the Coconut Inspired Holiday Dessert Recipe eBook by nutiva".

An advertisement for Nutiva's Coconut Sugar. It features a jar of Nutiva Coconut Sugar and a bowl of batter. The text "Baking with Unrefined Coconut Sugar" is written in a brown, cursive font. Below the image is the text "From the Coconut Inspired Holiday Dessert Recipe eBook by nutiva".

Challenge / Solution

Issue	Solution
Company has many skus, not all accepted in brick and motor channels	Create and expand your online sales channels. Get product content online to drive sales online and show demand to brick and motor channels.
Product and marketing content is all over the place online	Ensure you have dedicated resources (whether internal or outsourced) to monitor/patrol content for consistency
My competitors are out-marketing me online	Ensure you take advantage of e-tailer's merchandising and promotional opportunities (Ie A+ content, AMS, etc). Monitor, analyze and improve campaigns