Number of years we vaulted forward in digital adoption in the first eight weeks of Covid.

Percentage of consumers who have tried a new shopping behaviour (most of whom intend to continue with it).

The new customer journey driving e-commerce

Content Examples
- Long-form articles targeted for semantic SEO
- Branded content with hotlinks to e-comm
- Social posts
- Amazon storefront catered to storytelling vs. product & price
- Virtual flyers (e.g., Flipp)
- Mobile app and mobile-first website

E-commerce Enhancements
- Video
- Animation & Gifs
- CGI (Computer Generated Imagery)
- 360-degree photography
- AI try-on tool
- AR
- QR codes
- Virtual production

TIPS
1. Focus on the customer journey
2. Put audience + distribution at the core
3. Create smart, quality content
4. Remember 99 per cent of success is in the planning
5. Map strategy to objectives
6. Determine KPIs upfront
7. Be nimble: test + turn
8. Embrace new technologies

To explore content that converts for your brand, reach out to Jacqueline Loch, EVP of Customer Innovation, SJC Content at jacqueline.loch@stjoseph.com or Cameron Williamson, Director of Sales, SJC Content at cameron.williamson@stjoseph.com.