

CONTENT THAT CONVERTS

Content that drives DTC e-commerce



KEY TAKEAWAYS FROM
THE EXCLUSIVE SJC
WEBINAR

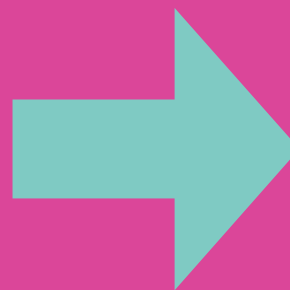
5 Number of years we vaulted forward in **digital adoption** in the first eight week of Covid.

75 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**

CHALLENGE:

OMNICHANNEL
MARKETING
IS A CONTENT
VAMPIRE



SOLUTION:

CONTENT
STRATEGY BASED
ON CUSTOMER
JOURNEY DRIVING
CONVERSION

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.

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