

# BUILD YOUR BRAND ONLINE:

## Ecommerce Content Merchandising

Gerstman Group will work with you to create, enhance and improve your online product listings to increase exposure to your products and drive sales! Speed-to-market is critical to success and Gerstman Group offers the resources to provide efficient and effective online content merchandising.

### CONTENT

(Title, descriptions, bullet points, charts)

### SHOPPERS SAY

**89%** CONTENT PLAYS AN EXTREMELY OR VERY IMPORTANT ROLE in their purchase. (Source: Kissmetrics)

**94%** WILL ABANDON A SITE if they cannot find the info they need to make an informed purchase. (Source: Better Product)



### PRODUCT IMAGES

**67%** of ecommerce consumers say that the quality of a product image is **VERY IMPORTANT** when selecting and purchasing a product. (Source: Forbes)

**ALTERNATIVE IMAGES**  
**main image** **lifestyle shots**  
**on white background** **SHARP**  
**high resolution**



Combining **VARIATIONS OF COLORS AND SIZES** into a single listing creates attractive buying options for your products and brand:

1. Keep customer engaged on one listing
2. Easy to Browse → Higher Conversion Rate

### SEARCH



Conforming with best practices of retailers will ensure maximum exposure to your product listings.

### PROMOTIONS, DISCOUNTS & DEALS



**71%** of customers made their decision to buy based on incentives offered. (Source: Marketing Insights)



### VIDEO MARKETING

enables manufacturers to clearly demonstrate features and benefits of their products and stand out from competitors.

**80%** increase in conversion rate by including a video on a landing page. (Source: Forbes)

**4X** as many consumers would prefer to watch a video about a product than read about it. (Source: Entrepreneur)



### PRODUCT REVIEWS ★★★★★



**85% of Consumers**

read online reviews before making a purchase. (Source: MarketingProfs)



**1/3 of Online Shoppers**

say they won't buy a product that hasn't been positively reviewed. (Source: USA Today)

**GERSTMAN GROUP**  
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### TOP RETAILERS



amazon

JCPenney

wayfair



overstock

STAPLES

BED BATH & BEYOND

jet



Joss & Main

Walmart

hayneedle.com



Gerstman Group is a 3rd generation Manufacturers Representative agency that provides a full spectrum of sales and consulting services that help manufacturers sell products into the top ecommerce retailers in the country and manage those accounts for growth.