



Case Study

E-Commerce

Developing insight-driven product content for a global brand manufacturer

About the client: An American multinational manufacturer that sells consumer and industrial goods for a broad range of markets such as electronics, appliances, packaging, food and beverage, and construction. The company sells products directly to users and through numerous wholesalers, retailers, and distributors worldwide.

Objectives

With a goal to create a seamless, user-friendly experience and provide information to help its customers feel confident when buying online, the client wanted to enhance its existing product content database across its seven sub-brands. Being a standards-starved space, the enterprise sought Netscribes' research and content expertise in creating product descriptions that provided accurate and useful information to its customers in Southeast Asia.

Approach and Solution

Research Analysis

Our research team undertook a competitive benchmarking analysis with a deep-dive into a category-level research to define best content practices both textual and visual. After analyzing the client's position vis-à-vis its competitors in the APAC region, and determining the pain points left unaddressed by its rivals, we made the requisite recommendations which formed the bedrock of our content creation.

Next, we undertook a product-focused research to identify the key features and purchase-triggering factors by evaluating various research reports, blogs, social media, and articles, to evaluate the customers' decision making process.

Content Creation

Our content experts first developed an in-house content guideline highlighting various spelling, grammar, style, and tone specifications to be employed. Basis this, our writers crafted rich, detailed, product descriptions in alignment with the research, while ensuring accuracy and uniqueness of product information. Leveraging the product insights gathered, we created product content that comprised of the following aspects:

- Detailed specifications and features
- Key differentiators
- Key purchasing factors
- Queries consumers raise when purchasing a product
- SEO-friendly keywords

Additionally, a two-step QC process was incorporated to ensure that the content was lucid, engaging, and grammatically correct, aligned with the research, and included the relevant keywords.

Results Delivered

Netscribes provided rich, elaborate product descriptions highlighting:

- Key product features
- Feature call-outs with benefits
- Professionally-shot product images
- 'Compare-to' images for better illustrating the product benefits

Benefit

The client company's now enhanced product content has played a pivotal role in facilitating a better purchase experience for customers, reducing customer complaints and negative reviews, achieving greater quality and consistency and a higher conversion ratio.

Take your marketing ROI to the next level with e-commerce product content that's insight-driven, unique, and compelling

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