

E-Commerce Connect Programme Summary Guide

Digital content creation, management and marketing

WHAT IS DIGITAL CONTENT CREATION?

Digital content creation is the process of creating topic ideas that appeal to your target customer, creating written or visual content around those ideas, and making that information accessible to your audience as a blog, video, infographic, or other format.

Creating quality digital content may seem difficult and time consuming, but it is **crucial** if you want to be successful in selling online. E-commerce content comes with both **rights and responsibilities**. As the owner and creator of content, you are responsible to ensure that it is both complete and accurate

WHY IS DIGITAL CONTENT CREATION IMPORTANT



It informs **potential customers** and helps build trust with all the stakeholders



It influences **price perception** and assist with online searches



It ensures that a company is able to **claim ownership** of a company's intellectual property



It is required to **comply with regulations** and access logistics and payments solutions

PRODUCT AND COMPANY E-COMMERCE CONTENT

E-commerce content is divided into two types: product and company e-commerce content. These are further subdivided depending on the stakeholder to whom they are addressed based on the stakeholder for which it is intended.

Quality product e-commerce content

- Creating quality product e-commerce content is not just crucial to drive sales. It is also necessary to access a variety of other services, including logistics and payment providers, as well as to ensure that your products can cross customs without issue.
- Quality product e-commerce content should include all of the information required by the customer, including the unconscious information that they would get from a physical interaction with the product.

Quality company e-commerce content

- Having a quality company description is necessary to attract customers and succeed in selling online.
- Having terms and conditions, a privacy policy and a return and refund policy are important prerequisites to be able to use the services of e-commerce partners that are necessary to sell online.

- The “Capture-Edit-Organise” 3-step methodology can assist you in creating both product and company quality e-commerce content. While the “edit” step can be outsourced, make sure that you are directly involved with the product’s original producer (which may be yourself) for the “capture” step.

	Photos/videos	Name	Description	Price	Stock-keeping unit (SKU)	Barcode	HS code	Terms and conditions	Privacy policy	Return and refund policy*
Customer	● ●	●	● ●	●	●			●	●	●
Online payment providers		●	● ●	●				●	●	●
Logistics providers	●	●	●	●	●	●	●			●
Customs authorities		●	●				●			
Marketplaces	●	●	● ●	●	●	●	●	●		●
Marketing partners	●	●	●	●						

● Product content ● Company content

*if not regulated through the VMP itself

THE IMPORTANCE OF CONTENT FOR TRAFFIC GENERATION

Generating traffic is one of the main objectives of digital marketing. There are different types of traffic generation: search, paid, direct, social, reference and email traffic. We will focus on search traffic.

Search engine optimization (SEO) is a continuous improvement process that involves positioning the website in the search results. Optimizing a site for search engines and creating keyword targeted content produces direct traffic from the engines. In addition, optimization increases content sharing, direct traffic and referring links as more and more people find, use and enjoy the work you have produced.

Some of the elements you need to optimize are:



KEY POINTS



Quality e-commerce content is crucial to sell online: it increases trust, informs different stakeholders and complies with regulations.



There is product and company e-commerce content, which needs to be adapted depending to whom they are addressed based on the stakeholder for which it is intended.



It is not enough to have good quality content; it is necessary to be able to reach the potential customer



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