



CONNECT, CREATE, CONVERT: The Fashion Content Strategy

Introduction

It's been established time and time again that online customers have evolved to expect rich shopping experiences, and that the brands who deliver this stand out from the noise. After all, 61 percent of consumers report they are more likely to purchase from a company that provides custom content(1). There is a need for rich content across industries, and it's up to savvy brands to make the investment sooner rather than later. Wait too long, and you'll be left behind.

Getting started can seem like a challenge, especially for a company that is going from zero to sixty content-wise. But it truly does not have to be mission impossible. With the right tools and strategy, any fashion brand can create and publish rich content experiences, regardless of team size.

In this ebook, we'll break down how fashion brands can:

- **Connect** – select and implement the right tools to build a streamlined ecosystem
- **Create** – build rich content that is specially targeted towards the fashion customer
- **Convert** – guide shoppers down the customer journey to a final purchase

Top examples of fashion content include:

- **Shop-The-Look Content**
- **Buying Guides**
- **Digital Lookbooks**
- **Quizzes**

Invest in building an ecosystem with tools that can share data and support rich content creation.

Connect

To effectively create and publish rich content that will reach your customers and inspire them to convert, you need to begin with the basics: an ecosystem of platforms and tools that integrate together to both facilitate creativity and streamline the process.

This ecosystem can include your ecommerce platform, content creation tools, marketing automation platforms, inventory management system, various analytic systems, SEO tools, customer relationship management (CRM) platform, and many more depending on your company's preferences. These tools all work together to create a unified, streamlined shopping experience for your customers, from first touch to final purchase.

Building and maintaining this ecosystem to effectively create rich content can seem like a challenge. But ultimately, when choosing your tools, ask yourself:

- What are my main customer experience goals, and how do every one of these tools support them?
- Do these tools have advanced partnerships or integrations with one another than I can take advantage of?
- How can my data be shared between these platforms and tools?
- Do all these platforms have 24/7 support teams?
- If I replatform, how will my other tools be affected? Are they platform agnostic, allowing for a smooth and uninterrupted process?

Create

More and more, the fashion shopper is seeking true inspiration while they continue through the customer journey. As a result, leading brands are striving to deliver a shopping experience that goes above and beyond. With this in mind, we recommend shop-the-look content to fulfil customer's desire for shoppable styling inspiration.

Shop-the-look content consists of a collection of fully styled outfits, from shoes to accessories. The context of shop-the-look can be adjusted to fit your brand - perhaps it's a look-book featuring fashionistas' party dresses, or a buying guide for childrens' pajamas - but what must remain the same is the inspiration that lies at the foundation of the content.

This digital experience provides more than products, it provides styling tips and ideas that any shopper can recreate. It can be difficult to imagine how an item would look based on a single static image, but shop-the-look content makes this visualization easy. Customers can see exactly how a pair of jeans would complement with a certain blouse, or how to mix-and-match ties to their outfit. Shop-the-look content is powerful in how it truly brings the featured products to life in a cohesive, inspiration-focused way. And it's easy to add interactivity to shop-the-look experiences. Videos, gifs, even sliding carousels can all give shoppers content to interact with, increasing engagement metrics like bounce rate and time on page.

Provide your shoppers with outfit inspiration through shop-the-look content.

To streamline the path to purchase, implement integrated quickviews to facilitate instant shoppability.

Convert

In ecommerce, a conversion is completed when a customer makes a single purchase, regardless of how many items are included. And for a digital marketer, conversions are one of the biggest indicators that their content is effective.

An easy way for fashion brands to encourage customers to convert is through integrated quickviews. Quickviews are small buttons added to any image or experience that are activate an ecommerce-enabled lightbox. What makes them so effective for the conversion-conscious brand is how they streamline the path to purchase. The instant a shopper is inspired to buy from a digital experience - such as a shop-the-look experience - they can click to immediately add the product to their cart. There's no searching through product grids or clicking through multiple tabs. Quickviews add shoppability to any customer experience.

In shop-the-look content, every item featured can be added to a customers' cart through quickviews. Inspiration can be instantly translated to revenue, all without leaving the experience - maximizing their time and your average order value.

Conclusion

All online shoppers want effortless inspiration throughout their customer journey, and this is especially true for fashion customers. Shoppers want to come away from your content with not only products, but ideas on how to style them. And the best way to deliver this is through digital content.

If rich content creation is daunting to you and your team, focus instead on the three C's: Connect, Create, and Convert. Consider your personal content goals, and how these three steps can be completed to reach them. Because when fashion marketers invest in rich customer experiences, they position themselves to become ecommerce winners.

(1)<https://www.dragon360.com/blog/digital-content-marketing-strategy/>

About Zmags

Zmags helps ecommerce marketers create and publish rich digital experiences through a user-friendly interface that requires no IT involvement. Using Creator by Zmags, brands can create fresh, shoppable content that drives product discovery and inspires consumers to purchase. Creator integrates with all leading ecommerce and content management platforms enabling marketers to optimize their website content. Leading brands like Ethan Allen, Harvey Nichols, New York & Company, Vivienne Westwood, All Things BBQ, and Godiva use Creator by Zmags to deliver interactive and entertaining shopping experiences with rich content like buying guides, quizzes, lookbooks, video, and more. To learn more, visit www.zmags.com.

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