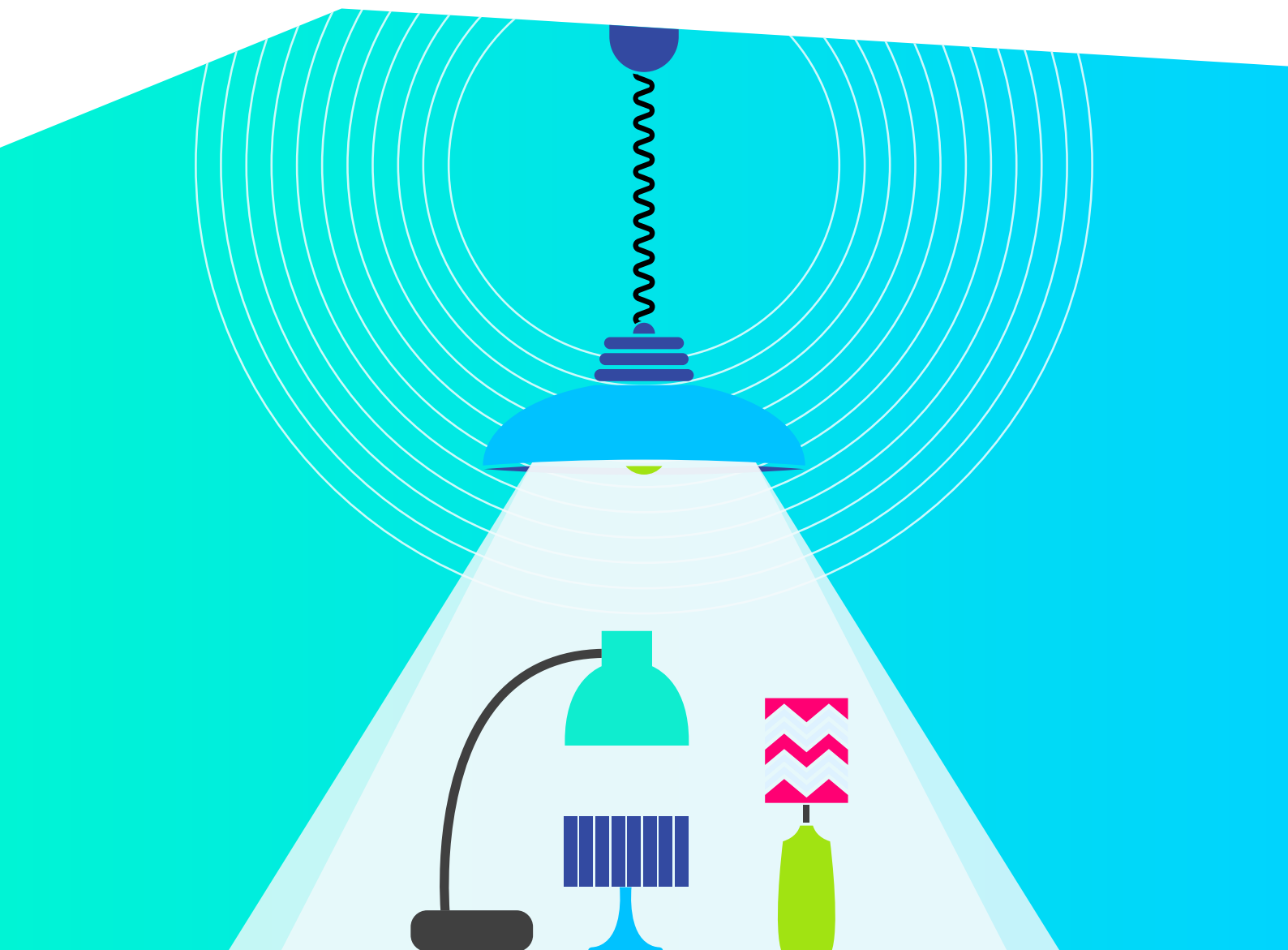# contentserv

Time to shine!

How to make your products
stand out online

contentserv

More customers are buying online

With expected annual revenue growth of 13.5% in online sales[1], the lighting industry offers exciting opportunities for retailers and manufacturers. B2C and B2B customers are shopping more online – often without the advice of specialized retailers – and expect superior experiences. Today, lighting isn't just about illumination; it's also a question of aesthetics, individual preferences, sustainability and even health. Other customer requirements include lighting ergonomics, intelligent networking and custom-made controls. With so many options, it's hard to make a purchase decision without knowing precisely whether a lighting system is suitable for a space and how it can be installed. To make the right choice, customers need more detailed product information – at all relevant touchpoints.

[1] Source: Lamps & Lighting - Worldwide. https://de.statista.com/outlook/dmo/ecommerce/moebel/lampen-leuchten/weltweit
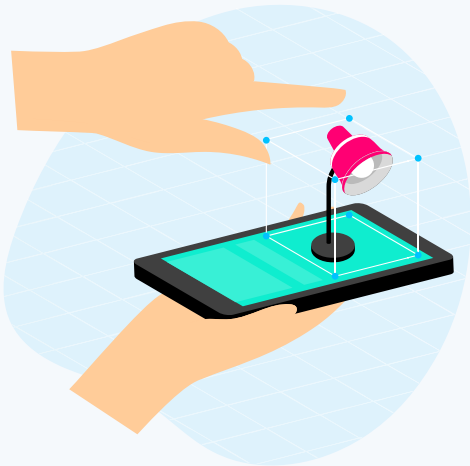
Simplify the customers' purchase decision

Today, anyone looking for a lamp or lighting system usually does a Google search and clicks on various marketplaces such as Amazon or lands directly in a manufacturer's online store. The key here is to provide users with reliable and consistent product information throughout their buying journey. "Decision simplicity" is the number one driver of the likelihood of buying[2]. Manufacturers and retailers must offer customers the information they need at all stages of the decision-making process. Mastering this task can become a decisive competitive advantage.

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[2] Source: Forbes. https://www.forbes.com/sites/patrickspenner/2012/07/02/marketers-have-it-wrong-forget-engagement-consumers-want-simplicity/?sh=7608e4d91304

Special requirements in B2C and B2B:

B2B

In today's experience-based economy, B2B buyers expect companies to deliver consistent and compelling product experiences from the very first interaction. They want detailed information about the product. To encourage customers to make a purchase, manufacturers and wholesalers in the lighting industry need to offer not only product specifications but also return options, payment terms, pricing and delivery information. Augmented reality applications are also an exciting new way to simplify the decision-making process.

B2C

B2C buyers carry out more product research than ever before and often place trust at the forefront of their purchasing decisions. This has transformed the way companies engage with their customers. If someone is looking for a new lamp for their dining room, the main considerations are size, design and illumination. But with so many options available, it's hard to make a buying decision. To stand out from the competition, manufacturers and retailers need to provide rich product information to compensate for what is missing in a non-physical shopping experience. This is crucial to convince users to buy and give them a better customer experience.

Are you active in the construction industry? If you would like to know what role product data plays, for instance when presenting applications online, download our ebook on the subject:

Get the ebook →

Product information brought to the spotlight!

Great products deserve an excellent presentation - even online. What's the point of marketing a sustainable desk lamp for a home office if the eco-conscious consumer overlooks this advantage in the online store? Namely, that it's energy-efficient and manufactured according to ecological principles throughout the entire production chain. Buyers always want more information about your product to answer any purchase objections. The better you can answer their questions, the higher their satisfaction.

That's where Product Information Management (PIM) steps in

A Product Information Management (PIM) is a solution that combines all product information on a central platform – from technical details, images and descriptive texts to instructions, videos, customer reviews and much more. This means that product content always ends up where it's needed – with the sales partner, in the company's own online store, in a catalog, in a technical product data sheet or a social media post. PIM enables you to easily optimize your product pages and enrich product information to boost your SEO rankings – which will get your brand seen by the right people at the right time. Providing your customers with an online journey that differentiates you from your competitors couldn't be easier with a powerful PIM.

Sounds good, but how is it implemented?

Thanks to the cloud-based setting of our PIM system, you don't have to go through the hassle of a technical setup. Instead, you get online access and can quickly start working with the new system. Once it's established, new opportunities will emerge to simplify processes and advance your product marketing. This is where the cloud-based system shows its most significant advantages: You can make adjustments or add additional features at any time. Your PIM grows alongside your ideas, requirements and also your business.

... this requires a good plan:

In practice, a project with the following milestones has proven successful:

Kickoff workshop with implementation partner

Scoping workshop to define the scope of the project

3-Stage implementation model:

1. Introduction of data management processes, design of a new data model, migration, consolidation and preparation of existing data from the legacy system
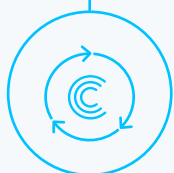
2. Integration of output channels for data exchange with customers and business partners

3. Creation of templates for datasheets and catalogs, translation management optimization and establishment of release and publishing processes via automated workflows

Training

New, centralized system (successively or for the entire organization)

Go-live

Why PIM?

The main advantages

Centralization
Product information in one place and available at any time

Efficiency
Quick and easy access to product information

Automation
Cost savings, elimination of repetitive tasks and focus on the core business

Productivity
Workflow automation and increase in overall productivity

Consistency
Comprehensive control over all product data

Transparency
Automated release of product data to partners

Accuracy
Accurate and compelling product information

Integration
Significant support to social media campaigns

Give customers a personalized and immersive online experience

Consumers are seeking additional confidence when making online purchases. Providing personalized, interactive and user-friendly experiences powered by PIM helps show them precisely what they'll be purchasing while making them feel more in control. A PIM system is becoming a critical tool if you want to increase sales, retain your customers in the long term and make your products stand out online.

Request a demo: Learn all about PIM and its advantages

Do you want to discover more about our Product Information Management solution and its advantages for your business? Request a demo and get live insight into the PIM system, and together we will see how PIM can make your day-to-day work easier.

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About Contentserv

Contentserv's software solutions enable
manufacturers, brands and specialized
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highly converting product experiences
that delight customers, improve
time-to-value and boost ROI.

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