

CONTENT STRATEGIES

FOR ENGAGING WITH
THE NEW-AGE 'DIGITAL CONSUMER'





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Introduction

We have seen several long-term changes in our lifestyles and attitudes in the last 2 years. Digital has become a key enabler for many of these changes. Be it researching/purchasing products or buying services, digital platforms have now become crucial partners. 350 MM Indian consumers are expected to make a purchase online in 2025 as per the MMA-GroupM report, which is a steep jump from 150 MM online buyers in 2020.

Brands have adapted by aiming to reshape their digital strategies from being just a support to their offline systems to becoming a frontal touchpoint in building consumer connections. While this transformation has

happened in media strategies, we are yet to see the same happening with content marketing strategies. Given the role of various emerging touchpoints e.g. ecommerce platforms, building a holistic creative communication strategy for these platforms is crucial.

This playbook presents ideas for building communication strategies for ecommerce networks. The first section of the playbook covers key reasons why brands should have a separate communication strategy for ecommerce touchpoints. The second section covers recommended content and engagement strategies to efficiently drive visibility and recall with millions of 'intent' consumers.

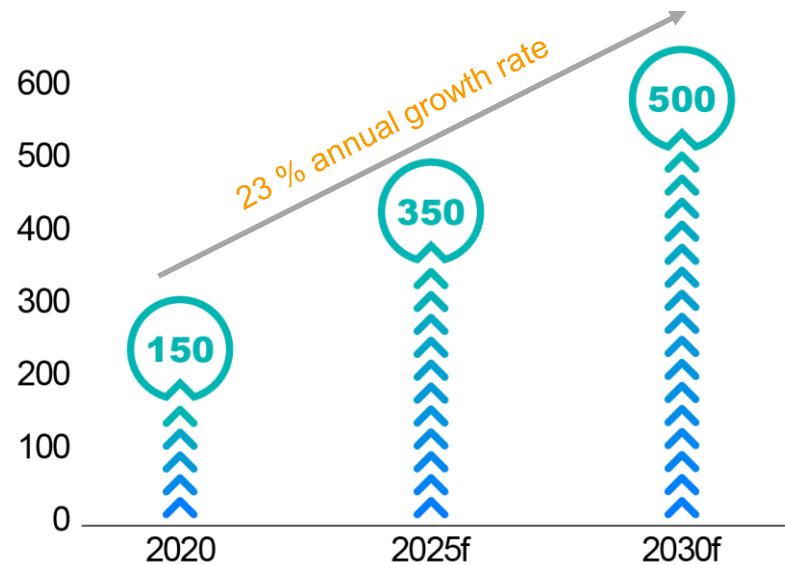
Section 1

Evolution in digital engagement touchpoints

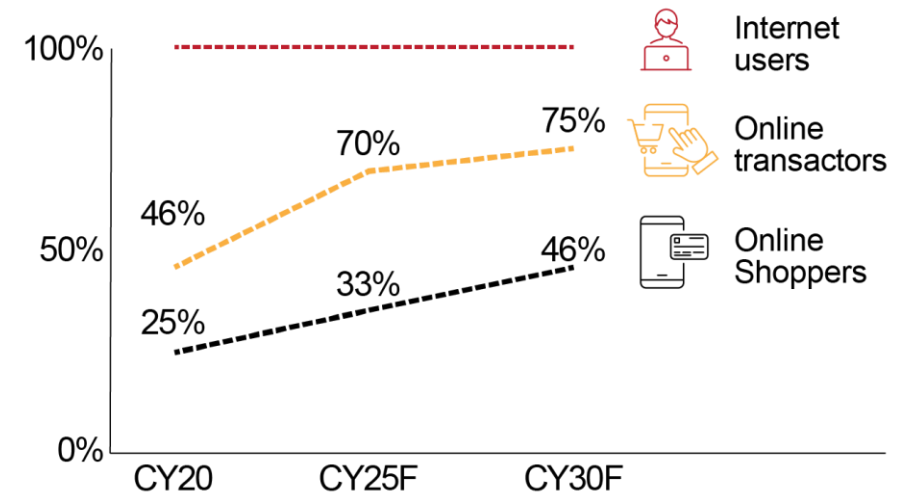
Growth in 'Digital Consumers'

150 million Indians currently transact online and this base is expected to grow to 350 million by 2025

India annual online shoppers (MM)



Penetration of online transactions/shopping as % of internet users



Digital consumers are more informed, more participative, well-employed and more affluent than the average internet users in India...

Amazon users' profile compared to average internet users*:-



30%

more likely to be
a <30 years old

50%

more likely to be
a graduate

50%

more likely to hold
a corporate job

30%

more likely to be
from NCCS A

Over 80% of new customers on Amazon.in are from tier II and below cities

Digital consumers have diverse interests and a modern lifestyle

Amazon users have evolved lifestyle preferences and self-care habits :-



Health and Wellness

21%

Diet Conscious

Very specific about what they eat

32%

Gym- goers

Follow an exercise regime

Travel and Leisure

6%

Globe Trotters

Travel abroad every year

23%

Domestic Tourist

Take frequent domestic trips

Trend-setters

29%

Early adopters

First to try new products and tech

57%

Fashionistas

Stay updated on fashion trends

Ecommerce platforms are a crucial touchpoint in decision journeys

~80%

urban internet users in India who research online visit ecommerce portals for product research*

~25%

urban internet users visit ecommerce portals for product research even for their offline purchases*

Digital consumers are conducting extensive product research before purchasing

A consumer looking to buy a TV on amazon.in takes on an average 7-8 weeks in the purchase journey

Typical purchase journey for a TV on Amazon.in

49-50 days *Research Period

27-28 days **Active Research Period



9-10

Keyword searches



17-18

Viewed product detail pages (through amazon search + other internal/external sources)



8-9

Time on product detail pages (minutes)



18-19

Clicks on product pages



3-4

Considered brands



1-2

Products added to cart

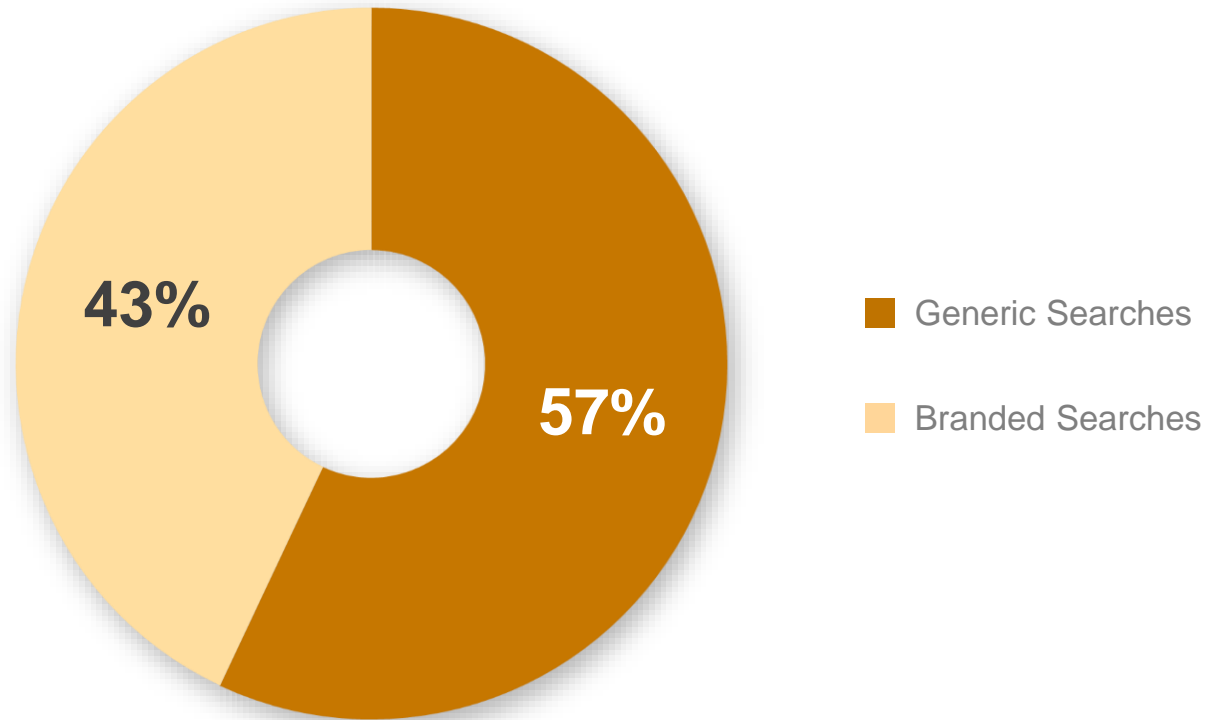


1

Purchase

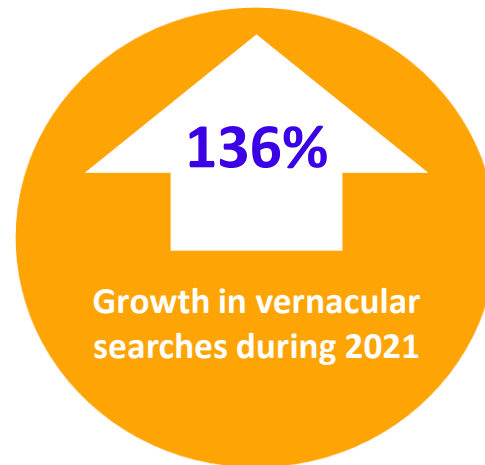
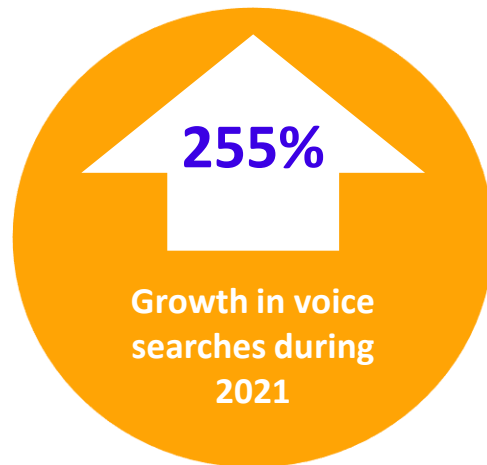
Digital consumers are open to choices when they start researching products

Similar to 2020, ~60% of product searches on Amazon.in remained generic in 2021

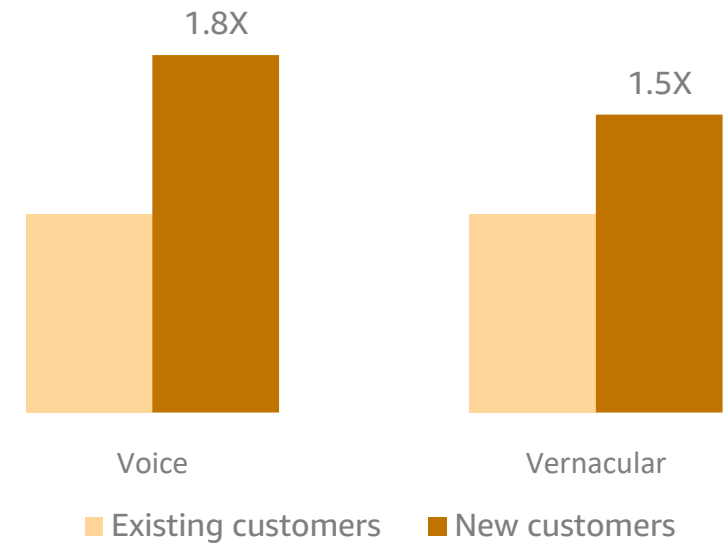


New-to-online consumers are more pre-disposed towards voice and vernacular searches

Both voice and vernacular searches are growing rapidly in India

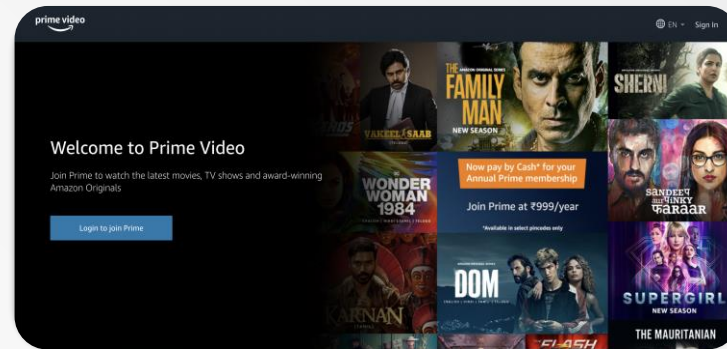


New-to-online consumers over-index on both voice and vernacular searches.



The 'new normal': Digital touchpoints have become a crucial part of consumers' daily lives

From smart assistants to payments to product research and shopping.....



Section 2

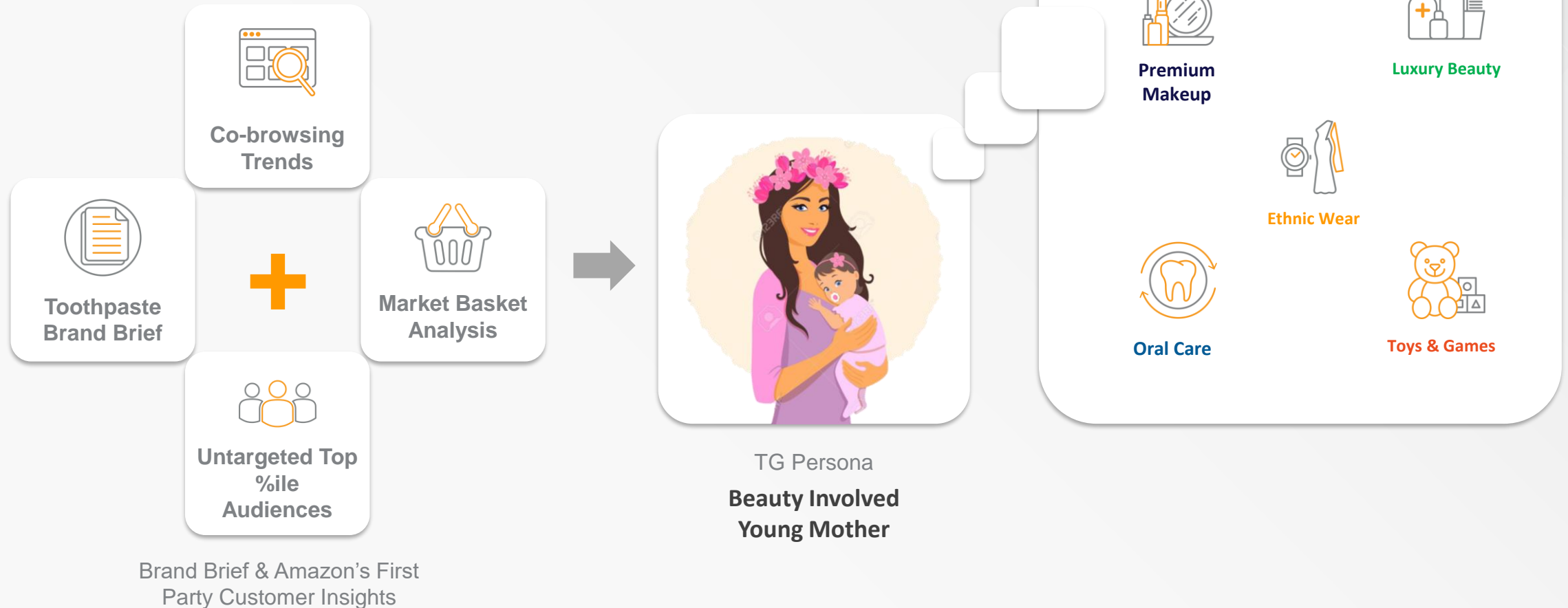
Recommendations for building a Content strategy

1. Leverage 1st party audience intelligence



Understand your consumer better through 1st party view of product affinity/choices

Example : Amazon's audience cohorts' intelligence was leveraged along with a toothpaste brand's brief to granularly define the Target Persona



Brand Brief & Amazon's First Party Customer Insights

Leverage affinity signals to customize your communication creatives

Example : Product affinity signals and reviews were utilised to build multiple concepts basis life stage :-

Young Singles

Look Conscious



Carefree Couples

Look Conscious



Young Families (kids < 6yrs)

Look conscious



Established Families (kids 6yrs+)

Look Conscious



Fitness Conscious



Home-Proud



Home improvement



Early childhood, education



Identify emerging trends from real-time consumer search behaviour

In the “WFH” times, robot vacuum cleaners is an emerging product theme

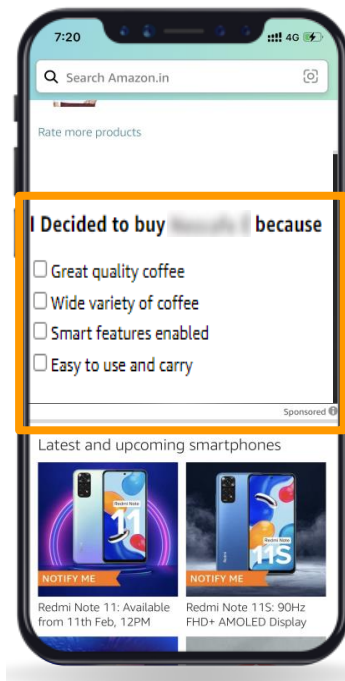
S.No.	Keyword	No. of Searches (Trailing 7 days)	% Growth in no. of searches (WoW)	% Growth in no. of searches (vs. trailing 4 weeks avg.)
1	sofa cleaner	100-1K	67.6%	98.3%
2	vacuum cleaner for ...	1K-5K	59.8%	122%
3	smart irobot vacuu...	100-1K	53.5%	148.8%
4	dyson v10	100-1K	47.1%	1.4%
5	ecovacs deebot ozm...	100-1K	47.1%	80.4%
6	ecovacs	1K-5K	44.2%	65.7%
7	ecovacs deebot	100-1K	39.9%	37.2%
8	deebot	1K-5K	39.2%	46.9%
9	room heater blower...	100-1K	31.1%	130.3%
10	vacum	100-1K	30.5%	9.4%
11	car vaccumecleaner	1K-5K	29.6%	41.2%



Leverage Survey tools for understanding decision journey

Can be used for understanding key drivers/needs, concept-testing and brand preference

A coffee major derived insights from the Amazon Surveys tool to **understand the current customer attitudes and expectations** for streamlining their creative strategies :-



Example q: Which features do you value/use most in product X ?

Result(in order of respondents choices) :-

- Convenience offered
- Can be operated via phone
- Coffee quality & consistency
- Customization features

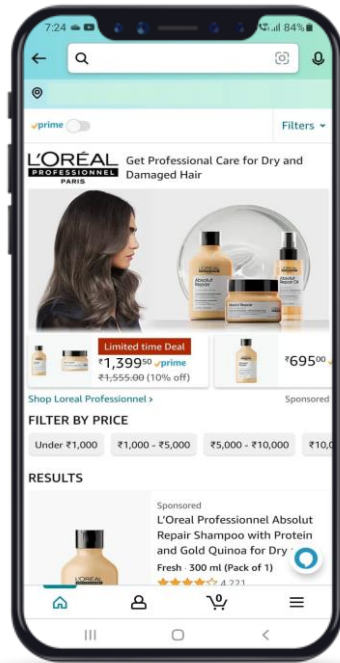
2. Map primary consumer touchpoints to establish visibility

Follow the consumer journey to identify role of various touchpoints

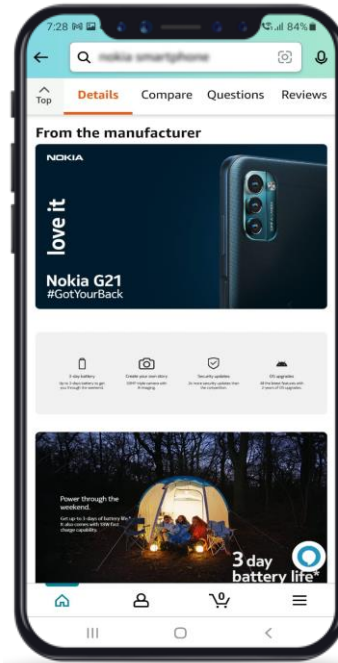
Product research through active consumption of information across touchpoints



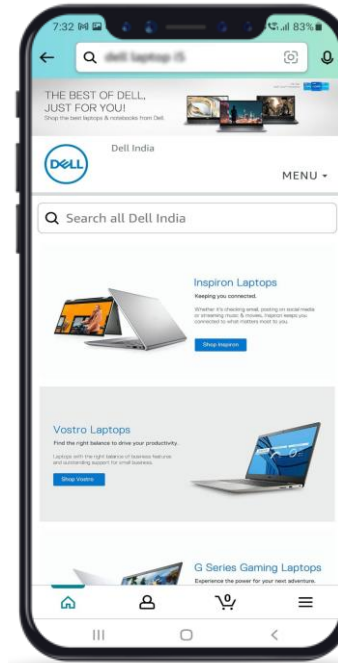
Homepage



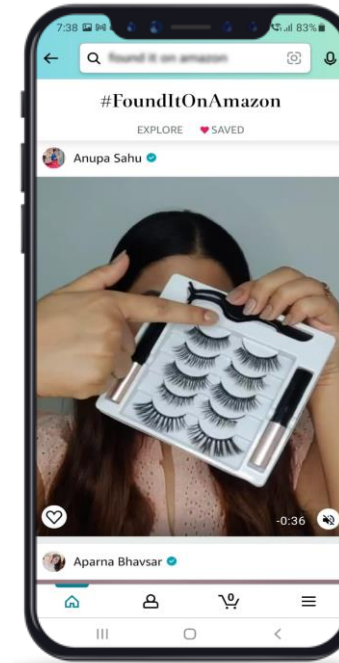
Search results



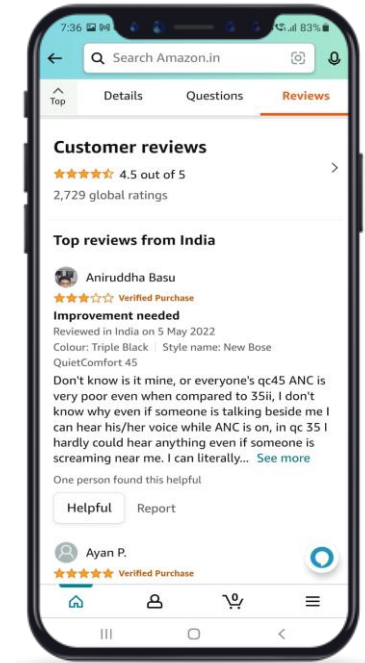
Product detail page



Brand stores



Influencer content



Reviews page

Establish Retail readiness for the most basic touchpoint : PRODUCT DETAIL PAGE

1

Image, videos and product title :

should match. Title Include key descriptive features such as size, color, and size packs

2

Customer reviews :

ensure min. 15+ to start with

3

Star rating :

min 3.5+

4

A+ enhanced marketing/brand content :

custom detail pages for storytelling enhancing consumer experience

5

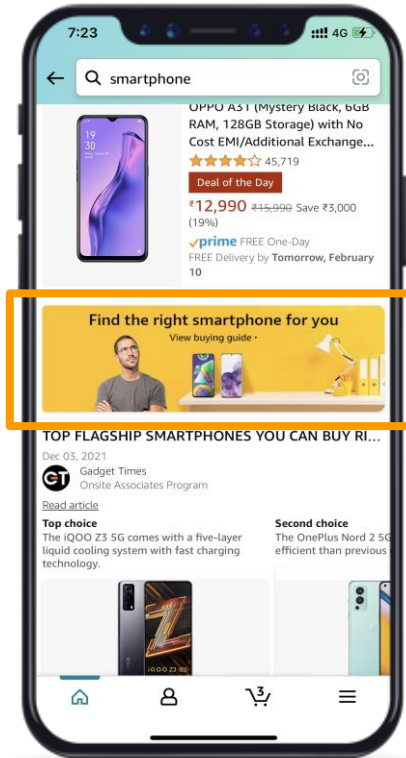
Inventory :

ads get paused if linked products go out of stock

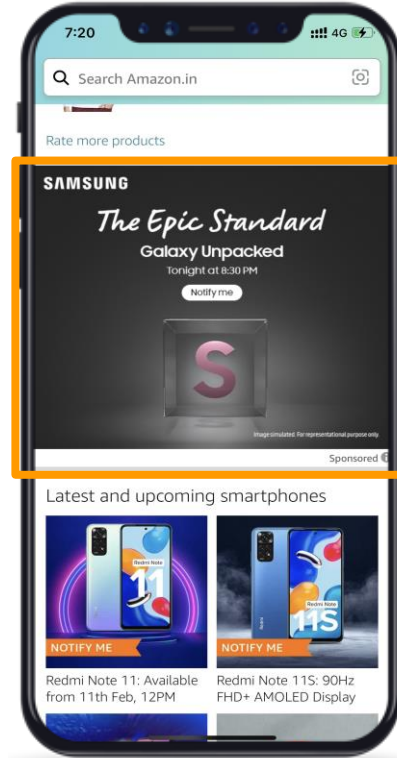
Read more on best practices for building an effective amazon product detail page [here](#)

Be present when consumers are actively researching

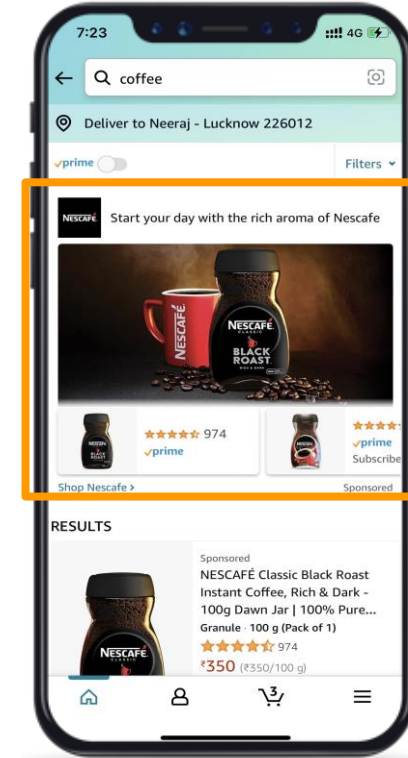
Online Associates program



Notify-me feature

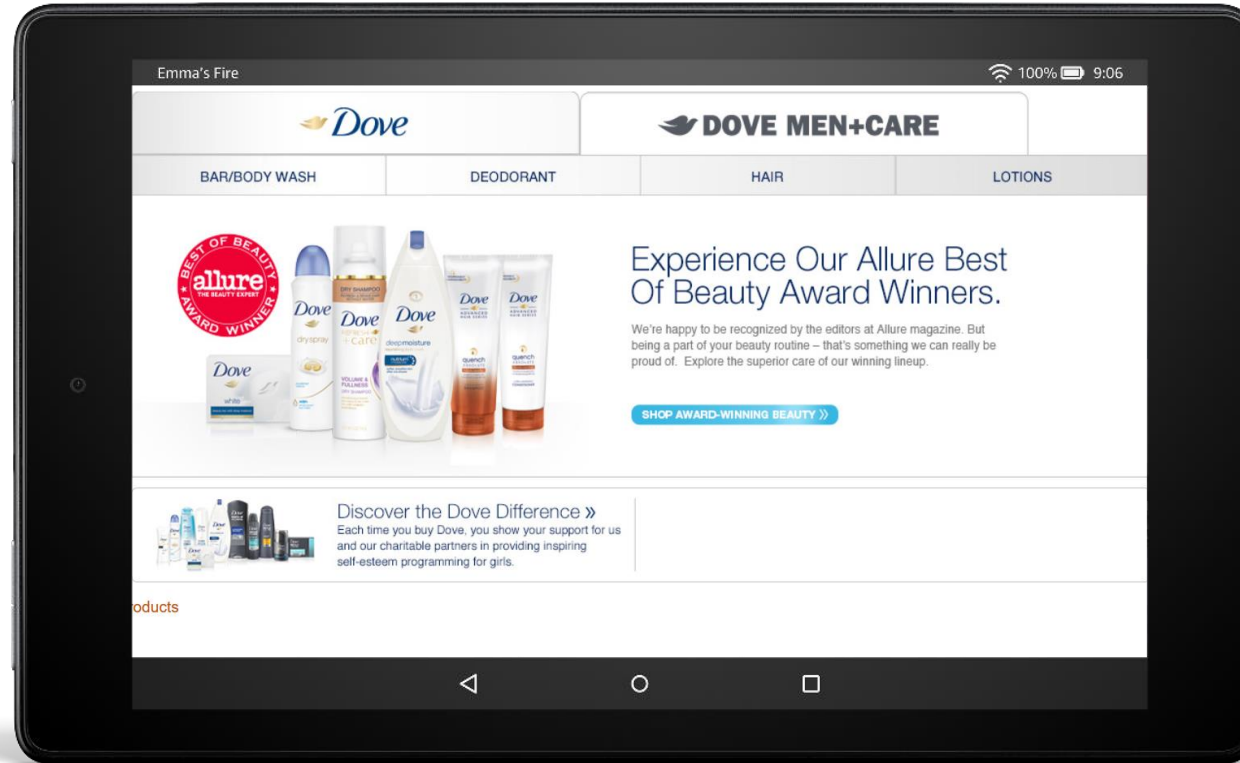


Sponsored Brands-top of page ad



Create branded shopping experiences

Amazon Stores



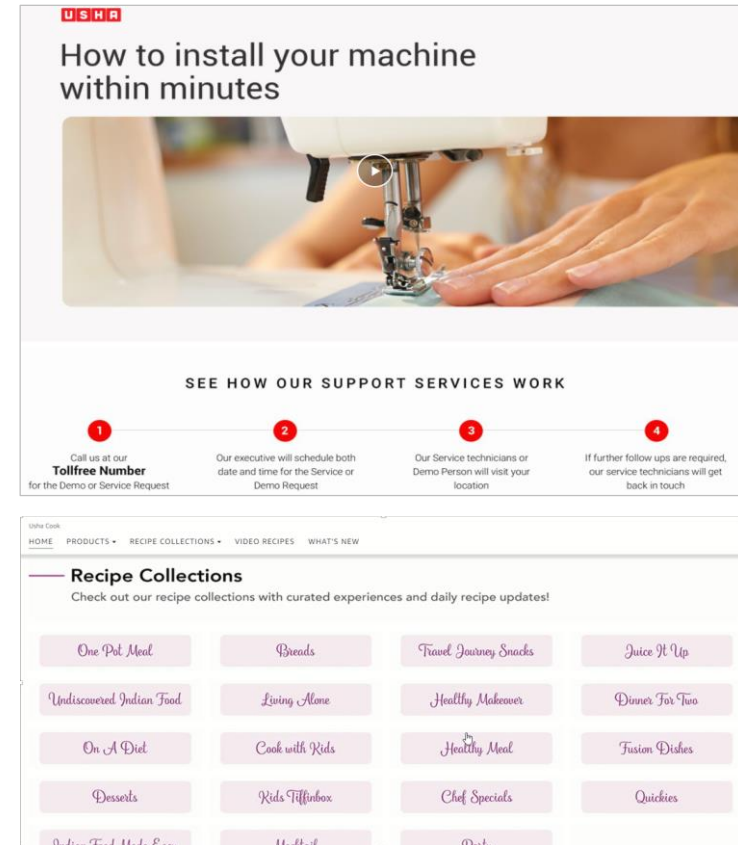
- Create single or multi-page Stores
- Showcase brand value and product selection
- Free self-service portal
- Discoverable with an Amazon ad, product detail page, or drive traffic from off Amazon
- Available to all vendors and brand owner sellers

Read more on best practices for building an effective amazon product detail page [here](#)

3. Create engaging consumer connections

Build Connections through Content marketing at organic touchpoints

USHA leveraged Amazon Stores to engage their audiences with >50 sewing lessons/recipe videos in 9 languages



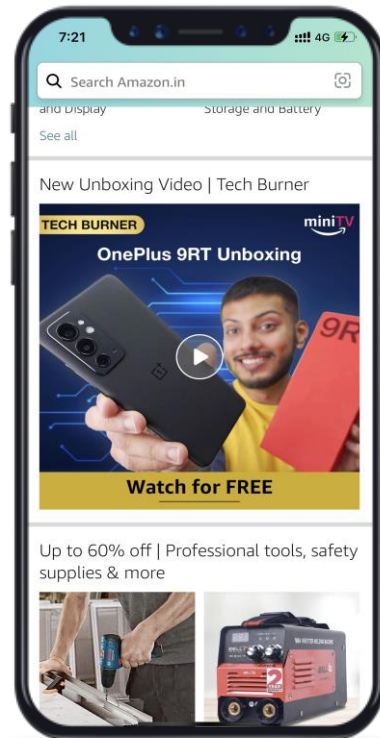
Engagement



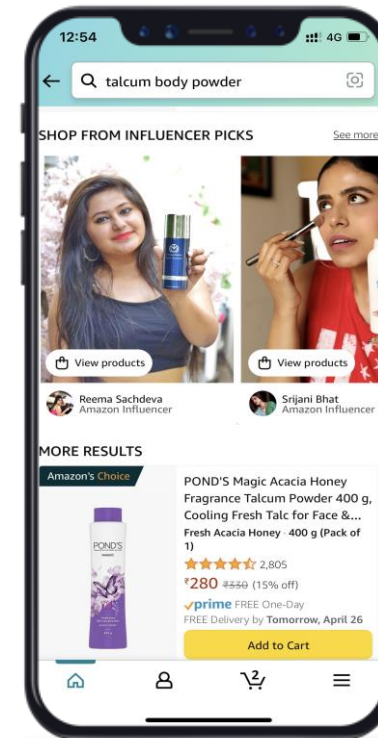
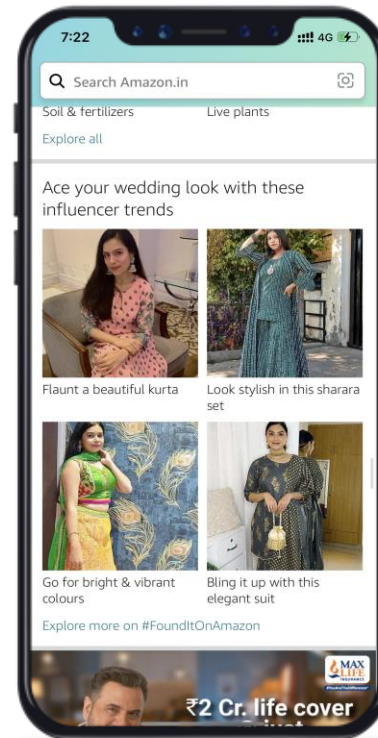
1.8x Dwell Time Vs Amazon
Category Benchmarks for
Stores

Drive discoverability through Influencers

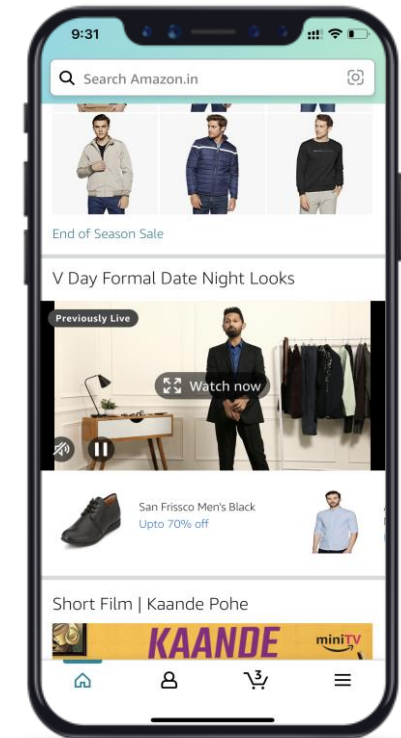
Amazon miniTV content integration with Influencers



Found it on amazon

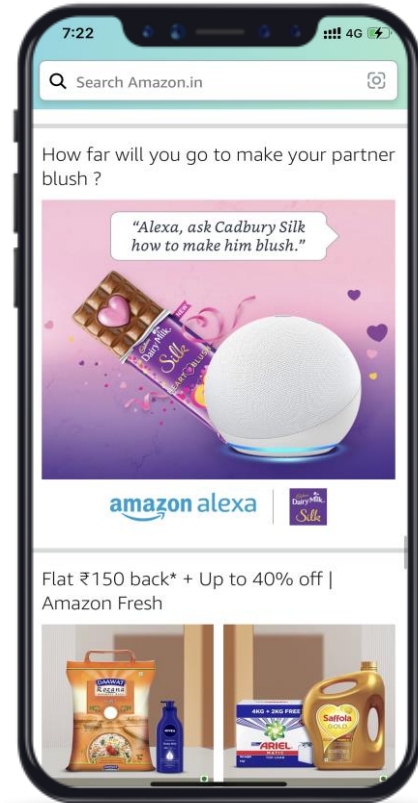


Livestream Launches

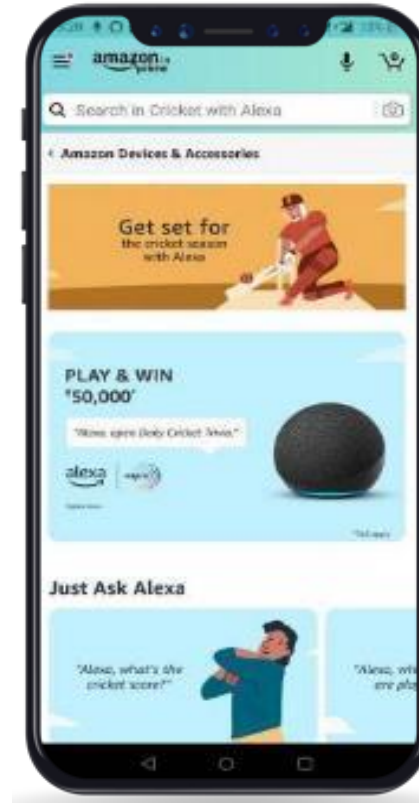


Drive thematic campaigns powered by Audio marketing

Cadbury Silk-Alexa led voice engagement campaign for Valentine's Day



Wipro Lighting-IPL Daily Cricket Trivia Alexa campaign



Build Impact visibility through native advertising on the largest screen in 'Connected households'



Ads on Amazon Fire TV devices are:



Viewable



Served in a brand safe environment



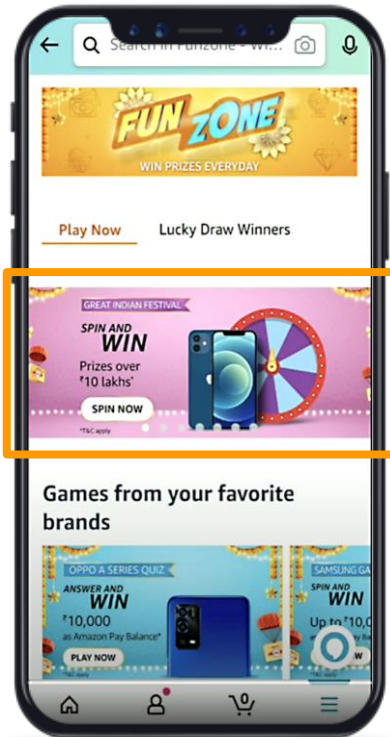
Engaging



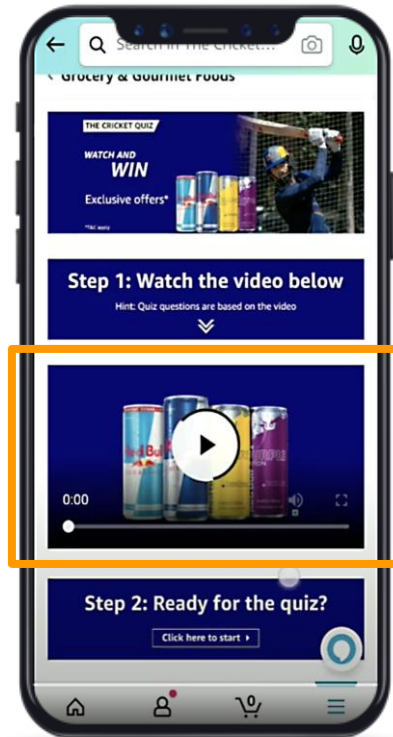
Engage on contemporary themes through Gamification

Red Bull leveraged GameX to build a video based quiz experience for cricket lovers during IPL'21

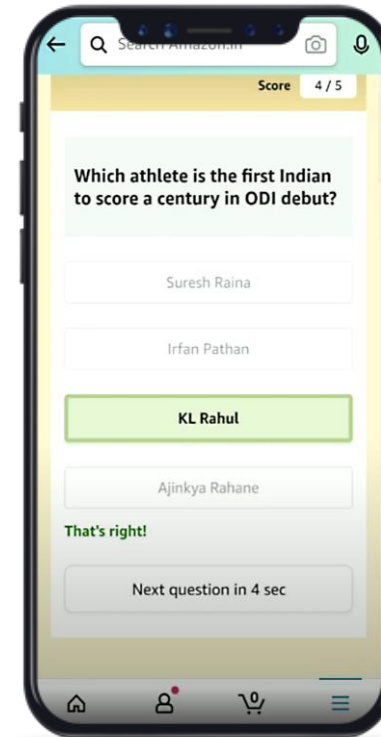
1. Red Bull GameX banner



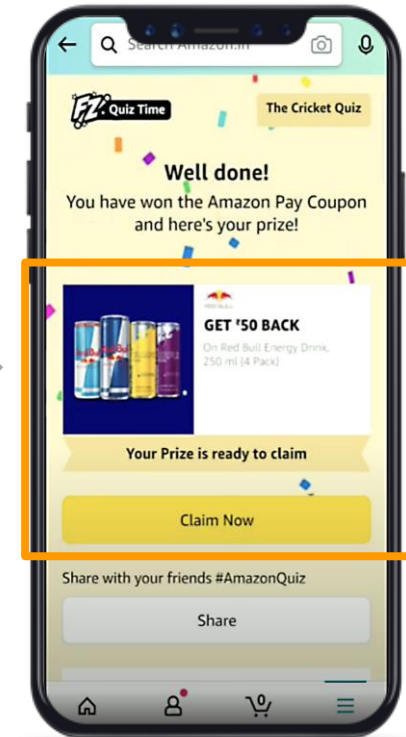
2. Watch the Video



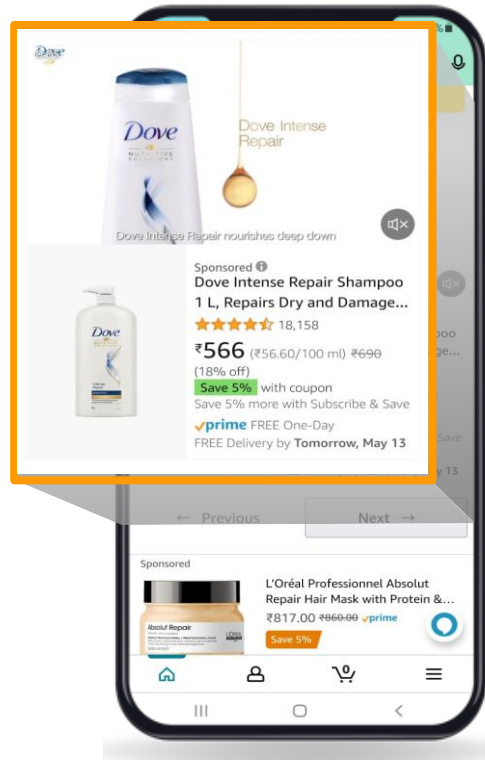
3. Attempt quiz



4. Redeem Coupon



Engage with active product researchers through short form videos



Sponsored Brands videos helps drive ~7X better engagement* than native visibility



Use-cases :-

- Unboxing (celebrity/influencer led)
- Education on 'How-to'
- Highlighting USP/differentiated features

Personalize through Dynamic creatives

Drive hyper personalization through DCO ads



Multi product feature experience



Vernacular messaging

4. Go Beyond : Innovate through Integrated Immersive experiences

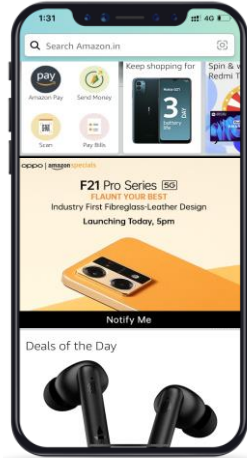
group*m*

+ WUNDERMAN
THOMPSON

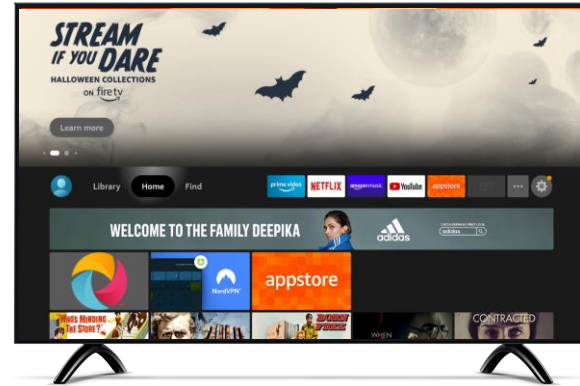
amazon ads

360 degree high decibel outreach for New launches

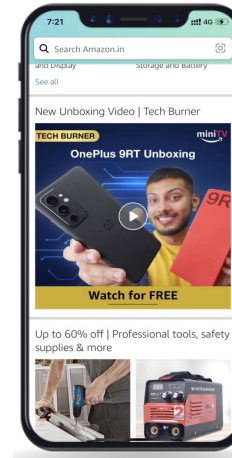
Pre-buzz through **SoV Roadblocks** on premium app inventory



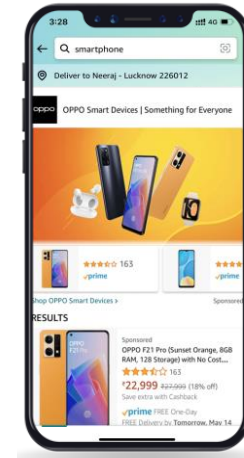
Impact visibility with Affluent Connected households on **Amazon Fire TV**



Influencer led buzz & Social Commerce campaign + In stream video -**miniTV**



Leadership in Search with **SB-banner, video ads**

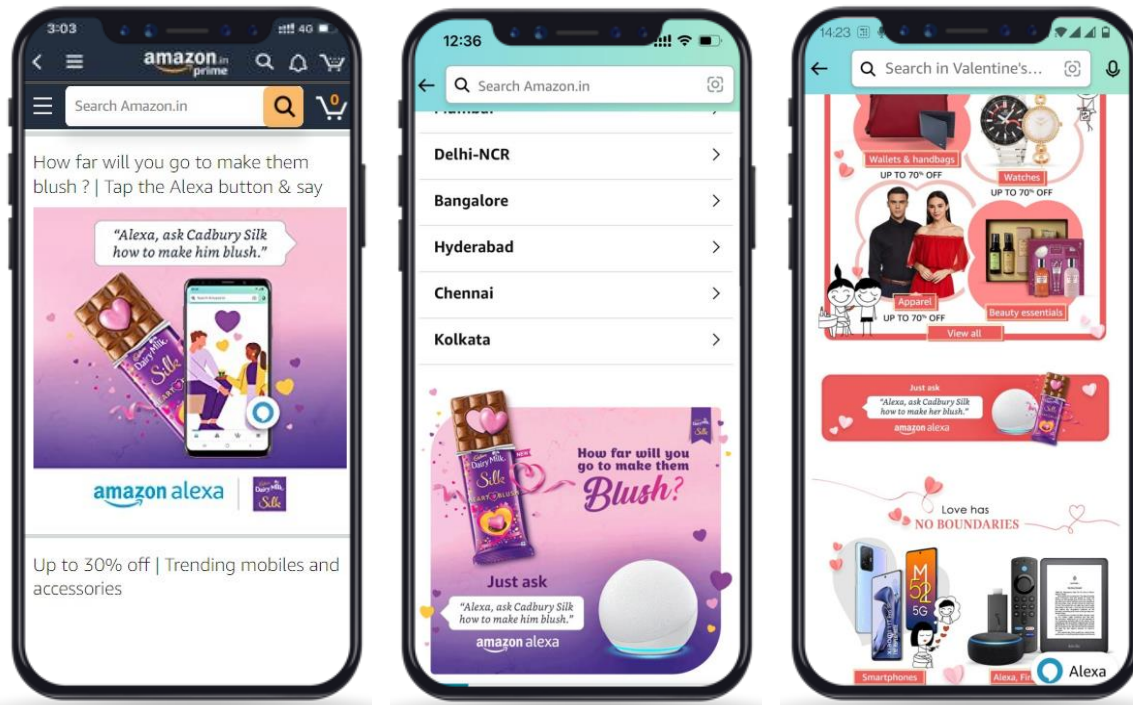


Build consideration through a rich **Brand store**

Delivering non-intrusive audio engagement to 'Connected' audiences

How Cadbury leveraged custom experiences built on Alexa and Audible platforms to engage Gen Z audiences around the Valentine's day theme and drive commerce

Spread awareness on the activity



Engage through the Alexa audio skill



Drive reach with Vernacular audiences

Luminous leveraged DSP video solutions led storytelling to engage audiences across India in 5 languages around the longevity of their batteries



Key takeaways



Digital Consumers are increasingly spending more time on emerging digital platforms and hence there is a need for a separate communication approach



Understand your TG better through 1st party audience intelligence insights to deliver customized experiences



Build optimal visibility at organic/advertising touchpoints and seek innovation through integrated immersive experiences

GROUPM
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Appendix

Resources :-

- [Building an effective Amazon product detail page](#)
- [Best practices for building Amazon Stores](#)
- [A guide to creating Sponsored Brands video ads](#)
- [Ad specs: Ad sizes and policies](#)
- [Amazon LIVE](#)
- [Amazon Influencer Program](#)