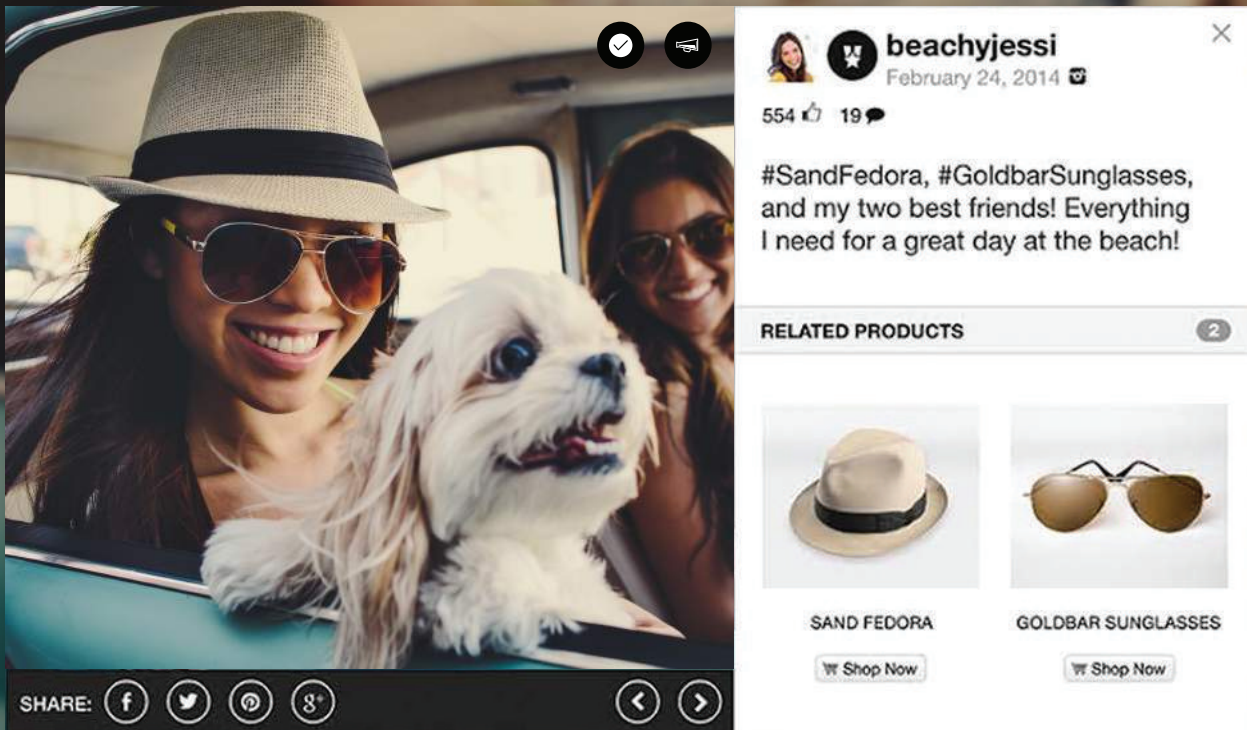







# E-Commerce product page must-haves.


3 strategies to increase product page conversions and revenue.











  **beachyjessi**  
February 24, 2014 

554  19 

#SandFedora, #GoldbarSunglasses, and my two best friends! Everything I need for a great day at the beach!

**RELATED PRODUCTS** 

	
<b>SAND FEDORA</b>	<b>GOLDBAR SUNGLASSES</b>
<a href="#">Shop Now</a>	<a href="#">Shop Now</a>

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## Executive Summary

As more and more brands start selling online, the competition for consumers' dollars has increased like never before. Brand marketers are faced with the challenging task of using various channels like SEM, SEO, email and social media to drive consumer traffic to their product page, then convert the visitor to a customer. Historically, e-commerce conversions hover around 1-3% depending on the type of site and its popularity. So how do marketers overcome the challenge of increasing product page conversions, driving revenue and reducing customer acquisition costs?

In general, consumers shop online because it's more convenient to make the purchase from the comfort of their home. However, the consumer doesn't always know which specific product will fully meet their needs and looks for help in making purchasing decisions.

So, how can a brand convert website visitors to loyal customers without the personal interaction of a salesperson answering questions, giving credible product recommendations and providing the confidence they need to make the purchase? There are many tactics marketers use to increase buyer confidence. However, following these 3 strategies will result in the highest increase of conversions, revenue, and loyal customers for your brand.

### 3 Conversion Strategies for Your Product Pages

1. UGC: Show social proof that the product is well liked and trusted by other customers, will meet their needs and is worth their investment.
2. Product Reviews: Answer consumer questions directly on the product page before they have a chance to leave the page and buy somewhere else.
3. Related Products: Show other relevant products so they can find one that is best suited for their needs.

**“There's a revolution in marketing, people are in control. We've never had a greater opportunity to connect with people.”**

– Marc Pritchard CMO of Procter and Gamble

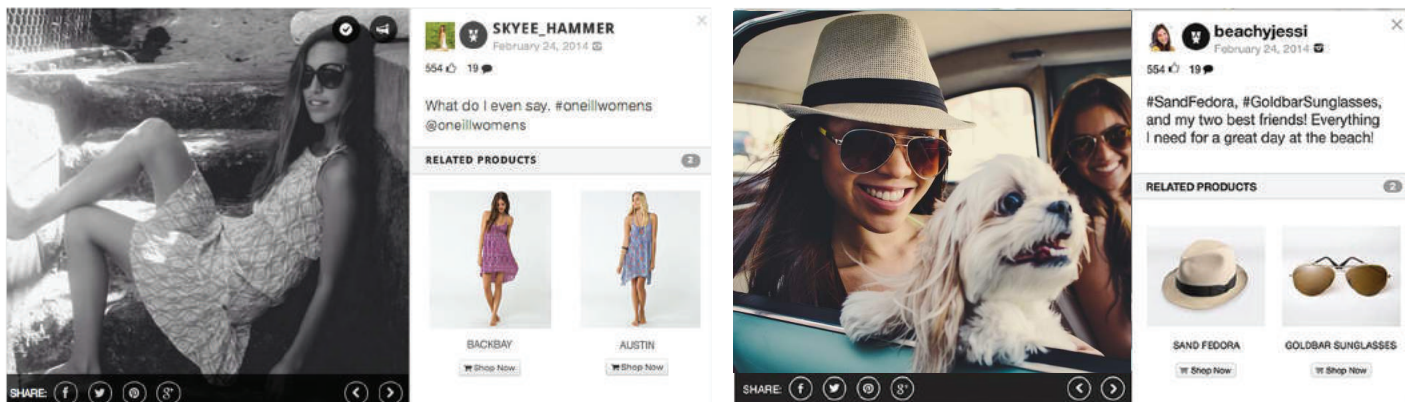
Product Page Strategy	Increase Conversions	Increase Traffic to Product Pages	Increase Engagement on Product Pages
SOCIAL UGC	✓	✓	✓
PRODUCT REVIEWS	✓		
RELATED PRODUCTS	✓	✓	

Brands must create a customer-centric product page that not only influences a consumer to make a purchase with logic, but also with strong emotion. The more a brand builds up the consumer's confidence, the more likely they are to create a loyal customer who keeps coming back.

## Key Takeaways

- Authentic consumer content such as social media posts and reviews lets consumers know they are not alone in their buying journey, and that gives them the confidence to make the purchase.
- UGC and product ratings and reviews may increase search engine traffic and reduce costs of SEM.
- The most effective product pages provide related products, so the consumer doesn't have to leave the page to search for a product that suits their exact needs.

## 1. Display UGC



## Why do brands need to display UGC on their product pages?

User-generated content – posted by real people on their personal social media channels – provides potential buyers with evidence that customers were so satisfied with their purchase that they wanted to spread the word to their network. Since the content is organic and authentic, it's more engaging and influential. And, seeing photos of the product in real-life scenarios gives these prospective purchasers a glimpse into what could be.

This social proof reduces buying anxiety and makes the digital purchase feel less intimidating. Proving that other consumers are happy with their investment boosts the buyer's trust. And brands that re-purpose UGC on their product pages increase conversions by 10% or more.

## How do brands display UGC?

Brands can leverage UGC in multiple ways to drive traffic to their product pages, and to convert potential consumers to loyal customers.

- **Drive traffic to product page:** Featuring UGC on a brand's newsletter, blog or social media channel encourages consumers to visit the product page to learn more about the item and hopefully, make a purchase.
- **Convert consumers to customers on the product page:** Displaying UGC directly on the product page is social proof the product is worth the investment.

**“Start harnessing the positive content generated by your advocates in your marketing campaigns. Get help from providers such as... ExpertVoice”**

– Richard Fouts, Gartner, 2013, Six Ways Digital Marketing will Blow Your Mind

## 2. Display Product Reviews



Brooks  
Ghost 11

*“By far the most comfortable pair of shoes I’ve put on right out of the box, they have a great fit and are comfortable all day. I needed a pair of shoes for work where I’m walking all day and these are absolutely perfect”*

*– Jordan Wheatley, Gander Mountain Retail Employee.*



### Why do brands need to display product reviews on their product pages?

Consumers will always have questions they want answered before they make a purchase, and if they can’t find the answer on your site, they’ll leave just as quickly as they came to do their research elsewhere. This leaves you vulnerable to the consumer exploring other options, potentially making their final purchase from a competing brand or e-commerce site.

Product reviews act as your digital sales team by influencing considering consumers with authentic testimonies of quality and value and by answering any questions they may have. Just like UGC, product reviews minimize anxiety and make the consumer feel as if they’re not alone in this decision. Positive reviews offer reassurance to the potential buyer that the purchase was a good choice for others, and could be for them. And since customers receive no personal benefit or gain for their reviews, these reviews are often viewed as a more honest and reliable source of information than the brand itself.

### How do brands display product reviews?

Displaying reviews directly on the product page in a highly visible location, without scrolling, will prevent the consumer from leaving your page quickly. The key is for the brand to show as much transparency as possible. Worried about negative reviews? Don’t be. When brands allow reviews – both good and bad – to exist on their product pages, this transparency creates a sense of trust with their consumers. And trust is essential to a great brand-consumer relationship.

Plus, brands that respond to negative reviews actually have a chance at stating their case, and changing the customer's viewpoint, further increasing brand loyalty.

### 3. Display Related Products



### Why do brands need to display related products on their product pages?

Featuring a variety of other related purchasing options on the product page can help boost sales, as the consumer is more likely to find what they're looking for. In addition, it increases the amount of time spent on the page and the average value of orders placed.

### How do brands display related products?

Brands should display related products directly adjacent to, or below the product the consumer is currently viewing. If related products are placed in the consumers direct line of sight, the opportunity for conversions increases.

## Final Considerations

Now that you know the 3 strategies to implement to increase product page conversions and revenue, discover how partnering with ExpertVoice can help you in these goals.

ExpertVoice is a community of more than 1 million vetted experts, industry professionals who are looked to for advice on what to buy. By joining forces with ExpertVoice, brands are able to develop relationships with these experts and obtain credible, authentic reviews and UGC – content that can, and should, be included on product pages.

Explore how ExpertVoice can boost your sales and help your consumers have a better buying experience by visiting [www.ExpertVoice.com](http://www.ExpertVoice.com)

## Relevant Statistics

- 81% of U.S. online consumers' purchase decisions are influenced by their friends' social media posts versus 78% who are influenced by the posts of the brands they follow on social media. (Source: Market Force)
- 79% of U.S. social media users use social sites to look up information and get recommendations. (Source: Netpop)
- 43% of consumers are more likely to buy a new product when learning about it on social media. (Source: Nielsen)
- 58% of consumers share positive experiences and seek advice from friends and family when they talk about brands on social media. (Source: SDL)
- 83% of consumers say it would be important to read user-generated content before making a decision about banking or other financial services. (Source: Bazaarvoice)
- Over half (51%) of Americans trust UGC more than on a company website content (16%) or news articles about the company (14%) when looking for information about a brand, product, or service. (Source: Bazaarvoice)
- Consumer reviews are significantly more trusted - nearly 12 times more - than product descriptions from manufacturers. (eMarketer)
- 63% of customers are more likely to make a purchase from a site which has user reviews (iPerceptions)
- Visitors who read reviews have a 6% higher average order value than those who don't (Bazaarvoice)
- Customer reviews create a 74% increase in product conversion ([http://www.peopleclaim.com/Default\\_V5.aspx#the-review-of-reviews](http://www.peopleclaim.com/Default_V5.aspx#the-review-of-reviews))
- Reviews drive 18% higher loyalty and 21% higher purchase satisfaction

## About ExpertVoice

As the world's largest advocacy marketing company, our mission is to help consumers have confidence in what to buy. By empowering consumers through trusted recommendations, we help brands sell more. Discover how our rapidly growing community of brands and experts are improving sales performance by visiting [www.ExpertVoice.com](http://www.ExpertVoice.com).

## Who uses ExpertVoice

Brands and retailers use ExpertVoice to increase sales by leveraging credible recommendations from credentialed experts – industry pros and retail sales associates – that help consumers have a better buying experiences.

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 [expertvoice.com/business](http://expertvoice.com/business)

 [sales@expertvoice.com](mailto:sales@expertvoice.com)

 888.814.4764

