



BEST PRACTICES FOR INTEGRATING CONTENT AS A DRIVER FOR B2C E-COMMERCE

Project Sponsor

Footlocker.com/Eastbay

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December 2011

Executive Summary

This report contains the comprehensive findings from our research on Best Practices for Integrating Content as a Driver for B2C E-Commerce. The goal of the project is as follows:

Research best practices among leading Internet Retailer companies and other innovative e-commerce sites for integrating content (original, licensed or user-generated content) into the shopping experience or brand imaging on the Web site, and benchmark Eastbay.com against these best practices and provide recommendations for enhancing content integration on Eastbay.com

The methodology that was followed consisted of four main stages:

Preparation: The project team met to define goals and clarify objectives. Content was defined in order to create a baseline for the duration of the project. We defined content as follows:

Information or attraction that adds special value to a website for users; the value can be such as emotional, sentimental, or entertainment.

Content is information and experiences that may provide value for an end-user/audience in specific contexts. It can be offered in tandem with products and services or integrated from multiple sources to create value-added output.

Content can be in the form of:

- Videos
- Articles
- Pictures
- Interactive Activities
- Product Reviews
- Blogs

First Round Evaluation: First, we defined the criteria to use to select approximately 100 companies from the Internet Retailer Top 500 list for the first round analysis. A spreadsheet was created to standardize the data, and the first round analysis was conducted. The data recorded on each company included: types of content, if content was located above the fold, the location of content on website, and the location of content on the page.

Second Round Evaluation: 23 companies from the first round were selected for in-depth analysis in the second round. The selection was based on the company's target market and use of content. Criteria were defined and a rating system was created for standardization.

Analysis: The data that was collected from the Second Round Evaluation allowed us to create statistics summary, Company Bests by Category, and our final recommendations.

Out of the companies that were analyzed, three were selected as the overall best examples of how to integrate content marketing into a website: REI, Tennis Warehouse, and Under Armour. Recommendations for Eastbay fall into three main categories: product links, content repository organization, and professional athlete integration.

Acknowledgements

Our project team would like to take this opportunity to thank the following individuals who invested the time and energy to make this project happen. We greatly appreciate their help and recognize that they are part of the reason that we completed this project successfully.

Eastbay Brand Director: Sean Cummings	E-commerce Strategist: Jimmy Chung
Director of Multi-Channel Media: Steve Kassnel	Content Analyst: Trayce W. Skogstad
Internet Marketing Manager: Brian Veenendaal	Marketing Analyst: Adam Eiler

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