

The logo for Quill, featuring the word "Quill" in a white, minimalist, sans-serif font. The letter 'Q' is a simple outline, while the 'u' and 'i' are solid. The background is a dark grey-blue with a large teal-colored shape that curves across the top and right sides.

Today's ecommerce content challenge

Ed Bussey, Founder & CEO, Quill



Today's consumer challenge

Overwhelmed by the extent of
choice available online

Struggling with
information overload

Exposed to **poor** quality
content and advertising





Today's business challenge

Distracted consumers,
always-on across multiple
channels and devices

Increased competition
reduced ad effectiveness

Rapidly expanding product
ranges and language
requirements



Businesses selling products online
are increasingly turning to content to
solve these challenges





What is content?

Ask ten people how they would define content, and you will get ten different answers



Content is too ambiguous to define

Matthew T Grant
Aberdeen Group



Compelling information that informs, engages or amuses

Joe Pulizzi
Content Marketing Institute



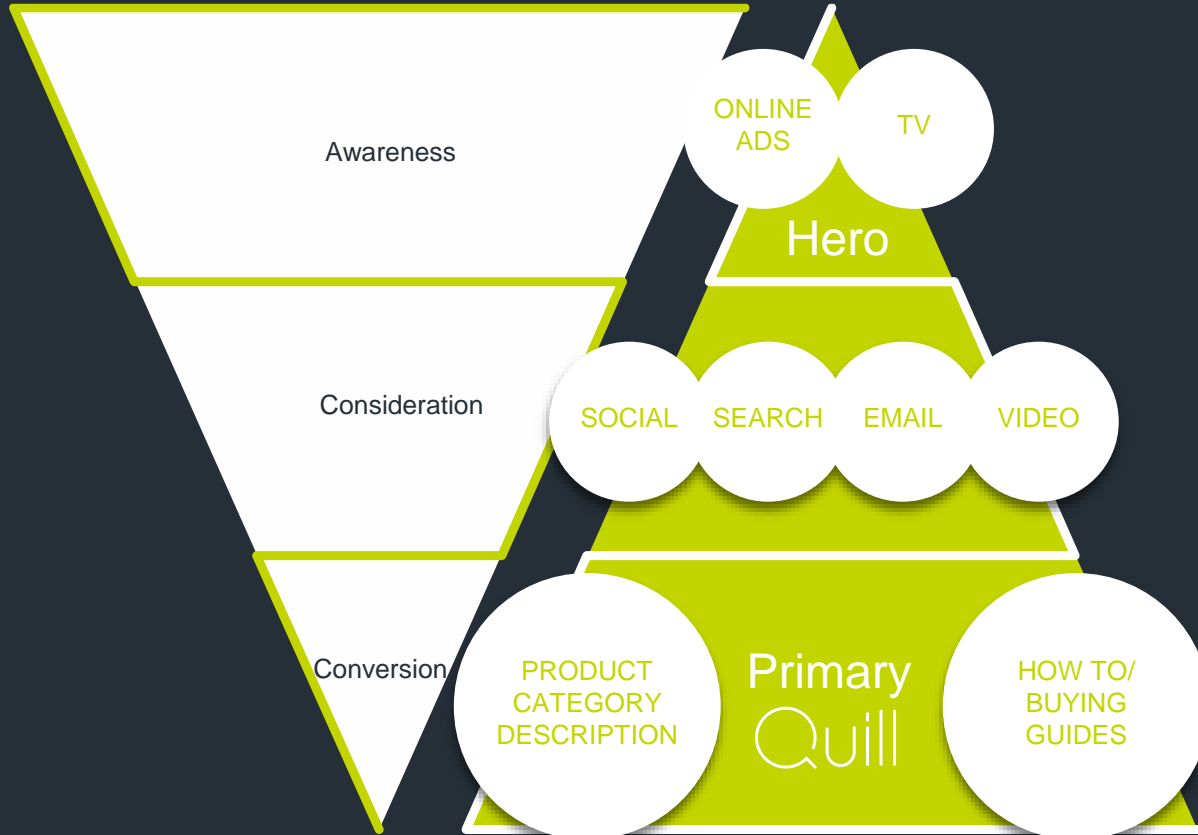
The answers to customers' questions

Barry Feldman
Feldman Creative



Content supports the customer journey

PURCHASE JOURNEY



CONTENT PURPOSE

◎ BRAND LED

Low volume, campaign-led, inspirational, brand-elevating
Purpose: Loyalty/Advocacy

◎ PERSUASION LED

Timely, topical, engaging, brand differentiating
Purpose: Engagement

◎ SALES LED

High volume, evergreen, accurate, informational, compelling, brand-compliant, SEO-friendly
Purpose: Conversion

CONTENT LANDSCAPE



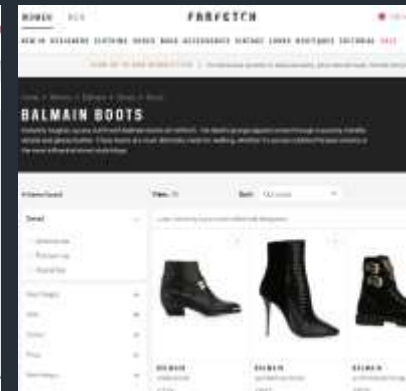
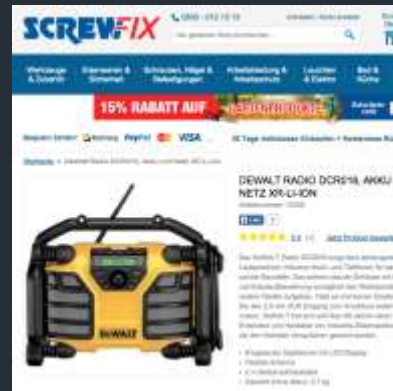
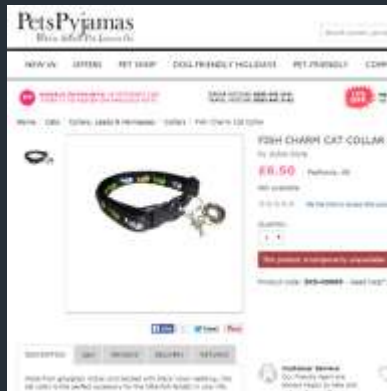
Primary Content

/n: the core online information at the penultimate point of the purchase journey that takes consumers from browsing to basket – and beyond



Primary Content: Retail

Examples: Product and category descriptions, buying guides, how to guides, catwalk style videos



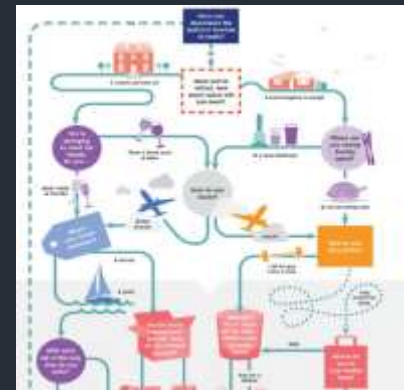
Primary Content: Travel

Examples: Hotel descriptions, resort guides and descriptions, destination guides



Primary Content: Finance

Examples: Product and topic guides, how to guides, FAQs, thought leadership





The four benefits of quality Primary Content

Improved search rankings/organic traffic

Increased conversion rates

Increased average order values

Reduced reliance on paid advertising



INCREASE ONLINE REVENUES MORE EFFICIENTLY



But the fundamental question regarding content is no longer **Why** or **What**
It's...



How?



Today's content challenge

The main challenge of creating Primary Content of a consistent quality – efficiently, at scale and at speed – is an operational one



The requirements of a best in class content approach

REQUIREMENT

QUALITY

Deliver ROI through accurate, high-quality content, in a consistent brand tone of voice



SCALE

Deliver high volumes of content across multiple topics, formats and languages



SPEED

Agile, efficient content production ensuring speed to market



The requirements of a best in class content approach

REQUIREMENT

QUALITY

Deliver ROI through accurate, high-quality content, in a consistent brand tone of voice



EXPERTISE

BEST PRACTICE OUTPUT

- Clear in-house and/or agency ownership
- Integrated across brand/marketing channels
- Defined objectives and strategy
- Specialist topic, language and editing expertise
- Continuous measurement and data-led optimisation

SCALE

Deliver high volumes of content across multiple topics, formats and languages



RESOURCE

- Sufficient resource and budget
- Able to produce content quickly and cost-effectively

SPEED

Agile, efficient content production ensuring speed to market



PROCESS

- Always on
- Efficient, multi-language production processes
- Supported by technology

The requirements of a best in class content approach

REQUIREMENT

QUALITY

Deliver ROI through accurate, high-quality content, in a consistent brand tone of voice



EXPERTISE

IN PRACTICE OUTPUT

- Lack of ownership or integration
- Competing and overlapping agencies
- No objectives or strategy
- Inconsistent quality and tone of voice
- No measurement or optimisation

SCALE

Deliver high volumes of content across multiple topics, formats and languages



RESOURCE

- Insufficient predefined budget
- Time and resource-intensive to recruit and manage
- Efficiency decreasing as operations scale

SPEED

Agile, efficient content production ensuring speed to market



PROCESS

- Ad hoc content production
- Inefficient manual processes
- Slow to expand or replicate in other markets

Why we exist



Why we exist

We produce content that drives online sales.

We specialise in helping businesses efficiently use content to take consumers from browsing to basket – and beyond.





What makes us unique

**Global
Network**

Platform

**Managed
Service**





What makes us unique

Global Network

Always-on, screened specialists creating accurate content across an unparalleled number of topics, formats and languages

Platform

Technology-led quality control and production process to deliver scale, speed and efficiency

Managed Services

In-house project management to guarantee high quality service



Who we work with

SHOP
DIRECT


HOUSE OF FRASER

FARFETCH

Boden

SCREWFIX


Gloverall
ENGLAND

STANLEY
TRAVEL



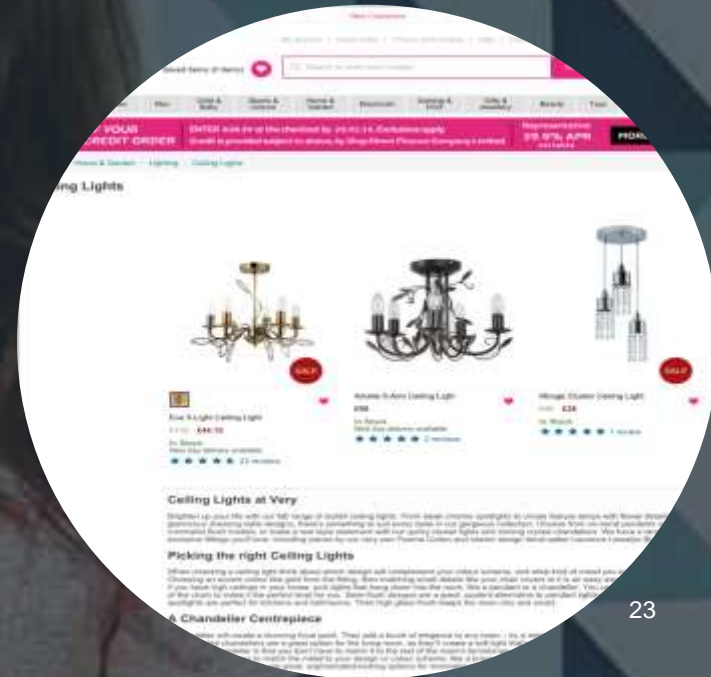
Google



Shop Direct

Creating inspiring product and category descriptions for Very.co.uk, Littlewoods and Isme

- ◎ 25% year on year growth in SEO traffic since working with us in 2011
- ◎ 35% increase in expected traffic
- ◎ 33% improvement in top 10 rankings
- ◎ 50% of phrases on page one



Thank you

Quill

Thank you

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