dynamicWEB®

amazon.com

PIXmania.com

Google

ebaY

PriceRunner

facebook

dynamicWEB®

twitter
Linked in
Google+

XML
{JSON}

Reach a larger audience and increase sales through multiple channels

White paper about Multi-Channel Publishing focusing on the Ecommerce opportunity

Content

Legal disclaimer!

The white paper describes marketing initiatives, which may be restricted according to law in different countries. Dynamicweb recommend that you consider local rules and seek proper legal advice before implementing.

1. Why read this white paper?

Online business is a numbers game. Each consumer is only going to buy from one shop out of thousands, meaning that only one company will benefit from that specific order. Companies are therefore in need of the best possible and most efficient use of the various online distribution channels, in order to exceed the competitors in the continuous struggle to gain more customers.

As a result, multi-channel publishing has become more and more critical. You need to distribute your content and products through many different channels and across many platforms in order to maximize sales and to extend your customer reach. It can be complex and demanding process without the proper platform, but the benefits will definitely be worth the effort:

- **Get more attention and increase your sales** by publishing your content through many different channels, which will generate more customers and reinforce brand recognition.

- **Let customers to interact** by enabling them to use their favourite channel when interacting with your business.

- **Gain more touch points** allowing you to collect more data. This data can help you develop a better understanding of where your promotions work best and measure your success.

- **Maintain brand consistency** as you manage your brand reputation through different channels and across many platforms.

The above-mentioned benefits are some of the most important, but multi-channel publishing can support various business scenarios.

This white paper will give you a more detailed introduction to multi-channel publishing. It will introduce different channels and use scenarios where companies can benefit from multi-channel publishing, all combined with a detailed introduction to Googles Merchant Center.

The last section will focus on how multi-channel publishing work in the Dynamicweb Platform.

Author:

Christian Beer, CEO, Dynamicweb
cb@dynamicweb.dk

Co-founder of Dynamicweb and deeply involved behind many of the go-to-market concepts that Dynamicweb is currently executing.

dynamicWEB®

2.   What is Multi-Channel Publishing?

Multi-Channel Publishing means delivering content to your audience in many ways at the same time. Some people might read your content on your website using a desktop, while others might access your content via social media using mobile phones or tablets. Others might see your content from a display in a physical store or find your products on websites like eBay, Amazon etc.

The possibilities with Multi-Channel Publishing are numerous and companies can leverage their content in many different channels. However, managing the channels and different types of content can be a complex process and requires technology platforms that support the incresed complexity.

The illustration below shows some of the most important channels to consider in relation to multi-publishing.

2.1 Social Media Publishing

Getting your content to the social media platform is an excellent way to interact with your customers and also an efficient way to generate valuable traffic.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their own social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and is a relatively inexpensive platform.

The challenge with social media is, of course, how to cross publish your content to all the social networks in an efficient way if you do not have multi-channel capabilites implemented in your online platform. In section 4 we will describe how these exact capabilities are included in the Dynamicweb solution.

2.2 Publish to any channel using JSON and XML

With technologies like XML, JSON or HTML (content services) you can deliver data to numerous applications in order to support your multi-channel setup. The possibilities are endless, but we have listed some of the more common used scenarios:

- **Native mobile apps**
  Native apps access your content or products via services, which allows you to reuse content from your current website or ecommerce platform.

- **In-store kiosk**
  If your in-store kiosks are implemented as native applications, then the multi-channel platform is capable of delivering content via content services, similar to the native apps.

- **Partner sites or portals**
  Expose data for a third party via content services and use it for co-branded microsites or on partner portals etc.

- **Print catalogues**
  Multi-channel capabilities are still very valuable for managing printable content and deliverables, especially if there is a possibility of tight integration between the print document format and the platform for data. Images, however, still require DAM functionality since images for print and online differ in format.

2.3 Ecommerce Publishing

With multi-channel ecommerce, a company can leverage its products to various marketplaces like eBay, Amazon and Google Merchant.

A marketplace is an online store offered by Amazon, eBay etc. where other companies can sell their products. It a unified place where customers can view catalogues, compare prices and make orders via online payment gateways. Listing your products at a marketplace therefore offers a unique and efficient opportunity to reach a larger audience.

The challenge, however, is managing multiple marketplaces for your business. Your products are typically stored in your own ecommerce store, but how to distribute to other marketplances like eBay, Amazon, Pixmania and Google Merchant might be a technical challenge for many businesses, since it requires updated data and integration on stock levels, prices etc.

In the next section we take a closer look on what Google Merchant Center is and how to distribute your products here.

3. Publishing your products to Google Merchant Center

One of the relatively new marketplace possibilities is introduced by Google and called Google Merchant Center.

The Google Merchant Center is a tool where you can upload your product listings to be used for Google Shopping, Product Listing Ads, and Google Commerce Search.

Since Google is the most powerful search engine we expect, that the Merchant Center will gain traction and we will therefore elaborate more on this specific service.

Google is the most powerful search engine so we expect that the Merchant Center will gain traction fast.

Read more about Google Merchant Center on the website:
https://support.google.com/merchants/answer/188493?hl=en

In the following we will elaborate on Google Shopping and Google Product Listing Ads.

3.1 Google Shopping

Google Shopping offers a quick and easy way for shoppers to find product listings on Google.

According to Google, the service offers the following advantages:

- Attract more potential buyers since Google Shopping helps you to reach shoppers while they are searching for items to buy on Google.

- Control your product information since you can maintain the accuracy and freshness of your product information, so your customers find the relevant and current items, which they are looking for.

It is a feed-based promotion product, as you know from Ad Words, so you can promote your product including prices and images directly in Google search results as seen in the illustration below.

Google Shopping is currently only available in selected countries. Please visit [Google Merchant Center](#) for more information.

In a multi-channel ecommerce setup, Google Shopping might be an attractive publication channel assuming that you are operating in markets where the service is available. But as with Ad Words the service will cost you either per click.

3.2 Google Product Listing Ads

Google Product Listing Ads appear when someone searches for your products on google.com and google.com/shopping. Google will show the customer a picture of your item, its price, and your store name. Customers who click on your ad will be directed to your website where they can buy your item. With Product Listing Ads, you will be charged if someone clicks on your ad and lands on your website. In that way you will only pay when Google directs a customer to your store.

Google Product Listing Ads are currently only available in selected countries. Please visit Google Merchant Center for more information.

According to the research company Econsultancy, http://econsultancy.com , an analysis of more than 270m global impressions and clicks shows that the CTR (Click through Rate) for Product Listing Ads was 73% higher than standard text Ads, and more importantly, the conversion rate was 35% higher. Furthermore, the average CPC (Cost per Click) was 36% lower meaning that the ROI achieved with Product Listing Ads is 46% better than with standard ads.

3.3 Getting started with Google Merchant Center

In order to get started with Google Merchant Center you should consider the following basic tips:

- Sign up for Product Listing Ads (you need an AdWords account and a Merchant Centre Account to get started).

- Make sure your product feeds are working efficiently, and not showing things like out of stock products, or sizes with no availability on your site. You do not want to run out of stock, especially not if is still showing in your feeds; you will end up paying for clicks from potential customers who eventually are unable to purchase the product seen in your Product Listing Ad. If your product feeds work properly by linking your ad to your inventory, then you will only advertise products that are currently in stock. If you are running low on stock, then decide at what level you should pause your product ads, or change the ad copy to reflect the limited availability. If there is work that needs to be done on your feeds, get it done before you have to pay for the clicks.

- Plan your bidding strategy and targets in advance. The new system will show results based on both relevance and bids, so apply the same level of thought to your approach on bidding on Product Listing Ads as you apply to other PPC ads.

- Optimize the landing pages on your site. Now you are paying for clicks from the shopping pages, so make sure that each user lands directly on the product page from which they can purchase. Make it as easy as possible to convert; these are people who are actively looking to shop.

- Optimize your product names and images. Make sure your full product name shows up in the ad. For example, if you are selling luxury king-size bed linen, then make sure the word 'linen' is clear in the ad – otherwise you will probably end up paying for clicks from people who intended to buy a king-sized bed.

4. Multi-Channel capabilities in Dynamicweb

Dynamicweb has several multi-channel capabilities and can expose content services by using XML and JSON. A couple of the capabilities are listed below in order to provide inspiration to the potential use of the platform.

Product Publishing

Dynamicweb has the capability to create product feed for all marketplaces including Google, Amazon and eBay using the product publishing function released in version 8.4
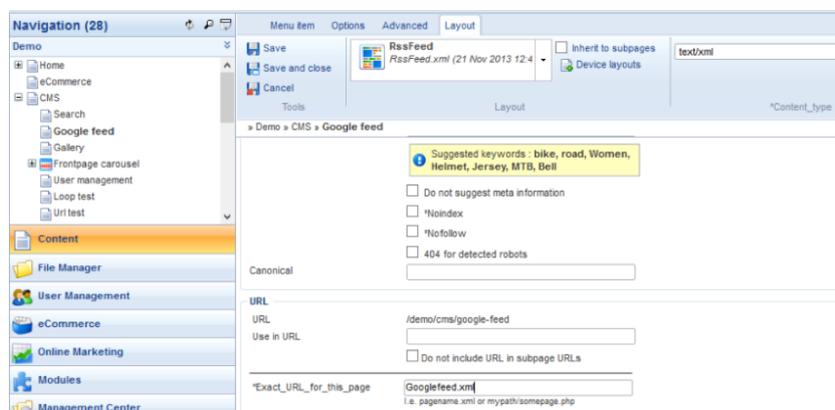

Social Media Publishing

With Dynamicweb you can update your site and share the update with your social network in one process. You do not need multiple logins to publish your content or products to Twitter or Facebook – everything is done in the same interface and in one single process.
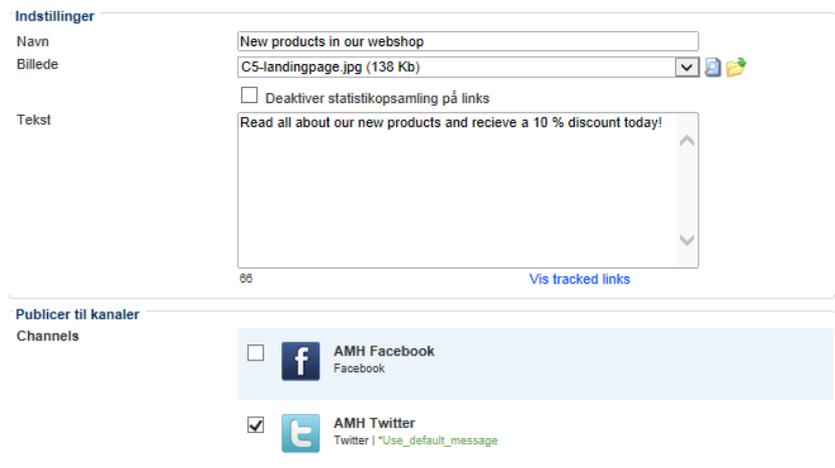
Integration Framework

Multi-channel experience requires data integration with other platforms like ERP systems and other data sources. Dynamicweb is an expert at this and provides an integration framework capable of integrating with any given system. Explore the integration Framework by downloading our white paper at www.dynamicweb.com.
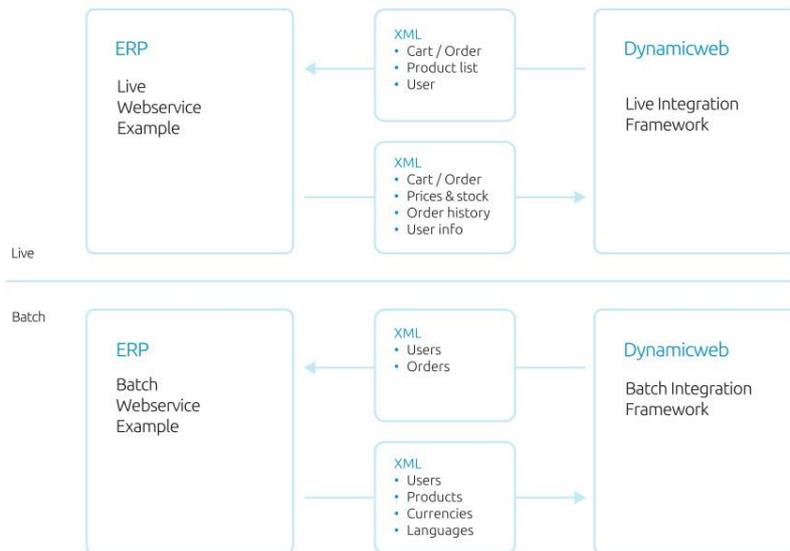
About Dynamicweb

Dynamicweb is a leading software company developing products that help you grow and optimize your online business. Our All-in-One Business Platform combines Content Management, Ecommerce and Marketing capabilities to create powerful customer experiences across all channels, which increases conversions and optimizes customer lifetime value.

Today, thousands of businesses run more than 12,000 websites with Dynamicweb. We are expanding our services internationally in close corporation with 200 certified partners in 13 countries.
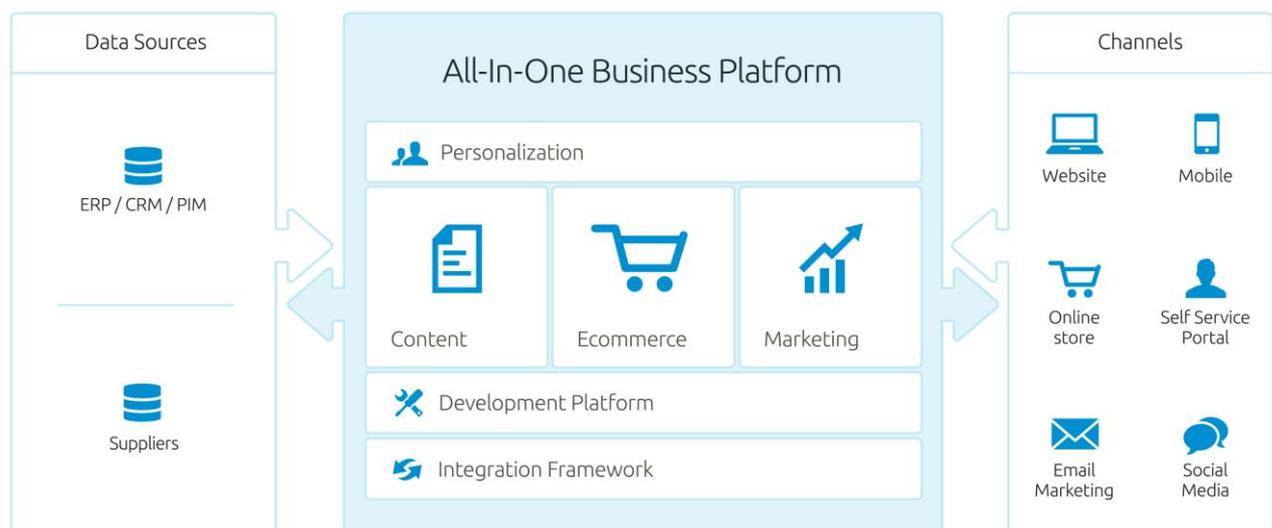
One platform for your (whole) digital world

Dynamicweb's All-in-One Business Platform brings the digital world together in one powerful platform. It empowers you to deliver great online experiences across channels.

The Dynamicweb difference means that all you need for Web Content Management, Ecommerce and Marketing is available in just one platform. With Dynamicweb, all your content can be reused and personalized – your customers get the benefit!

Find out more www.dynamicweb.com.