

# ONLINE TRADE MARKETING DIGITAL LIBRARY CHEAT SHEET

This cheat sheet has been created by WrightObara to aid you in your online trade marketing efforts. Here's a list of items we suggest you collate into a digital asset library for each product you have. This will ensure you provide the right information and marketing material to your online retailers to maximise sales opportunities.



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## KEY VISUAL

- This should be the hero image which should be used across all media. N.B. You may need to create a landscape and portrait version of this image to be used in different situations.
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## PRODUCT COPY EXCEL SPREADSHEET

- Create a short, medium and long product description as a guide short (up to 10 words), medium (up to 25 words) and long (up to 50 words).
  - Create a list of product features. For each write a short, medium and long description.
  - Create a list of product benefits. Relate each benefit to a feature. For each write a short, medium and long description.
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## PRODUCT SPECIFICATION SHEET

A spec sheet should contain:

- Dimensions
  - Details about your product – such as technical features
  - Product materials
  - Packaging dimensions
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## PRODUCT PHOTOGRAPHY

High-quality photography showing your product from different angles. Create a brand style for your product photography and stick to it. When products are grouped together you can see they all come from the same family.

- Ensure your images are web ready (RGB jpeg at 72dpi)
- Have small, medium and large images for use in different scenarios
- Front
- Back
- Sides
- Three-quarter perspective
- Close-ups:
  - Highlighting feature
  - Highlighting product detailing
  - Highlighting texture or materials

### Also consider:

- Photography that shows scale
- If your product is powered, show it switched on and off
- Different colours available

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## LIFESTYLE PHOTOGRAPHY

Lifestyle photography helps to bring your product to life. Things to consider:

- Think about your target audience (buyer persona) and make sure any models you use fit this demographic.
- Does the location match your product branding and fit with your target audience?
- Does the photography match your product branding? Should it be stylishly sophisticated or dynamic and edgy.

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## PRODUCT VIDEO

- A product video is a great way to bring your product to life. Viewers get to see the product from different angles, see it in use and get a feel for the product positioning too. Your video can be annotated with captions or with a voiceover highlighting the different features and benefits of your product.

N.B: A product video is not a television commercial. A good product video is more product focussed and highlights features and benefits, rather than selling an emotion.

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## HOW-TO-USE GUIDE

- This could be a digital copy of your product instructions.
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## WARRANTY AND GUARANTEES

- A document containing text detailing any warranties or guarantees. Make sure you get your legal department to approve this copy.
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## AWARDS

- Include web ready images of any award logos that can be added to a product web entry.
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## PRODUCT COMPARISON TABLE

- A table showing the differences between products in your product line-up.
  - A table showing your product compared to other competitor products.
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## USER REVIEWS

- Often an eCommerce site will have their own user reviews, but in case they don't you can provide some. Try to pick reviews that appear genuine and believable.
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## SOCIAL MEDIA LINKS

- Create a document with links to your brand or product's social media channels. Include all the relevant iconography – large and small formats.
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## SOCIAL MEDIA ASSETS

- Create a set of images that can be shared on social media platforms. Your online retailer can then easily share details about your product with their followers. Include:
    - Facebook
    - Twitter
    - Instagram
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## DIGITAL PRODUCT ADS

- Create a set of digital product ads, your retailer can then use these in different places on their site. Include these formats (dimensions are common sizes, but these can vary):
  - MPU (300px x 250px)
  - Skyscraper (160px x 600px)
  - Leaderboard (728px x 90px)

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## LINK TO CUSTOMER SERVICES

- Create a document with a link to customer services.

With a number of the text documents, once you've created the first one, it's easy to update it for future products. Also, once you've collated social media and award logos these can be re-used where appropriate too.

## FANCY A CHAT?

Do you have any checklist items uncovered? We're happy to help you develop your product offering. Contact us now for free advice from one of our experts.

**No pressure. No obligations. No hassle.**

Call us on 020 70 60 2711, or email [info@wrightobara.com](mailto:info@wrightobara.com)