

ECOMMERCE INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- See how much you know about ecommerce?
- What kind of online shopper are you?
- Are you an online shopping pro?
- How much do you know about our return policy?
- Find out how updated you are with the latest fashion trends.



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Which bike should you buy?](#)
- [Which make-up set suits you the best?](#)
- [Which smartphone should you buy?](#)
- [What Halloween costume should you wear?](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which products go with your fashion preference for this winter?
- Which Halloween costume is your ideal match?
- Can't afford Zara? Find out the next best substitute products from other brands!



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- Find out the delivery cost of your order.
- How much would it cost me to get the order gift wrapped?
- How much would a Halloween costume cost you?
- How much does online shopping cost vs. offline?

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you save by shopping online?
- How much do you save by buying with a credit card?
- How much can you save by shopping on black friday?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Does XYZ provide better services than ABC?
- How is XYZ an ideal website for you to shop online?
- How much money can you save by using XYZ?



GROWING **MQL**