



ECOMMERCE INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES

TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Can you get gifts delivered ?
- How often do you shop online ?
- Do you have access to online shopping ?
- What is the maximum discount you can get ?
- How much do you know about our return policy ?
- Find how updated you are with the latest fashion trends.
- Which mode do you prefer for payment ?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [What Denim Rise should you buy?](#)
- [What should you wear for the holidays?](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- What will be your fashion preference this winter ?
- Can't afford Zara? Find out the next best substitute brand!
- Which Halloween costume is your ideal match?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- Find the delivery cost of your order.
- How much would it cost me to get your order gift wrapped ?
- How much would a Halloween costume cost you?

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much can you save by shopping online ?
- How much do you save by paying through credit card?
- How much can you save during Summer sale season ?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

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



GROWING **MQL**