

E-Commerce with FirstSpirit™: Effective product marketing for happy customers and better sales

You have the products, we have the right content management system (CMS): FirstSpirit enables you to improve your e-store placement in search engines, generate more traffic, boost conversion rates and accelerate the time-to-market of your product and market communication. Make your customers and content managers happy by getting outstanding usability for your online store.



Why does your store need a CMS? Content, SEO, conversion!

A store or product information management system that is function-rich, yet intuitive is crucial for a successful e-commerce website. To build and keep an enthusiastic customer base and convert more visitors into customers, online retailers must offer not only pure product data, but also high-quality content that will place their online stores right to the top of the search engine list. FirstSpirit makes it easy for you to quickly publish SEO-relevant and personalized content. Its high integration capability makes it the only CMS that allows online retailers to continue using their preferred e-commerce solution as their main system, including all its core functionalities – perfectly supplemented by FirstSpirit with clever features for product marketing.



Flexibility and investment protection? Both are possible with FirstSpirit

Thanks to its best-of-breed approach, FirstSpirit helps you to respond flexibly to changing user behavior and trends in e-commerce while also ensuring your return on investment (ROI). You can use your current or preferred store or PIM systems and tools for email marketing and campaign management, real-time targeting, image and video management, SEO and Web analysis. Regardless of which tools you use, FirstSpirit seamlessly integrates into leading systems such as Demandware, Hybris, IBM WebSphere Commerce, Informatica, Intershop, Magento and Oracle ATG. Free yourself from the necessity of using preset modules in one suite and opt instead for a customized solution that perfectly meets your needs.



Fast time-to-market for stores, products and campaigns

Fast, faster, e-commerce: FirstSpirit's high usability frees content and product managers from company IT departments and allows them to respond to and publish content quickly. Pull ahead of your competitors by getting your new products and campaigns online up to 75 percent faster. You can even launch additional stores and websites without relying on additional IT resources. FirstSpirit is the ideal platform for linking all preferred elements of your omni-channel strategy simply and quickly – for consistent and cutting-edge communication on all channels.



Product marketing made easy thanks to outstanding usability

To successfully market their products online, online retailers have to continually update their websites with new and high-quality marketing content, such as product information, videos and recommendations or assessment and discussion forums. The highly user-friendly functions in FirstSpirit, such as drag and drop, and the ability to seamlessly integrate frequently used applications have made it easier than ever for editors to incorporate interactive and personalized content. FirstSpirit simplifies and accelerates the maintenance of online stores and cuts down on errors, resulting in time and cost savings.

FirstSpirit: the all-rounder for all target groups, channels and languages

Get the best out of your content with FirstSpirit as your content hub: efficient, multiple use of content for online and offline channels, optimal display of all content on your desktop and mobile devices as well as comprehensive out-of-the-box functionality when it comes to multilingual needs and translation management. The key: With the integrated preview and personalization functions, you can control and optimize your display directly in FirstSpirit, while also exporting text, videos, prices and campaigns to your specific target audience.

Online shopping goes mobile

More than half of all retailers listed "mobile" among the key initiatives for their digital business 2014.



The faster the response, the faster the cash

With a 75-percent faster time to market for products and sales campaigns, online suppliers achieve a considerable competitive edge.



75%
faster online

Keep customers active with exciting content

Interactive, social, multimedia-based – an integrated CMS enables online suppliers to easily add relevant content for their store.



Integrated CMS = Top-Selling Store

Outstanding content in e-commerce pays off: CMS-based content is the starting point for up to 60 percent of the sales volume.



References



Source: Abstract of "The State of Retailing Online 2014", a Shop.org study conducted by Forrester Research

If you're interested in finding out more about creating a competitive advantage for your online store with FirstSpirit, then please contact us!