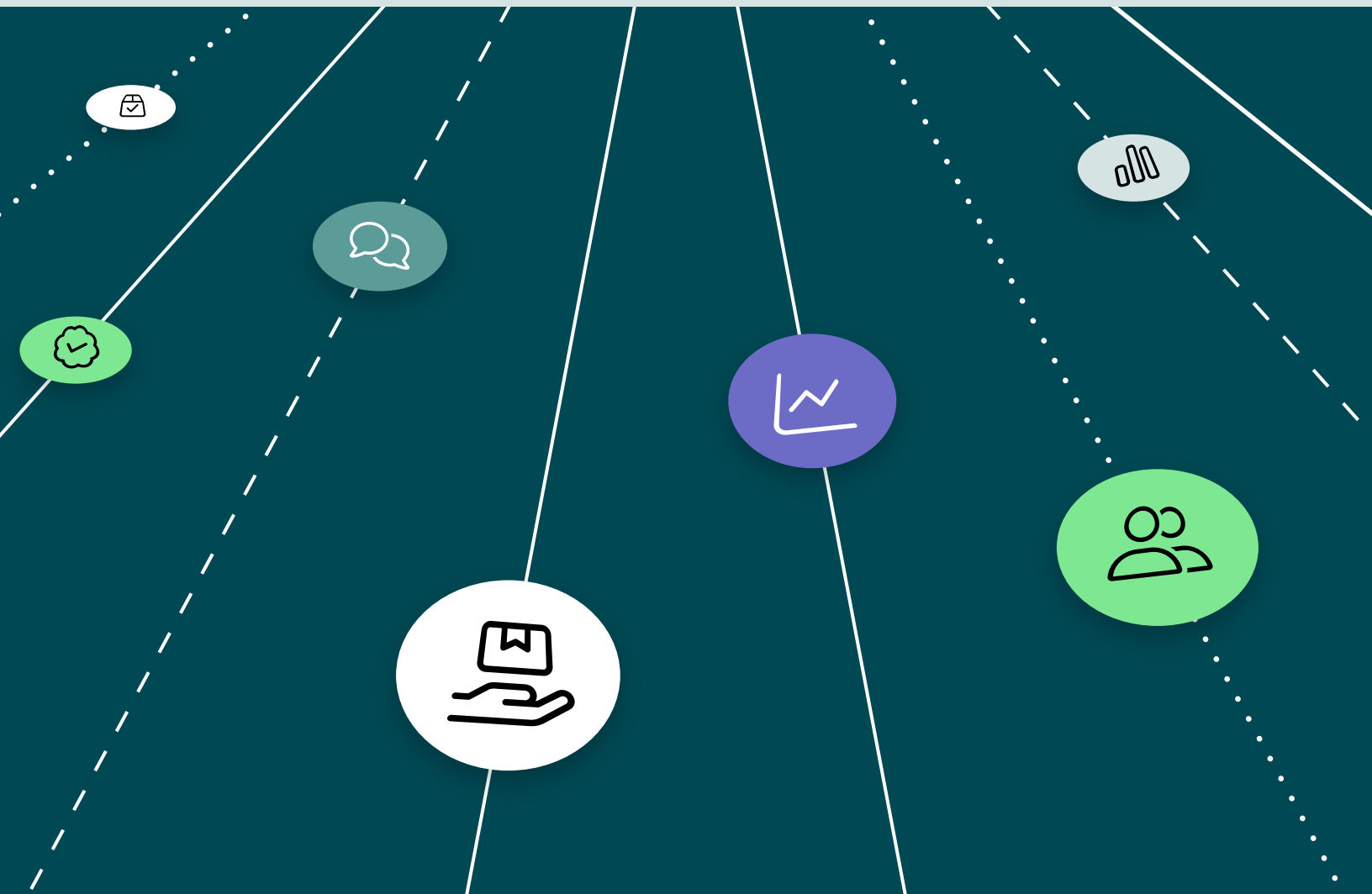# Product Content Orchestration Checklist

# Product Content Orchestration Checklist

## LEVEL 1: Ad Hoc Content Workflows

| Category | Recommendations |
|---|---|
| Content Generation | ☐ Identify core attributes per retailer requirements |
| | ☐ Leverage services and tech to instantly generate attributes |
| | ☐ Enable content compatibility with content management and PIM systems |
| | ☐ Monitor content readiness via scorecards |
| | ☐ Streamline processes for ongoing product updates |
| Quality Image Carousel | ☐ Verify retailer & standard compliance (ex: GS1) |
| | ☐ Diversify carousel (hero imagery, videos, multiple angles, nutritional info, scale shots, 360-degree) |
| | ☐ Partner with an industry expert and/or studio |
| | ☐ Ensure asset rights and ownership are yours forever |
| | ☐ Import directly into your DAM (Digital Asset Management) system |
| Review Collection | ☐ Utilize a platform to collect reviews beyond plug-in solutions |
| | ☐ Prioritize review program to receive photos and imagery |
| | ☐ Expand review collection methods beyond email |

## LEVEL 2: Building a Process

| Category | Recommendations |
|---|---|
| Core Attribute Syndication Strategy | ☐ Identify content delivery options with retailers |
| | ☐ Subscribe to a data pool as your single source of truth |
| | ☐ Incorporate content scorecards to receive digestible feedback from retailers |
| | ☐ Utilize a DAM (Digital Asset Management) to manage your image assets |
| | ☐ Ensure full hierarchy attribution for supply chain & e-commerce |
| Automated Systems Integration | ☐ Identify your internal content distribution processes |
| | ☐ Integrate tools & systems to automate workflows (ex: PIM) |
| | ☐ Establish alerts to reduce lead time |
| | ☐ Monitor and eliminate remaining bottlenecks |
| | ☐ Consider alternative, self-serve file transfer options |
| UGC Syndication | ☐ Syndicate UGC to key retail channels |
| | ☐ Verify UGC match, not just UPC for products |
| | ☐ Incorporate customer & purchase authenticity |

**Collaborate with team members via custom worksheet!**

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## LEVEL 3: Content Consistency

| Category | Recommendations |
|---|---|
| Automated Sales Assets | ☐ Utilize a digital catalog to build and share your sales collateral<br>☐ Integrate with data pool/content management system<br>☐ Establish analytic measures to monitor views and engagement<br>☐ Confirm sharing flexibility and permissions (private URLs, PDFs, etc.)<br>☐ Incorporate custom branding capabilities to meet your style guides |
| Open-Sourced Catalog Marketplace | ☐ Sync catalog with your data pool/management system<br>☐ Set permissions on who can view your content<br>☐ Verify marketplace security with ISO certification<br>☐ Integrate catalog to your direct-to-consumer (DTC) site<br>☐ Create internal feedback loops for well/poor performing products |
| E-Commerce Inline Content | ☐ Adopt a centralized inline builder<br>☐ Verify for simplified ingestion to retailer sites (ex: JavaScript)<br>☐ Confirm engagement analytic capabilities<br>☐ Utilize multiple rich content types based on product types<br>☐ Ensure omnichannel consistency across retailers, DTC site, and sales assets |
| UGC Analytics | ☐ Segment flexible charts by collection, display, retailer, etc.<br>☐ Benchmark against competitors<br>☐ Establish workflow to update negatively-reviewed products |

## LEVEL 4: Impactful

| Category | Recommendations |
|---|---|
| Rich Content Analytics | ☐ Create dashboards with real-time scoring<br>☐ Complete performance audits by product, modules, etc.<br>☐ Apply successful and applicable modules to other products |
| Retail E-Commerce Analytics | ☐ Leverage tools that display search and keyword performance<br>☐ Unlock competitive insights with retailer-provided intel<br>☐ Incorporate changes to your price, keyword, and messaging strategies |
| Product Sampling | ☐ Verify ~80% review submission rates<br>☐ Ensure program performs rigorous screening process<br>☐ Streamline campaign launches and results |
| Product Bundling | ☐ Consult retailers & identify what bundling strategy is in place<br>☐ Identify bundling performance capabilities, if available<br>☐ Utilize bundling technology on brand DTC site<br>☐ Request guaranteed product compatibility<br>☐ Ensure 'maintenance-free' operations for brands/suppliers |

**View the Complete 2024 Product Content Orchestration Checklist**

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