



# Understanding the theory behind successful online product placement

By Richard Wood

Placing products on price comparison sites might seem like a simple enough task, so why is it that many brands and agencies get it so wrong? There are some very simple rules to successful product display strategies which if adhered to, can produce staggering results for clients and measurable returns.

Automated 'intelligent' product display feeds are proven to save retailers and agencies days or even weeks of management and development time to set up and maintain listings on product comparison sites and help get products in front of more online shoppers quickly and effectively. For retailers and marketers alike, a failure to keep pricing and stock levels up to date online is something which can cost retailers dearly when it comes to reputation and credibility. It is also one of the key areas that marketing agencies already offering product feed services tend to fall down on and can lead to poor search rankings, negative site reviews, or being omitted from some listings altogether.

While many retailers have access to all the information to keep listings up to date, they may lack the facilities or time to be able to consistently update listings. Solutions like Feed Manager mean information can be updated and pumped out across the web in a matter of days, which allows total control in real time over your online listings, especially when stock levels, shipping and pricing, or tax rates change. Displaying correct and up to date information at all times is crucial to stimulate credibility and confidence in the mind of the user.

With upwards of 100+ opportunities to list products in the UK alone, and the recent speed of developments within Google Products/Shopping in the last few weeks, accurate and qualified product submissions are now a pivotal part of an etailers marketing strategy.

## What are the components of a good strategy?

- i) Identifying product listing sites that are suitable for what you sell
- ii) Understanding the product detail and store information they require from you
- iii) Selecting the products that you want to list (by price, category or particular condition i.e. all sale items)
- iv) Ensuring that you can provide a stream of accurate and consistent data to all listings that you want to populate
- v) Ensuring that you can regularly refresh that data particularly for fast moving and popular items on your website
- vi) Measuring sales from all your listings and ensuring that you obtain a good return on investment

Simple standard stuff in theory but in practice being able to generate high quality, accurate information across a multitude of listings sites demands a lot of knowledge. Maintaining, checking and verifying the submissions and ensuring that they are all consistently visible is a challenge. Incorporating the necessary tracking scripts across many channels is also a technical problem.

The more complex the submission requirements, the easier it is to make mistakes, leading to products being incorrectly listed or not at all.

Google's requirements are getting more and more demanding and as we know, this is perhaps the most important to the majority of ecommerce store owners. To get the most from the huge amount of traffic that is out there in 2011 is getting harder and harder – but get it right (and that means using a company that really knows how this all fits together) can pay big dividends very quickly.

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## About the author:

Feed Manager gives retailers a quick, simple and low-cost way of submitting listings on all UK product comparison sites. Feed Manager is massively more cost effective than setting up multiple feeds in-house or through external development. There are no scripts or codes to install and no learning curve in using Feed Manager, which typically saves customers significant time and effort.

Uploading thousands of products to many different product comparison websites takes a long time. Feed Manager does it automatically. Each loaded feed is verified afterwards - and if customers need to change something, there's minimal delay.

Updating channels with new prices and products is now simple and straightforward. All channels typically demand total accuracy on descriptions of products and prices.

For more information visit [www.feedmanager.co.uk](http://www.feedmanager.co.uk)

Gillissa provides Internet marketing for businesses that are serious about making money. Specialising in maximising your Return On Investment (ROI). Gillissa combines market intelligence, industry experience, technical and artistic skills to make Internet marketing profitable. Gillissa was founded in February 2004 and is a search marketing specialist and a Google strategic partner.

For more information visit [www.gillissa.co.uk](http://www.gillissa.co.uk)

“Good leaders make people feel that they’re at the very heart of things, not at the periphery. Everyone feels that he or she makes a difference to the success of the organisation. When that happens people feel centered and that gives their work meaning.”  
Warren G. Bennis

## Bestsellers



- 1 The Secret**  
(Hardback) By Rhonda Byrne  
Simon & Schuster Ltd (4 Dec 2006)  
Price: £8.44



- 2 Freakonomics: A Rogue Economist Explores the Hidden Side of Everything**  
(Paperback) By Steven D. Levitt & Stephen J. Dubner  
Penguin; 1 edition (18 Jun 2007)  
Price: £5.49



- 3 What You See is What You Get**  
(Hardback) By Alan Sugar  
Macmillan (30 Sep 2010)  
Price: £17.00



- 4 Treasure Island: Tax Havens and the Men who Stole the World**  
(Paperback) By Nicholas Shaxson  
Bodley Head (6 Jan 2011)  
Price: £14.24



- 5 The 4-Hour Work Week: Escape the 9-5, Live Anywhere and Join the New Rich**  
(Paperback) By Timothy Ferriss  
Vermilion (6 Jan 2011)  
Price: £8.39



## BOOK OF THE MONTH

**Rip Off Your Necktie and Dance:**  
Revitalise your business with innovation and entrepreneurship  
By Leen Zevenbergen  
Published by Global Professional Publishing Ltd  
Price £16.14 plus P&P

For people who have been trained, educated and raised all of their lives to behave and play by the rules, it is extremely difficult to become creative, innovative and entrepreneurial all of a sudden.

Statistics show that more than 60% of all working people do not like their jobs. And employers are still paying their salaries, knowing that these 60% are not fulfilling their potential. Author Leen Zevenbergen is a serial entrepreneur who has run three large multinationals and started about 20 new businesses including some in the United States and the UK. He is not the type of leader to put his foot down but in *Rip Off Your Necktie and Dance* he states that it is time for change in pursuit of creative entrepreneurship. Rip off Your Necktie... means get out of your straightjackets; it's a call for those in business to generate innovation within their businesses by being innovative themselves and also to encourage their staff to be creative, but in doing so to enjoy the process.

To buy the book of the month online from the Better Business Focus bookshop for just £16.14 plus P&P, or for further information please call: (01730) 233 870 and quote BBF Bookshop. Source: <http://www.global-investor.com/bbf>