

IKEA.COM CONTENT STRATEGY FY 14 ROUGH DRAFT

# IKEA.COM CONTENT STRATEGY

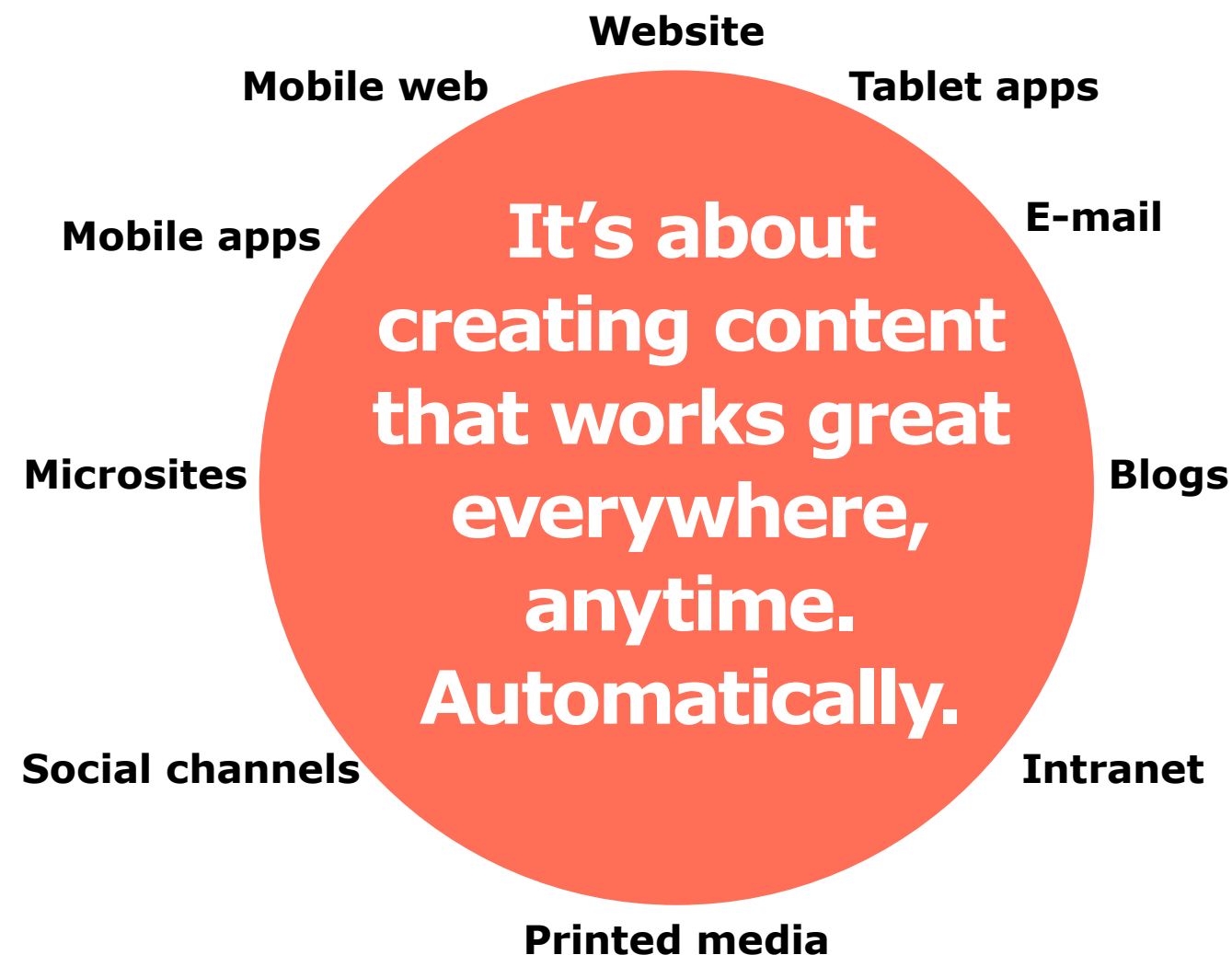
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## What is content strategy?

### **Content strategy is the answer to:**

- Why should the content exist?
- Who is our content for?
- Where does our content live?
- What kinds of content do we need?
- How do we create and manage it?

## Why content strategy?



People use an increasing number of different devices and channels to explore the world.

To make the IKEA offer more available and attractive, we need to secure that our content is available and attractive everywhere, now and in the future.

We need content that engages, no matter the format or device, or if it's in our own channels or anywhere else.

This is why content needs to be elastic, and created for broader use – not for just one channel. The content also needs to contain smart meta-data about itself, so it can adapt to where it is used, automatically. This way, we will secure content quality, make the content more relevant for the visitors, and save a lot of time and effort.

## The key drivers for IKEA.com content strategy

### Customer needs

- To improve their everyday lives as much as possible, using as little time and money as possible
- A brand they like and trust
- A clear and simple shopping experience

### IKEA goals

- To be the leader in life at home
- Growth and long term profitability
- A better IKEA

## Main directions for IKEA.com content

### From

#### **IKEA centric**

- Meeting the visitors with our business structure

#### **For anyone**

- Inspiring everyone else
- An anonymous experience

#### **Just another home furnishing retailer**

### To

#### **Customer centric**

- Meeting the visitors on their terms

#### **For me**

- A more personalised experience that inspires me
- Integrating IKEA Business and IKEA Family into the overall experience

#### **A clear, unique identity**

- Human, trustworthy and transparent
- Our vision shines through in everything we do
- Integrating “This is IKEA” content into the overall experience.

## Main directions for IKEA.com content

### From

#### **A passive experience**

- Not in sync with trends and what's happening in people's lives
- Vague reason to go to my store now
- Unclear online buying process

#### **Locked**

- One entry point (homepage only)
- Complicated to share content
- Stand-alone channel

#### **Suboptimised**

### To

#### **An activating experience**

- More vitalising, right now
- Help local stores be more vital
- Stronger support for online buying

#### **Shareable**

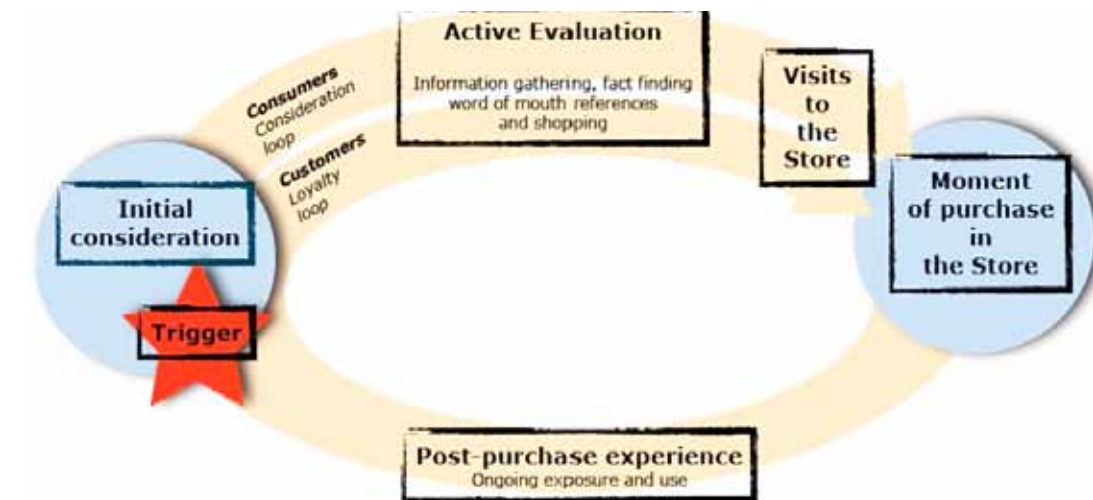
- Supporting multiple optimised entry points
- Both a destination and a source
- Engaging on- and off-line
- Enabling a more seamless experience with other channels

#### **Efficient and effective**

- Aligning local efforts and preventing fragmentation and inefficiencies

## The content strategy is based on the Consumer Decision Journey

By understanding and meeting consumers in the different stages of their decision journey, we will reach them at the moments that most influence their decisions. In the right place, at the right time and with the right activity. This will give us clear directions when creating the overall IKEA.com experience and the experience of each page.



### THE TRIGGER MOMENT

The trigger is the moment when people discover a need or a wish to change (both rational and emotional). It is mainly related to change in living situations. IKEA will, in this stage, stimulate interest in home furnishing by inspiring and showing people how to improve life at home. Give people good reasons to visit IKEA, by launching news/new businesses as well as communicating relevant and attractive offers according to seasonality, culturally driven events and trends.

### INITIAL CONSIDERATION

People consider an initial set of brands, based on brand perceptions and recent exposure and

experience. IKEA will, in this stage, increase CONSIDERATION by both driving TOP OF MIND AWARENESS as well as showing that IKEA always offers something new and inspiring, a complete offer of relevant solutions for all areas of the home in a wide range of styles.

### ACTIVE EVALUATION

The Active evaluation stage can be divided into different phases:

#### Inspiration

People also have a need for inspiration in this phase in order to include and exclude brands from the initial consideration.

A more consciously defined set of brands is now the base for further evaluation.

### Information/Selection

In this stage, people know what they want and evaluate according to budget, need and taste etc. Now the information search starts (product information/benefit, prices etc.) To make the final selection of the remaining brands, criteria such as services, warranty and quality become more important.

### MOMENT OF PURCHASE

Ultimately, the consumer selects a brand at the moment of purchase.

### POST PURCHASE EXPERIENCE

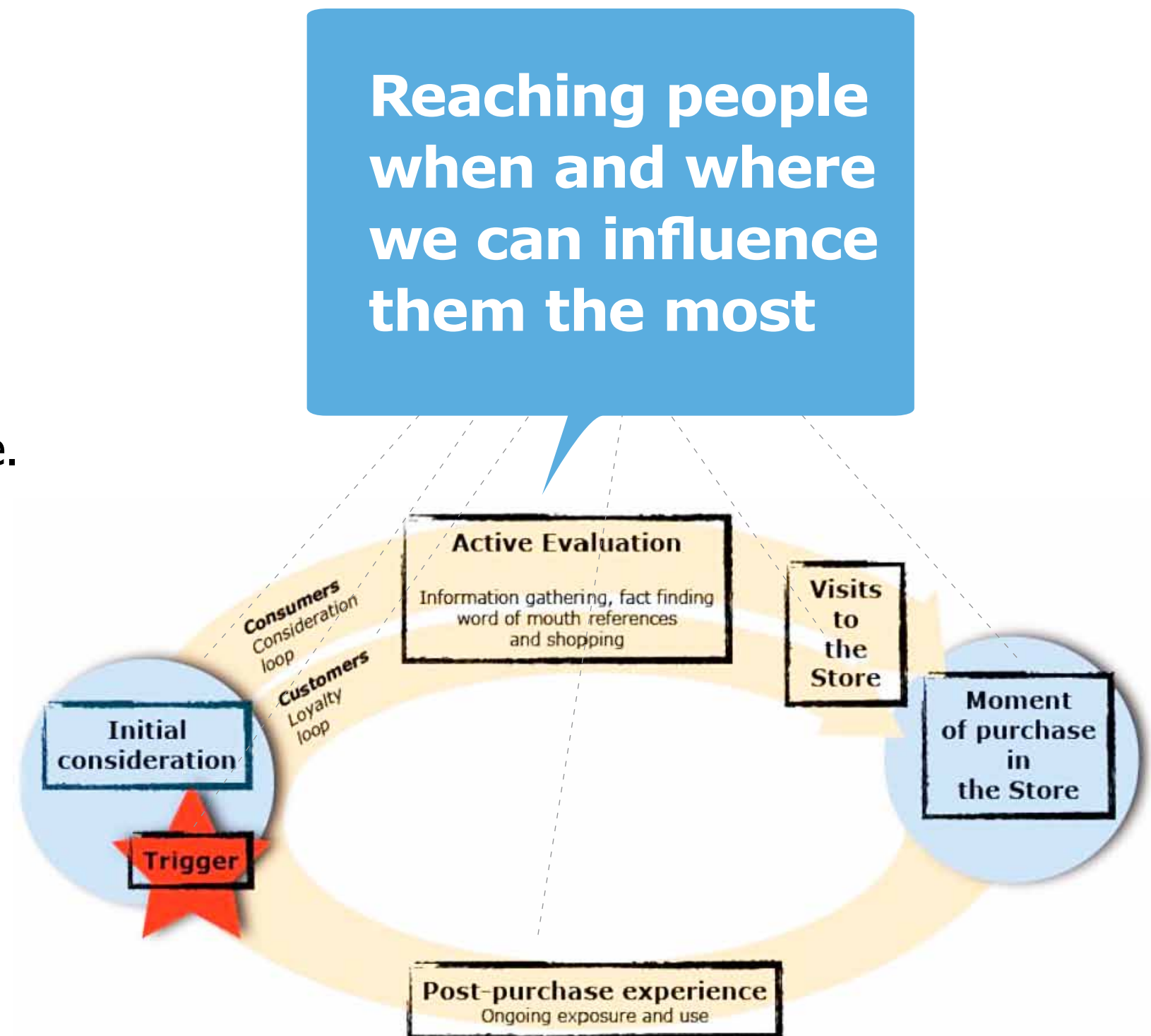
After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.

## IKEA.com content strategy focuses on active evaluation...

Most people visiting IKEA.com have already been triggered and have chosen IKEA as one of their brand candidates. That is why IKEA.com is the preferred media to interact with and inspire people that are in the ACTIVE EVALUATION stage.

## ...but supports all the other stages

While visiting IKEA.com, people will be triggered to start new decision journeys. They will also move freely between the different stages. So, no matter where they are, we will be there to meet and energise them.





## How IKEA.com supports the consumer decision journey

### Stimulating home furnishing interest

#### TRIGGER

**Stimulates needs, dreams and desires**

Stimulates home furnishing interest by keeping IKEA.com and our visitors up to date with the latest, most relevant, surprising and unique ideas for life at home.

#### INITIAL CONSIDERATION

**Shows the width of the range**

Help visitors that need broader ideas and solutions to find what they like and need.

#### ACTIVE EVALUATION

**Shows the depth of the range**

Enables and stimulates visitors to find and evaluate solutions that fit them, their life and their home.

### Making it easy and reassuring to shop

#### MOMENT OF PURCHASE

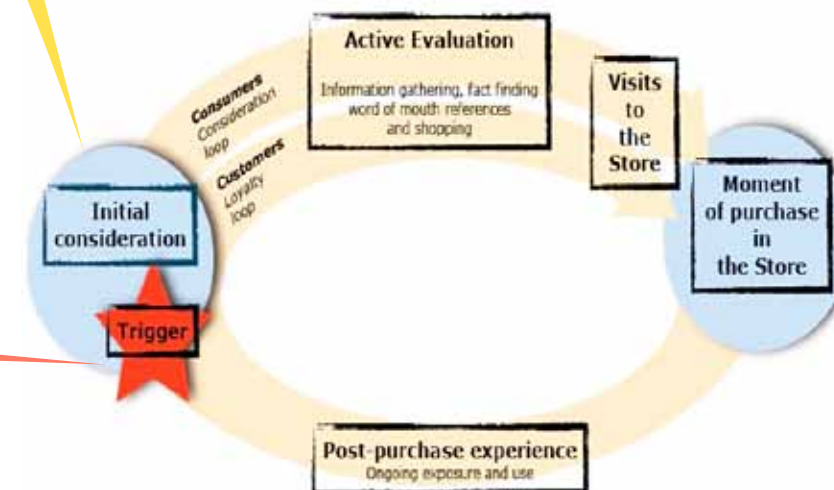
**Supports visitors to buy**

Provides all the details, information and support visitors need to buy a product or a solution.

#### POST PURCHASE

**Drives customer satisfaction and revisits**

Supports visitors to get the most out of their bought solution – and stimulates them to improve it.



# How IKEA.com supports the consumer decision journey

## TRIGGER

**Stimulates needs, dreams and desires**

Stimulates home furnishing interest by keeping IKEA.com and our visitors up to date with the latest, most relevant, surprising and unique ideas for life at home.

## Objectives

- Drive revisits to IKEA.com
- Make the IKEA offer more relevant in time
- Surprising and entertaining
- Stimulate home renewal
- Attractive to share

## Content module examples

Editorial communication, news, range launches, style launches, campaigns and events.

## TRIGGER

Content is mainly driven by:  
75% IKEA / 25% Customer needs

# How IKEA.com supports the consumer decision journey

## **INITIAL CONSIDERATION** Shows the width of the range

Help visitors that need broader ideas and solutions to find what they like and need.

### **Objectives**

- Widen the offer – there is something for me
- Easy and fun to explore styles and solutions
- Stimulate visitors to consider complete solutions
- Stronger connection between ideas and products
- Attractive to share

### **Content module examples**

Room ideas, activity ideas,  
inspirational planners

### **INITIAL CONSIDERATION**

Content is mainly driven by:  
75% IKEA / 25% Customer needs

## How IKEA.com supports the consumer decision journey

### **ACTIVE EVALUATION** Shows the depth of the range

Enables and stimulates visitors to find and evaluate products and solutions that fit them, their life and their home.  
Makes visitors aware that they can get help.

### **Objectives**

- Strengthen value for money
- Build trust for the range and IKEA
- Enable faster buying decisions and instant shopping
- Strengthen the connection between products and ideas

### **Content module examples**

All range presentation content types,  
THIS IS IKEA content

### **ACTIVE EVALUATION**

Content is mainly driven by:  
50% IKEA / 50% Customer needs

# How IKEA.com supports the consumer decision journey

## MOMENT OF PURCHASE

### Supports visitors to buy

Provides all the details, information and support visitors need to buy a product or a solution.

## Objectives

- Simplify the shopping experience
- Lower the barriers to make a buying decision
- Make our offer available for more people
- Enable instant shopping
- Strengthen IKEA support perception
- Adapt tools and services to specific range and visitor needs

## Content module examples

Product explorer, functional planners, customer service products

## MOMENT OF PURCHASE

Content is mainly driven by:

25% IKEA / 75% Customer needs

# How IKEA.com supports the consumer decision journey

## **POST PURCHASE** Drives customer satisfaction and revisits

Supports visitors to get the most out of their bought solution – and stimulates them to improve it.

### **Objectives**

- Active customer follow-up
- Word of mouth, support HF conversations and discussions about the IKEA experience.
- Provide easy and helpful post purchase support
- Improve IKEA support perception
- Stimulate revisits and add-on sales
- Stimulate customers to share the product experience

### **Content module examples**

Product information, assembly instructions, customer service products, complementary products, matching products, activity ideas, choice ideas, ratings & reviews

### **POST PURCHASE**

Content is mainly driven by:  
25% IKEA / 75% Customer needs

## Meeting visitors with the right mix of products and ideas

### **Marrying emotional and rational needs**

People don't perceive products and ideas as separate things, they're just different ways of exploring products, how they could look, work and feel like in their homes.

The IKEA identity and offer is based on a mix of home furnishing knowledge and products. We want to show products and ideas at the same time, marrying the rational and the emotional side of our offer. And we want to stimulate interest in home furnishing, while making the stand-alone products as attractive as possible.

### **Starting the journey from products**

People looking for products in a more rational mode must be able to find exactly what they're looking for, fast. But they should always have the possibility to broaden their scope and switch to a more emotional/contextual whenever they want to in an intuitive way. And switch back again to a single product mode.

### **Starting the journey from ideas**

People looking for overall solutions and inspiration should meet a rich world of ideas and home furnishing dreams. A world that is easy to navigate to match their specific needs. But they also need to be able to narrow down their search, quickly start shaping their solution or click on a product to put it in the shopping bag.

## **Personalisation strengthens the relationship between consumers and IKEA**

### **During the visit**

Personalisation strengthen the relation while on the site, by making the site experience more relevant, faster, richer and more fun for the visitor.

The site experience is tailored to the visitor based on how much the site knows about the visitor behaviour and preferences.

### **Before and after the visit**

Personalisation strengthens the relation *between* visits, driving traffic and brand preference.

The off-line experience could contain personalised news, follow-ups, reminders, support etc.



## Personalised content – creating a more personal and relevant experience for each visitor

The more IKEA.com knows you, the more relevant and fun it gets. Depending on who you are and how much you want to interact with IKEA, the site can transform and become tailored to you and your preferences.

### Different levels of personalisation

#### *1. Just visiting*

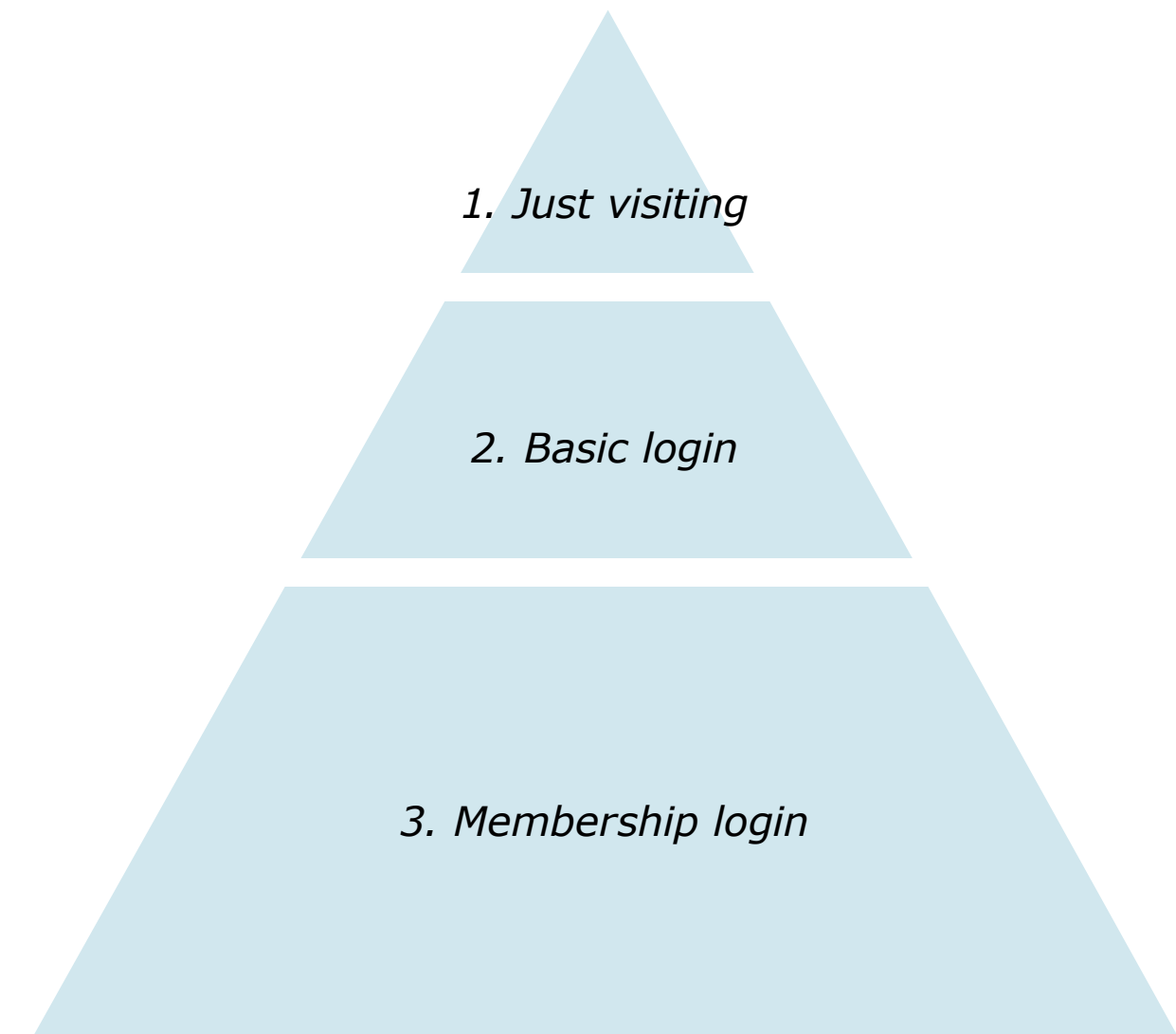
By tracking user behaviour and localisation, the site can suggest content that the user could be more interested in.

#### *2. Basic login*

When the visitor is logged in, the site can save and remember visitor actions until the next time

#### *3. Membership login*

When joining or logging in the site could switch to membership mode, integrating membership content and offers throughout.



## Focus on the right social channels

**The social content strategy should focus on using YouTube, Facebook, Twitter, Pinterest & Google+ as the owned social media channels for IKEA.**



We focus on these channels because they are global and have a user base that is relevant to IKEA.

Each social media channel needs to serve a specific purpose, in order to help customers solve specific tasks that are relevant for that channel.

Each channel has specific mechanisms for sharing, and these need to be aligned with the consumer decision journey in order to work from a user perspective – and to properly utilise each social channel.

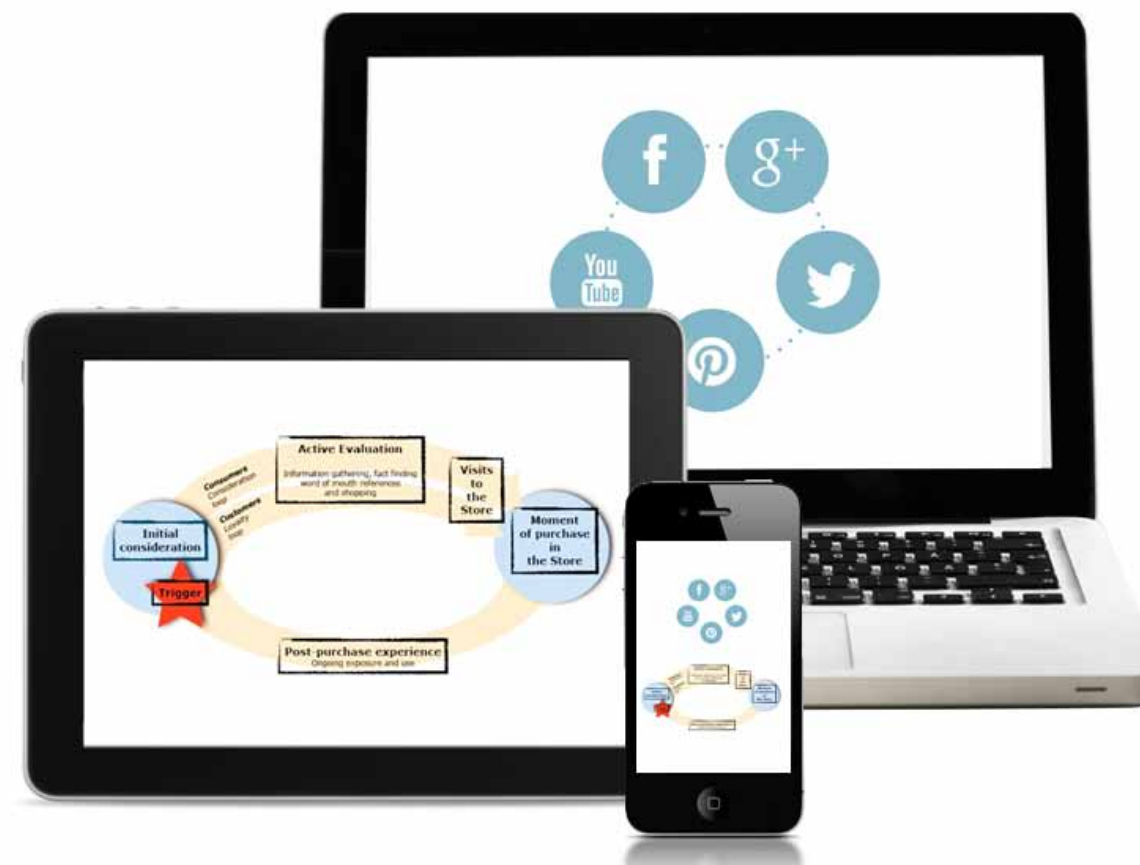
## Define the purpose of social content

All social content needs to be designed to serve a purpose and help solve specific user needs in the Consumer decision journey.

Content – mainly image formats – should be optimized for different platforms like Mobile, Desktop and Tablet.

Content should be targeted to specific user needs/states and not be used broadly, to create greater engagement and relevance to the user.

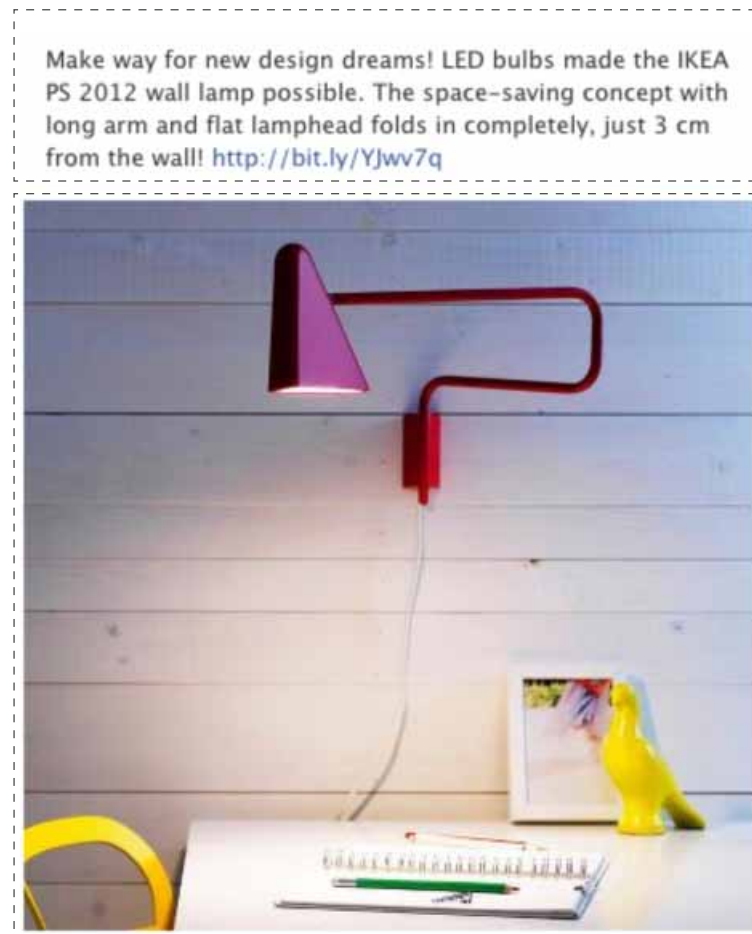
Content should be organized into different categories (pillars) to measure it's effectiveness amongst similar content pieces.



## Distinguishing content from assets

**It is crucial to separate content from assets - the reason for this is to avoid misunderstandings between the two.**

**Content**



**Asset**

We want to make people become social media ambassadors for IKEA, by endorsing content and assets through their own social profiles.

### **Content**

Content should be thought of as the "bait" text so that the user gets interested in the asset.

### **Assets**

Assets includes images, video, etc. and are the items that have value to the user and IKEA.

Assets should be easily shareable to the relevant social media platforms through social sharing buttons/plugins; Facebook, Twitter, Google+ & Pinterest.

## Share properly to social media

**It must be possible to share content directly to social media from ikea.com, with descriptions and relevant backlinks for each piece of content. To do this , we need to:**

- Ensure the images can be shared directly from ikea.com without leaving the page
- Include keyword targeted descriptions and deep links back to ikea.com
- Engage consumers to actively spread and share imagery using the default text description

Example of sharing to Pinterest



## **SEO makes IKEA content rank higher and easier to find**

### **What is SEO?**

Search Engine Optimization is the process of making content on web pages more relevant, more attractive and more easily read by the search engines. Today, a lot of people use search engines as the first step in their buying process, which makes it vital to have a strategically targeted presence on search engine result pages.

### **Local markets need to make their own SEO**

All local markets need to know how their potential customers are searching. This means keywords can't just be translated, but need to be researched in the different languages and markets. English search behaviour in UK & US are not necessarily the same, so it should also be adapted to factor in cultural differences.



## Why is SEO important?

**Search represents the largest traffic driver to ikea.com today**

**Search volumes are huge and competitors are also running to capture this opportunity.**

**So to take advantage of the huge potential, IKEA must apply best practice SEO.**

- 246.000 global monthly searches for sofa – SEO can make IKEA rank no. 1 for these terms.
- SEO is important because ikea.com increases its traffic from search engines – to targeted pages
- Both branded/non-branded terms need to be targeted to ensure traffic to the relevant pages on ikea.com and capture incremental traffic in the search space.

*Read more about the IKEA SEO strategy in Content and Rich media guidelines.doc.*

## Optimise all content around specific keywords

**IKEA should optimise content for important high volume keywords by establishing optimised body copy on all pages.**

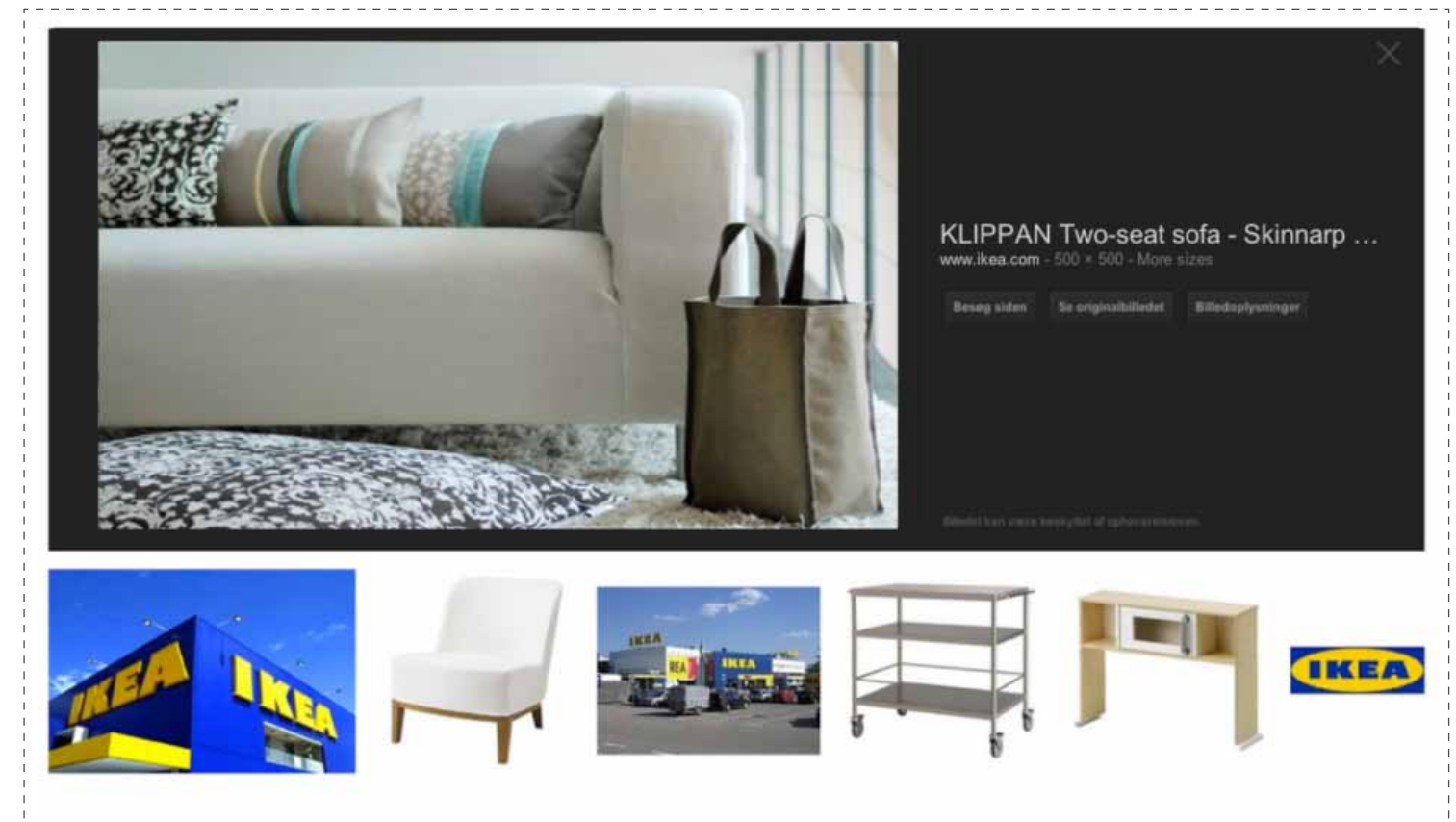
- Minimum 200 words of body copy on each page
- Optimise for 1 keyword per page
- Keyword optimise URL for the individual page
- Make sure the keyword is mentioned in the body copy and each headline to provide search engines with sufficient info to index the landingpage for that given keyword





## We need to optimise high quality images to inspire & drive image search traffic

To secure a dominant position in image search results, all imagery should be top quality and search engine optimized with strategic keywords. Each page should contain at least one optimised image



Example on how to search optimise this image using name & alt description with keywords:

**Name:**

[Fabric\\_sofa\\_KLIPPAN\\_white\\_IKEA.png](#)

**Alt tag:**

```
<imgsrc="Fabric_sofa_KLIPPAN_white_IKEA.png"
width="100" height="78" ALT="white KLIPPAN fabric sofa for your
livingroom">
```