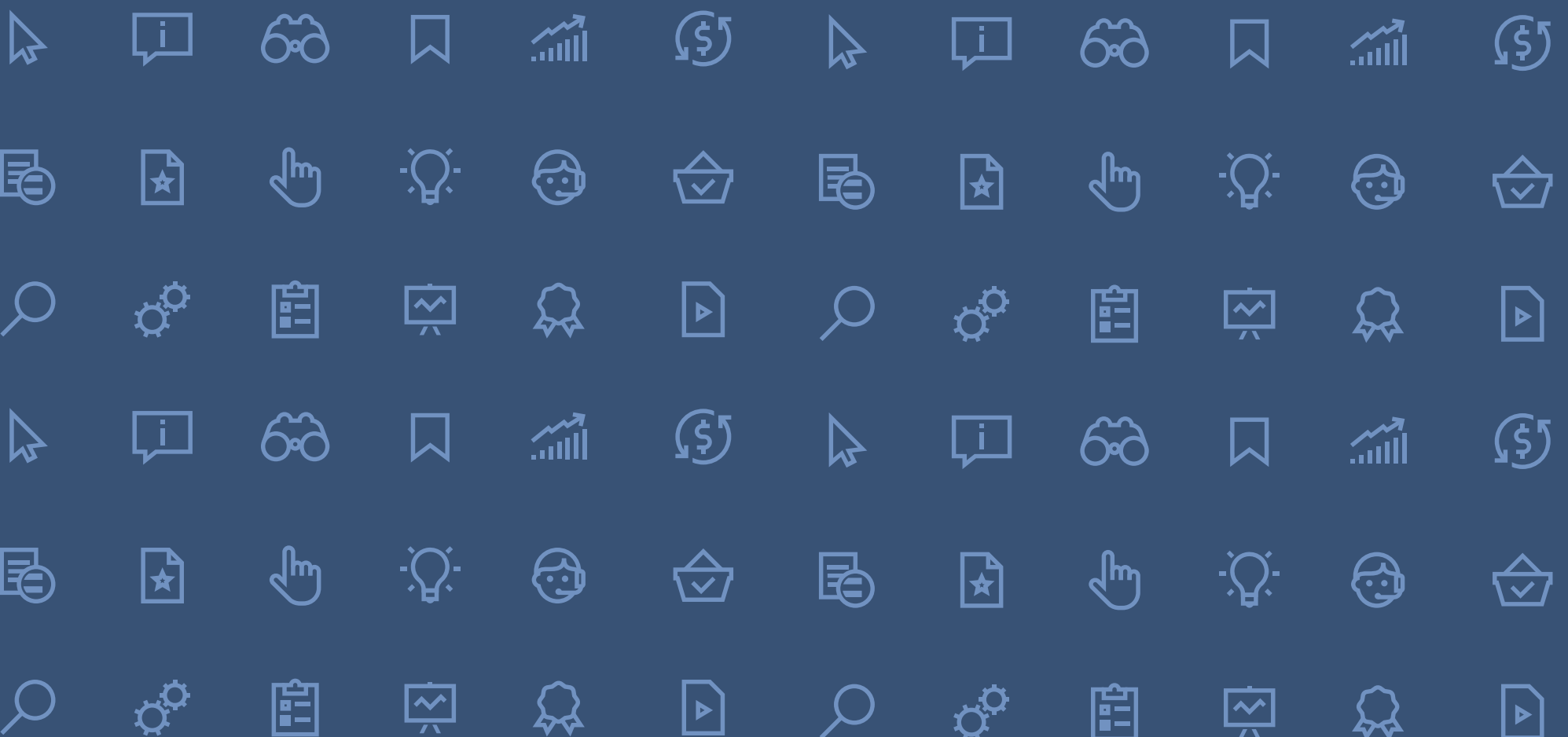


Content Best Practices Guide

HARVEST GROUP'S 7 BEST PRACTICES FOR
KROGER.COM DIGITAL PRODUCT LISTINGS



01 —

CREATE UNIQUE CONTENT FOR EACH RETAILER

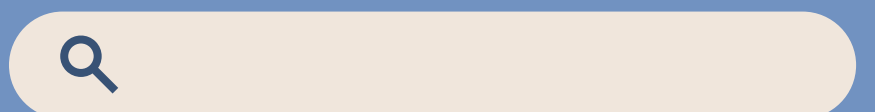
Copying & pasting from one retailer system to the next will not benefit your listings as much as creating slightly different content for each. Retailers have different written content requirements, which when followed closely, helps to create the desired differentiation.

02 —

INCORPORATE COMMONLY USED KEYWORDS

Many brands don't use keywords that customers are actually searching for. Remember, your brand's ideal keyword is not always your customer's ideal keyword.

Example, people search for “protein bars” not “health bars”.



INCORPORATE LONG-TAIL KEYWORDS

This type of keyword is more descriptive which indicates bottom of funnel searches from customers who know what they are looking for and are ready to buy if provided with the information needed to make a purchase.

Example: “Sweet & spicy beef jerky stick” versus “beef jerky”. You may capture less traffic, but you’ll have a more diverse spread of search with clear consumer intent.



- RICH LATHER IS MADE WITHOUT SULFATES, PRESERVATIVES, OR DYES
- CLEANSES DEEPLY WHILE STILL GENTLE ON SKIN
- AN INVIGORATING SCENT OF MINERALS AND CITRUS

PAINT A PICTURE WITH FEATURES & BENEFITS BULLETS

Don't just describe the features. Outline why it's relevant, how it will benefit the customer, and why they should buy it.

Kroger does not have a set number of bullets available, so use as many as necessary to give each customer a reason to buy your product.

Harry's Stone Body Wash provides a balanced clean. The creamy and full lather cleanses deeply without stripping your skin of its natural oils, leaving it feeling smooth and conditioned. The bright, rich scent of Stone is the perfect way to kick-start (or wash off) your day. Stone includes invigorating notes of yuzu, bergamot, and dry notes of charcoal.



05 —

USE EMOTIONAL HOOKS (ROMANCE COPY)

Think: “Savor that delicious, blended, dark roast coffee” versus “ground, dark roast coffee”

Drive inspiration with your content and allow the prospective customer to imagine themselves using your product.

06 —

MAKE CONTENT EASY TO UNDERSTAND

Include most important things at the top – what is the hook to capture their attention? Think: what’s newsworthy about my product? The description comes before the bullet points, so it’s important to grab the customer’s attention early.

Kroger allows a total of 2,000 characters between the bullets and the description, which is plenty of room to sell your product.



07 —

USE IMAGES STRATEGICALLY

Kroger allows up to 6 images total in the image carousel.

Because of this limitation & the fact that Kroger doesn't allow A+ content, it's even more important to have helpful images the customer can use to make a buying decision. Build out lifestyle images and benefit-based images to inform their decision.

Harvest Group is an omni-channel retail growth agency applying talent + technology to grow sales. We work with leading companies supply omni teams or digital expertise.



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