

Content and Commerce

Content | Commerce | Community



Bring your brand and products to life online with the **tradeit** ecommerce platform.



Visit www.redtechnology.com/content-and-commerce/

“Technology is changing the way that artists shop for products, learn their craft and communicate with each other, galleries and buyers. For Winsor & Newton the social aspect of the internet represents an exciting opportunity to get closer to the world's finest artists, and as a result, increase awareness, engagement and purchase intent. tradeit allows us to do that.”

Head of Ecommerce, Winsor & Newton

Companies today want to build brand and product stories online to enhance and sit alongside their ecommerce presence. The **tradeit** ecommerce platform enables them to showcase their provenance, R&D and craftsmanship, through the contextualisation of content and the interactive digital experience

By offering users more than just a basic shopping site, they are hoping to build longer-term relationships by providing additional value and increasing customer loyalty & advocacy.

Lots of retailers and manufacturers already recognise the value of social tools in trying to entice and engage users on their sites, but **tradeit** gives you the ability to take your social presence to the next level with its built-in, on-site social commerce functionality. It enables you to host your very own social network within your ecommerce site, building a community of like-minded users.

Benefits

- Sophisticated in-page editing enabling you to create rich landing and content pages.
- Improved SEO performance with additional user generated content.
- Growth of earned media through integration to off-site social channels such as Facebook, Twitter, Instagram, Olapic etc...
- Enhanced two-way relationships with customers helping to build brand loyalty and advocacy.
- Keep all user interaction, data and content on your *OWN* site with **tradeit**'s own on-site social network.
- Gain peer recommendations for your products providing great social validation for your brand and driving up sales.



tradeit
ecommerce platform

T: 01865 880 800 E: info@redtechnology.com W: www.redtechnology.com

Content and Commerce features



CMS

Integrated CMS with in-page editing providing creative control over layout, message, style and navigation enabling non-technical users to create stunning landing and content pages.



Rich Media

Use of rich media and content types such as image galleries, video, JQuery and Flash help to enrich user experience and bring brand and products to life.



Social Media Integration

Integration to off-site social media such as Facebook, Twitter, Instagram etc... and earned content from sites like Olapic, helping to grow brand reach.



Community Tools

Built-in community tools such as blogs, forums, Q&As and Tell-a-Friend to help the growth of user generated content and all the benefits associated with that.



SEO

Comprehensive functionality designed for optimum SEO performance with full control over all on-page elements including metadata, page title tags and URLs.



On-site Social Commerce

Class-leading on-site social commerce tools enabling brands to create their own social network meaning all user interaction, data and content is kept on their OWN site and not at the whim of a third party provider.

On-site Social Commerce features



Profile/Biography

Help drive the single customer view by placing mail and telephone orders directly through your website giving you a complete overview of customer interactions via those touchpoints.



Shared Content

Upload and share content like images, photos or videos. Even create your own gallery of previous work/images.



Activity Feeds

Bring everything together with site-wide and individual activity feeds, that can alert you when 'followed' users buy something, upload content, make a comment or watch a video.



Follow/unfollow

Create events and collect attendee information for those events at the checkout, aiding merchants to drive online users to in-store activities.



Interaction

'Like' or comment on products, content, users, uploads, videos, events and much more.



Community

Find other like-minded users or pieces of work with similar materials, colours, subjects etc...

About Red

Red Technology is a leading ecommerce solutions provider. We implement innovative multichannel ecommerce solutions for mid to large sized retailers, distributors and manufacturers leveraging our ecommerce platform, **trade**. The **trade** ecommerce platform provides Red's customers with tremendous competitive advantage due to its combination of powerful promotions engine, flexible content management system, comprehensive order management system and multichannel integration capabilities.

Red Technology Solutions Ltd.

Ecommerce House, Oakfield Industrial Estate, Eynsham, Witney, Oxfordshire OX29 4AG

T: 01865 880 800 E: info@redtechnology.com W: www.redtechnology.com

