

# Two Examples of Content Strategies for Consumer Brand Organizations

By Russ Dieringer // December 22, 2022 //

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Selling products on the digital shelf involves a number of moving parts:

- Images
- Video
- Enhanced content
- Descriptions
- and more...

But what products do you focus on and which content matters most?

The key to succeeding is having a content strategy for your products that includes a methodology around prioritization, efficiency, performance and cost.

Join Russ Dieringer and guest presenter Lauren Livak, Director of the Digital Shelf Institute, to learn two specific content approaches used by leading CPG brands that you can apply within your organization.

Attendees will leave with a clear understanding of what good looks like for content strategies.

This session is designed for intermediate to advanced eCommerce practitioners that have experience with product content management inside large to mid size consumer brands.

Presenter: Lauren Livak, Director, Digital Shelf Institute

All Signal, No Noise Format

- 20 minutes of prepared remarks
- 10 minutes of Q&A

Learn more about The Digital Shelf Institute

The Digital Shelf Institute (DSI) is a community dedicated to developing and sharing the best actionable insights and strategies for brand manufacturers to win on the digital shelf.

[See the Recap & Replay Here](#)

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