

***newegg***<sup>®</sup> *STUDIOS*



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# Brand-building

## How content marketing shapes your digital brand

Using content marketing to strengthen your digital brand is a vital way to improve your search engine rankings, attract interest from new customers, and position your brand as an industry leader. Content marketing allows you to define your brand identity by telling your story directly to customers.

86%

of B2C brands employ content marketing strategies

49%

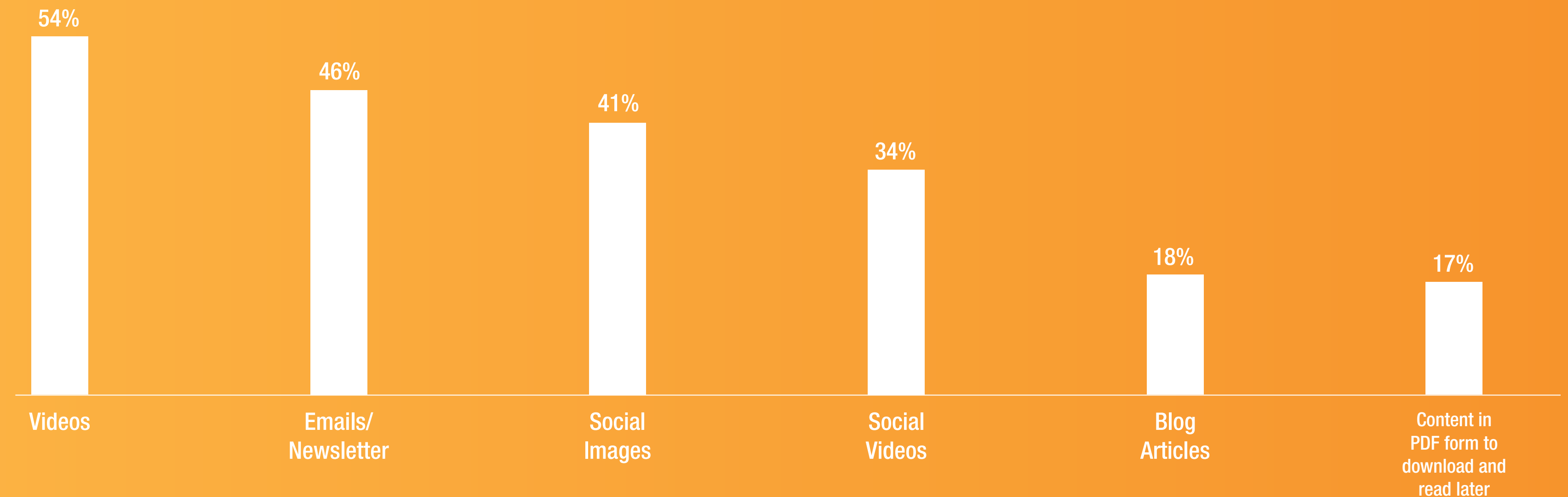
of B2C brands outsource content marketing creation

26%

of the average B2C marketing budget is dedicated to content

Source:  
[ContentMarketingInstitute](#)

## What kind of content do you want to see from a brand or business you support?



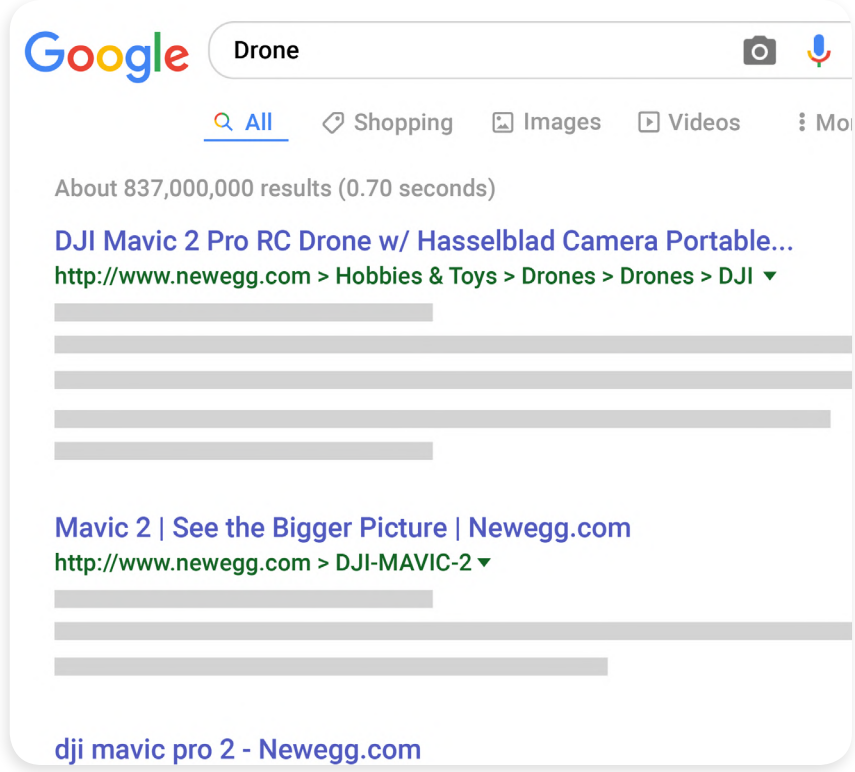
Base: 3,010 consumers in the US, Germany, Colombia, and Mexico

Source: HubSpot Content Trends Survey, Q3 2017

# Winning Modern E-Commerce Shoppers

Creating content and touchpoints for engagement at every stage of the shopper's journey.

## Internet Search on Product



## The best drone 2019

### 2. DJI Mavic 2 Pro

The king of drones returns

Weight: 907g | Controller: Yes | Camera resolution: 20MP | Battery size: 3,850mAh | Range: 3.1 miles

+ Excellent foldable design

+ New photo and video modes

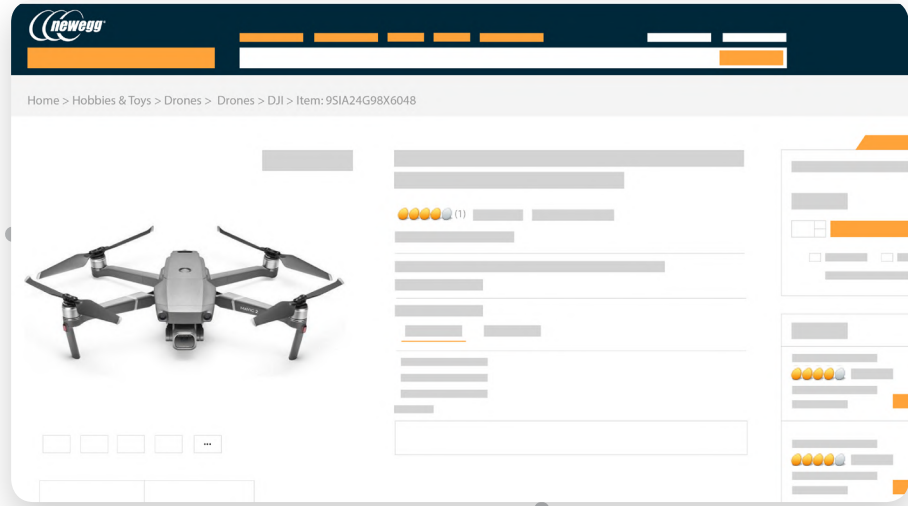


## Read Product-Focused Articles and Reviews



## View Descriptive and Eye-Catching Product Videos

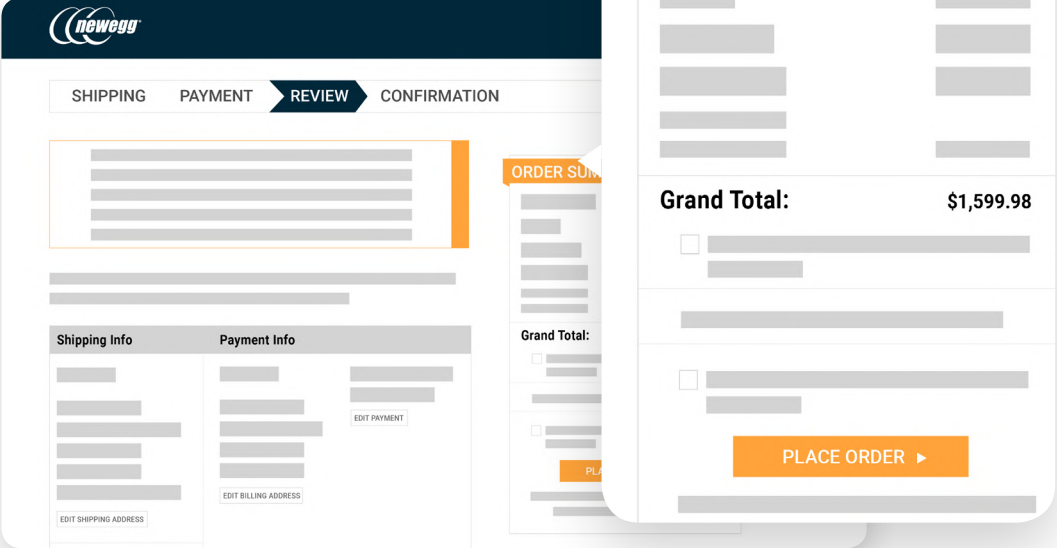
## Click into Product Page



## View A+ Content



## Conversion



## Share



# Newegg Studios

Located in our California headquarters, the 5,000 square-foot Newegg Studios facility houses our video production crew who use state-of-the-art equipment and techniques to create innovative and evocative digital content. Our team uses informative commentary with hands-on demonstrations to tell the story of your products and brand, developing original content that serves to educate and inspire viewers.

Videos created by our Newegg Studios team live on YouTube as well as Newegg Insider forever and can be used to enhance product page content for a far richer customer experience. This diverse content distribution allows customers at all levels of the purchase funnel to discover your products and learn about your brand, with engaging content.



## Redefining How You See Tech

# Newegg Studios Video

Newegg videos are premium overview productions that share in-depth features of your products with our customers. Each video highlights the selling points of your products with detailed, close-up shots and product demonstrations.

80%

potential increase in conversions by adding a product video to your landing page

Source: [Magento](#)

64%

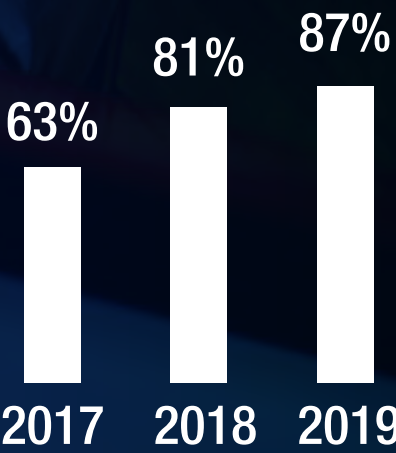
of consumers say that watching a video influenced their purchase

Source: [Forbes](#)

87%


of businesses now use video as a marketing tool

Source: [Wyzowl](#)




# Newegg Studios Video


Videos get views, but it takes great content and strategy to get sales. Featuring high-quality product videography, action/use, and hands-on shots, Newegg Studios Video are shot and edited according to your brand's audience and marketing content strategy. Whether you utilize our in-house voice-over or our on-screen talent, we have the know-how and authority to sell your product or brand story.




**Channel Started in 2006**




**480,000+ subscribers**



**122+ million views**



**6.7+ million hours watched**



**2.6+ million clickthroughs since 2013**

\*all stats from YouTube



## Case Study

# Gigabyte



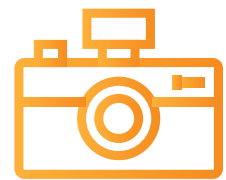
**2,700+ hours  
watched on  
YouTube**



**3 in-depth  
interview  
videos**



**4 product  
overview  
articles**



**4 product  
highlight  
photoshoots**



Content creation, more specifically video production, is a big part of Gigabyte's marketing strategy. Although we make tons of content in-house, we welcome any opportunity to produce content with our key partners. It's important to have someone else's opinion on our products, since those opinions are weighted more heavily than our own.

We like how Newegg Studios has a firm grasp on the technical aspects of PC hardware. The entire process is very streamlined, from the initial video request – scheduling – filming – to final review.

[In the future] video production will be key for every event we attend, every product launch, and every branding project.

— GIGABYTE™

StateOfinbound

# Newegg Studios Editorial

The veteran editorial teams at Newegg create custom content for brands with a focus on delivering customers the true hands-on experience with the latest tech. Our teams seek out the best products from tried-and-true verticals as well as emerging tech from new industries to deliver insightful, educational commentary that builds long-term value for brands.



**55%**

of marketers focus on blog creation as their top inbound marketing priority

Source: [StateOfInbound](#)

**81%**

of U.S. online consumers trust information and advice from blogs

Source: [SmallBusiness.Yahoo](#)

**61%**

of U.S. online consumers have made a purchase based on recommendation from a blog

Source: [Huffpost](#)

# Newegg Studios Editorial



Over 780,000  
unique readers  
to date



126% increase  
in YoY SEO  
traffic



SERP control over  
1K keywords pro-  
ducing 100K+ visi-  
tors per month



Content often  
ranks prominently  
and captures fea-  
tured snippets

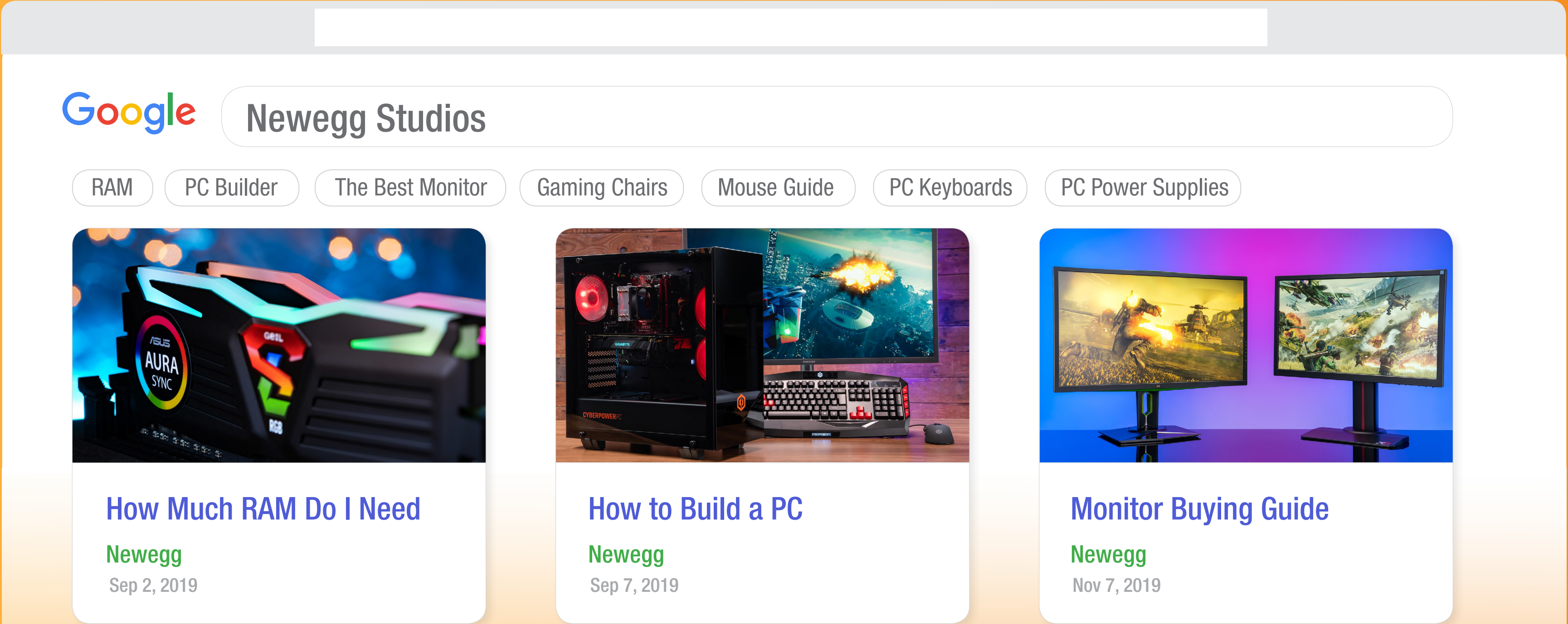


Organic Domain  
Authority: 90+



Alexa ranking:  
742 of entire  
web

Editorials provide your customers with a full rundown of your product features. Choose from professionally written product overviews, buying guides, or how-to articles – all with SEO and longevity in mind. These articles are designed from the ground up to make a huge splash for your brand both on Newegg sites and organically on the Web.



## Case Study

# darkFlash



**426,560+**  
combined  
YouTube views



**15,130+**  
combined  
article views



**4 product  
overview  
articles**



**1 premium  
build video  
1 YouTube ad**

KINGS CANYON

Newegg Studios has produced sophisticated product quality analysis reports and video content creation for our products, which has greatly helped our brand promotion and sales.

Newegg is the largest professional computer peripheral sales platform in the United States. Our partnership has greatly helped our brand in the US market, promotions, and sales. We look forward to carrying out more content marketing cooperation with Newegg in the future.

— **darkFlash**

# Newegg Studios Photography

Professional imagery signals to customers that your brand is an authority within its space and has the quality to stand-out.

**46%**

of marketers consider photography a critical part of their storytelling strategies

Source: [E2MSolutions](#)

The most commonly used content mediums for marketers are:

**96%**

social media

**76%**


pre-produced  
videos

**67%**


illustrations /  
photos

Source: [ContentMarketingInstitute](#)


# Newegg Studios Photography



Newegg listings using high-quality A+ Content photos generate 657% more page views



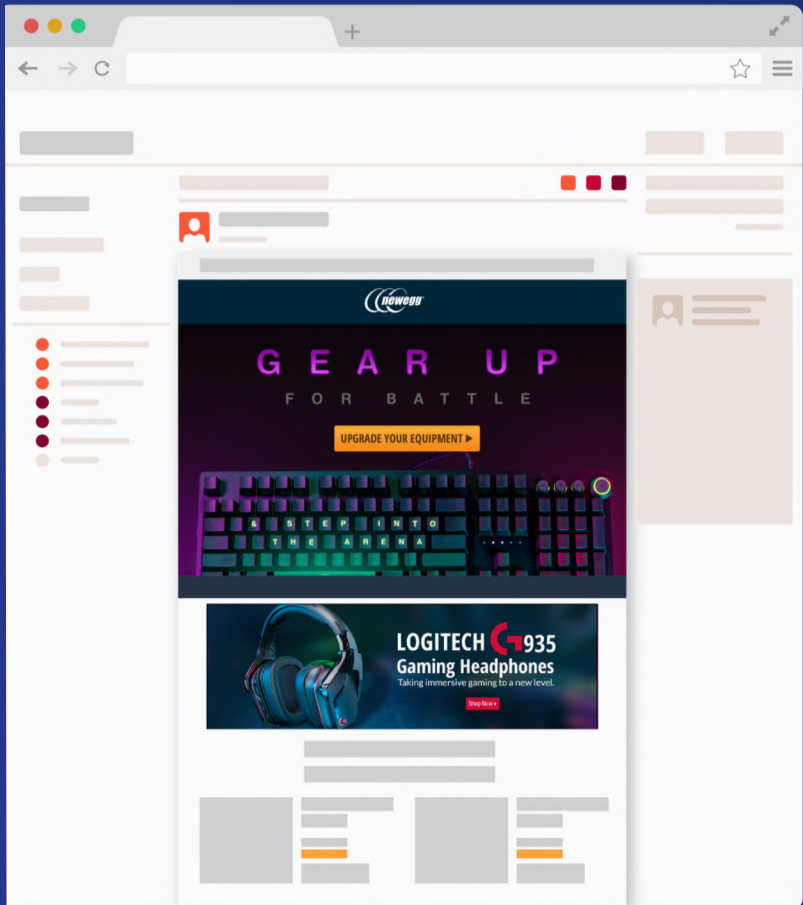
Products with A+ Content receive an average of 75.7% more cart additions



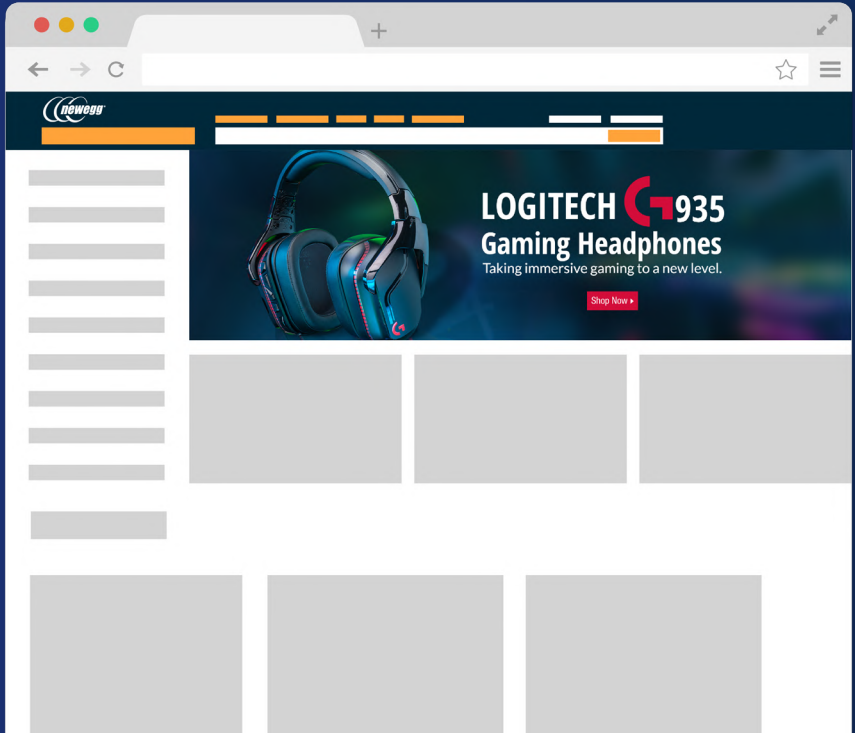
Newegg-hosted images routinely rank within top image search results

Make your products speak for themselves with professionally shot and edited product photos. Available for individual use and/or within a top-ranking Newegg article, these photos are tailored to appeal to your desired audience. Use these bespoke photos to make your product listings pop, improve your branding on social media, or however you see fit to maximize consumer impact.

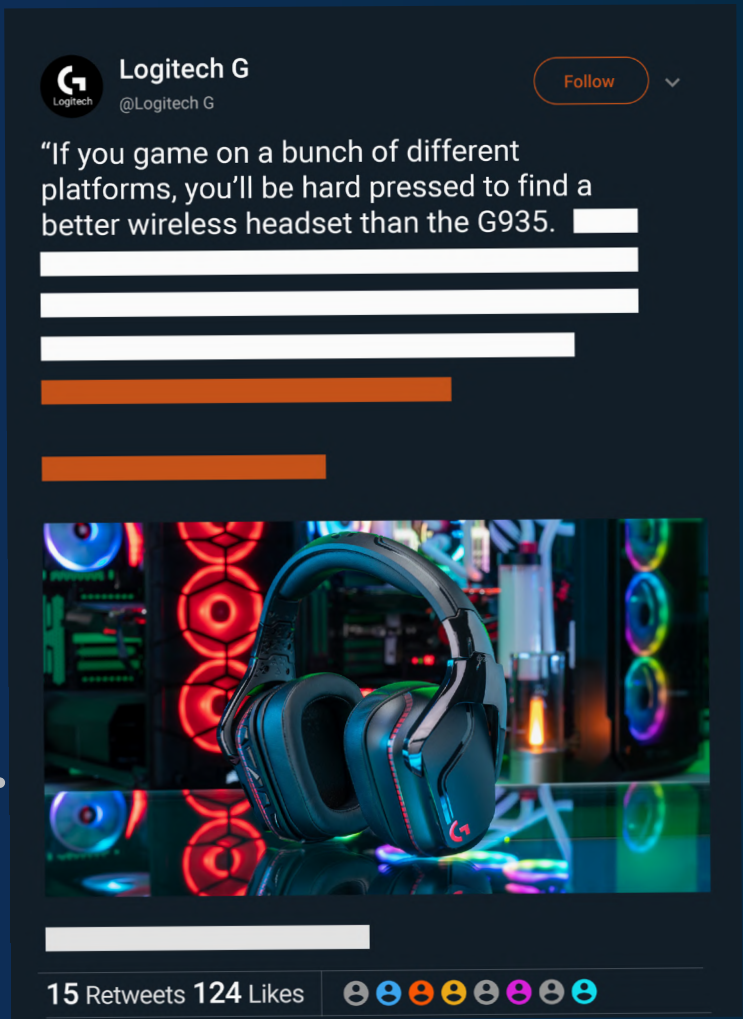
Email Blast



On-Site Banners



Social Media



A+ Content

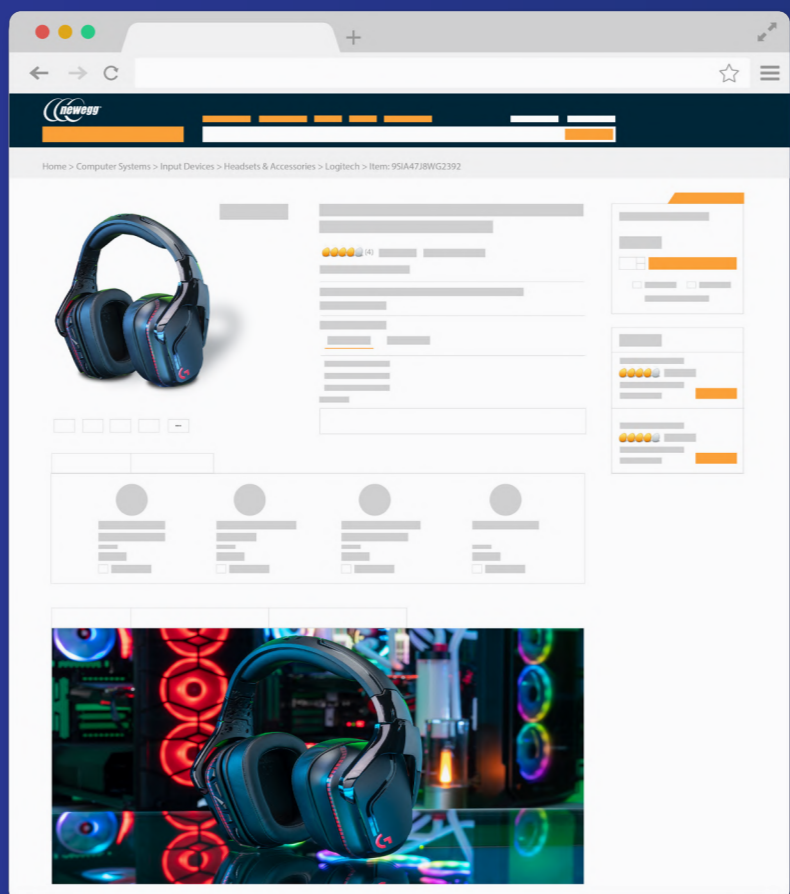
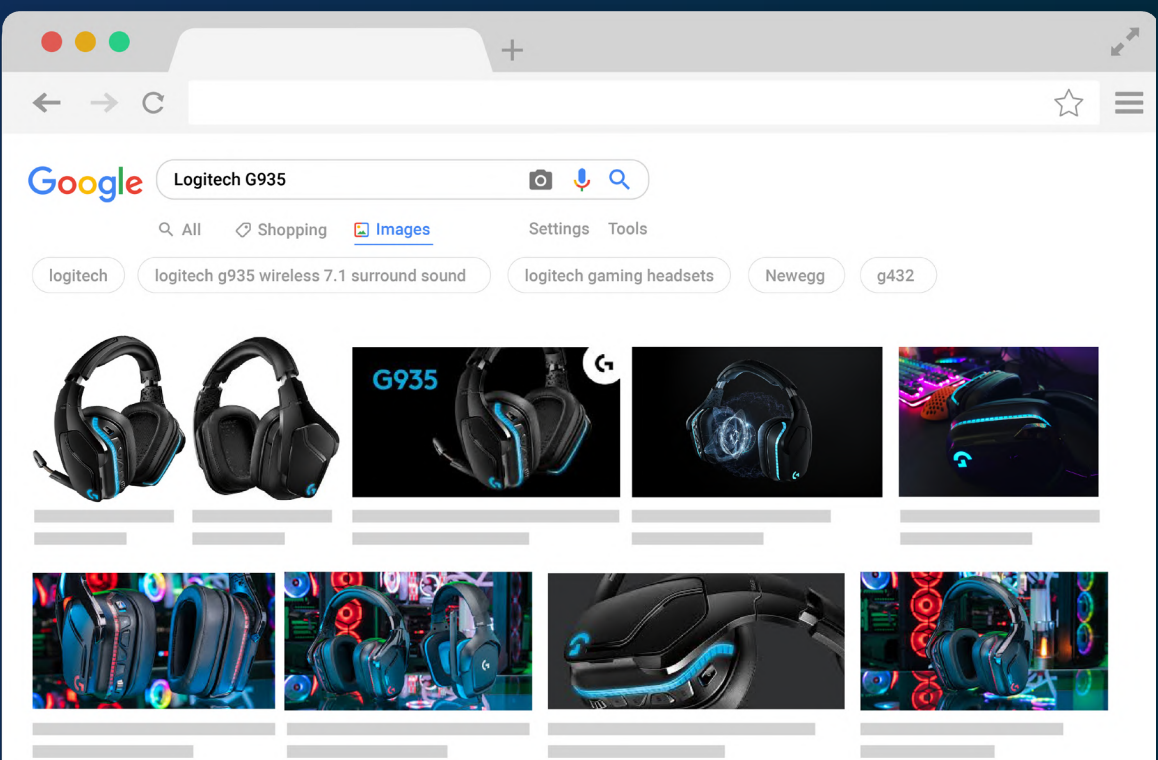


Image Search



# Are you ready to level up your brand?

Partner with Newegg  
Studios today.

Email: [MarketplaceMarketing@Newegg.com](mailto:MarketplaceMarketing@Newegg.com)





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