

# CONTENT

## **Writing your own Content: Everything you should know**

Unlike in physical / brick and mortar stores, customers shopping online cannot touch or feel your product or ask you questions about what your product can do/ is about. This is where good content comes in. Your content and images should answer every possible question that the customer may have about your product.

### **DESCRIPTION**

As much as possible, your product description should be:

**Clear:** Written in clear, readable and comprehensible English. Check your spellings, tenses and sentences.

**Correct:** Make sure the information you put in your description is correct. Wrong information is a valid reason for customers to return products, and it can get you penalized. Imagine the customer was in front of you and wanted to test the products before paying.

**Concise:** Stick to providing information about the product and brand you're selling as much as possible.

### **HIGHLIGHTS**

For fashion: The Highlights **MUST** include information on material, colour, style details and possible pairing options.

For general merchandise (electronics, phones and tablets, home appliances): Highlights must include the key features you would look out for when buying such products. For instance, capacity (for refrigerators and washing machines), horse power (for air conditioners), memory (for phones and laptops) and megapixels (for phones).

Jumia has a standard template for content as it regards different categories. See Below:

# LAPTOPS

## Highlights (Must be in bullet points)

- Operating System: (e.g Windows 10 or Windows 8.1 or Windows 7 or Linux or FREE DOS (No OS)) Memory: RAM/ HDD (e.g 2GB RAM, 500GB HDD)
- Processor: (e.g 2.5GHz Intel Core i3 Processor or 2GHz AMD Quad Core Processor)
- Display Size: (e.g 13.3 inch HD Screen, or 15 inch diagonal LED backlit screen)
- Camera: (e.g HD Webcam, or WVGA Integrated Webcam)
- Battery: (e.g 40Whr 4 cell Battery)
- Ports: (e.g "1 HDMI, 2 USB2.0, 1 USB3.0, 1 Card Reader, 1 RJ-45, 1 3.5mm Audio Jack")
- Colour: (e.g Silver)

## Description

A brief introduction of product that covers all its major features.

(Example: The Sony Vaio 13.3 (2GB RAM, 500GB HDD) Laptop is a sleek lightweight laptop that delivers value at an amazing price. Running on Windows 10 and equipped with a 2GHz Quad-Core processor, the Vaio 13.3 Laptop is your best bet for work and entertainment. Get the Sony Vaio Laptop online from Jumia at the best price in Nigeria)

Next, pick the key features or unique selling points of the product (such as Memory, Processor Specifications, Design, Weight etc) and elaborate.

(Example:

### Processor

The Sony Vaio Laptop features an Intel Core i3 Laptop at a speed of 2.5GHz so you are assured of super fast processing while you run multiple applications. Open multiple web pages, create documents and spreadsheets, play games and do so much more with a processor that can handle it.

## HD Screen

View everything in crystal clear resolution with the HD Screen. The Sony Vaio HD is perfect for entertainment, multimedia and work. Watch videos, video call, create slides and view memories all in life like clarity.)

To conclude, you can add other specifications of the product that you could not include in the Highlights. See the example below:

## Specifications

### Display

- Retina display
- 9.7-inch (diagonal) LED-backlit Multi-Touch display
- 2048-by-1536 resolution at 264 pixels per inch (ppi)
- Wide color display
- True Tone display
- Fingerprint-resistant oleophobic coating
- Fully laminated display
- Antireflective coating

### Chip

- A9X chip with 64-bit architecture
- M9 coprocessor

# MOBILE PHONES

## Highlights

- Screen: (e.g 4.6 HD Screen)
- Memory:(e.g 2GB RAM, 16GB Internal Memory, microSD up to 64GB)
- Processor:(e.g Mediatek 2GHz Octa Core Processor)
- Operating System:(e.g Android Lollipop 5.0)
- Camera: (e.g 5MP Back Camera, 2MP Front Camera)
- Battery: (e.g 4000mAh Battery)
- Colour:(e.g Black)
- SIM: (e.g Dual SIM, Nano SIM)

## DESCRIPTION

A brief introduction of product that covers all its major features.

(Example: **Offering you a unique user-experience, the Infinix (product name) is the perfect blend of stylish design and comfort. With amazing camera quality and hot selfies thanks to Selfie soft-light,(product name)delivers amazing picture quality at an affordable price. Enjoy premium features, super fast processing and an amazing battery life with the (Product name). Get the (Brand Product name) online from Jumia at the best price in Nigeria.**)

Next, pick the key features or unique selling points of the product (such as Memory, Processor Specifications, Design, Weight etc) and elaborate.

Example:

### **Design**

**The (device name) features an ergonomic design that fits the curve of your palm. Add to this a fine diamond texture and you have a perfect combination of style and functionality.**

### **Camera**

**The (device name) features a 10MP Primary Camera and a 5MP Front Camera, perfect for taking selfies and video calling. The front camera features LED Flash, so even at night or in low light situations, your selfies won't be dark.**

## **TELEVISIONS**

- Display Size: 20 Inches
- Display Resolution: 1366x768p
- Display Technology: HD TV
- Connectivity: 2 HDMI/2 USB
- Voltage: AC100 - 240V 50Hz
- Accessories: Remote Control/Manual

## **WASHERS & DRYERS**

- Capacity: (KG)
- Number of Tubs: (Twin Tub/ Single Tub)
- Technology:
- Colour:

## **REFRIGERATORS & FREEZERS**

- Capacity: (Liters)
- Build: (e.g 2 Door Refrigerator, Chest Freezer)
- Defrost Type:
- Colour:

## **AIR CONDITIONERS**

- Horse Power:
- Design Type: Window/ Split Unit
- Technology:

## **BOOKS**

- Author:
- Publisher:
- Format:
- Genre:
- Language:
- ISBN:

## **FASHION**

**Wristwatches**

- Display Material:
- Case Material:
- Case Diameter:
- Colour:
- Strap Material:
- Strap Type:
- Clasp:
- Water Resistant
- High Quality

## **Clothes & Shoes**

### **Shoes**

- Main Material:
- Colour:
- Style type (Slip-on, Buckle or Lace fastening)/ Heel Type:
- Other:
- Pair with

### **Clothes – Apparel and Accessories**

- Main Material: Cotton
- Colour: Navy Blue
- Detail: Bodycon
- Peplum Style
- Back slit
- Side Zip
- Pair with Court Shoes

# FMCG

## Product Name Format

Brand Name + Product Name + Size (ml/ g/ kg) x Number of Products\*

**Example:** Dettol Cool Antibacterial Soap 120g x 3

\*Number of products is applicable if there is more than one unit of the product

## Bundle Format

Name of Bundle

**Example:** Jumia Groceries Super Saver Bundle

Where Bundle includes a specific freebie, product name format should be as follows:

Brand Name + Product Name + Size x Number of Products + Specific Freebie

**Example:** Dettol Cool Antibacterial Soap 120g x 3 + Free Face Towel

Where freebie attached to bundle name is based on availability, Product name should include + Freebie

Brand Name + Product Name + Size x Number of Products + Freebie

**Example:** Dettol Cool Antibacterial Soap 120g x 3 + Freebie



## Highlights

Product highlights should include USPs of the product, as well as volume/size, and variant. Highlights must also include medical and safety warnings (if any) and age of use for products that may be unsuitable for children below a certain age or for baby /toddler products.

- USP 1 (Specially designed to meet nutritional needs of infants)
- USP 2 (Contains Bifidus BL, an essential probiotic for babies)
- USP 3 (It is not a substitute for breast milk)
- Variant: (Wheat)
- Volume or Size: (e.g 450g)
- Age of Use: (e.g 6 months onwards)
- Choking Hazard (if necessary): Small parts not for children under 3
- Allergens: (May contain nuts)

**For Bundles:** Bundles should include a list of products, sizes and number of units

### Example

- Dettol Antiseptic Soap 120g x 6
- Mortein All Purpose Insect Killer 500ml x 2
- Dettol Multipurpose Surface Cleaner 1L x 2
- Harpic Toilet Cleaner 450ml + Free Soap
- Free Bucket

## Description

Description must include detailed information of the products as provided by manufacturer.

**Bundles:** Description for Bundles must include, in addition to basic information about the bundle, a detailed list of the products included in the bundle

## Example

The heat, the traffic, the lugging heavy bags around, the endless haggling for the best prices... Let's face it, shopping for groceries can be a drag sometimes. Why spend the whole day looking for groceries when you get all you need in a single basket. The Super Saver Basket from Jumia takes all the stress off you. The Super Saver includes all the essential groceries you need from the brands you love.

### The Basic Basket contains:

- Checkers Custard Powder Vanilla Flavour (50g) x 3
- Dangote Refined Granulated White Sugar (250g) x 1
- Dano Instant Filled Milk Powder Refill Pack (400g) x 1
- Mamador 100% Pure Vegetable Oil (0.9L) x 1
- Golden Penny Semovita (1kg) x 1
- Golden Penny Spaghetti (500g) x 1
- Heinz Premium Tomato Paste (70g) x 2
- Indomie Chicken Flavour Noodles (70g) x 2
- Knorr Chicken Cubes (8g) x 5
- Nasco or Infinity Cornflakes (45g / 40g respectively) x 2
- Nestle Milo Activ-Go Refill Pack (200g) x 1
- Titus Sardines in Vegetable Oil (125g) x 1

Jumia Basic Basket bundles essential groceries from all your favourite brands. It's the perfect gift idea and is also great for students. Save money and time when you shop online on Jumia Nigeria.

## What's in the Box

For easier navigation of the customer on the website, 'what's in the box' should also be filled into the highlight box

## Filter Manager – category filters

- Brand
- Price
- Jumia First

## Return Policy

**Edible, Pharmaceutical and Beauty products (including BUT NOT LIMITED TO lotions, perfumes, lipsticks, powders, deodorants, nail polish and aerosol cans) are non-returnable. In short, if you can ingest it, spray it, or apply it, you cannot return it. If you are not satisfied with your purchase, please contact customer service.**

# DIAPERS

## Product Name

Brand Name + Product Name + Size x Product Count

Pampers + Baby Dry Diapers + Size 4 (192)

## Highlights

Product highlights should include **first** the key attributes (count, diaper size and corresponding baby weight) and then USPs such as layers of protection, duration of protection etc. Highlights must also include medical and safety warnings (if any).

- Diaper Size: 4
- Baby weight: 9.9kg - 16.6kg

- Pack Count: 192
- Protection Duration: 12 Hours
- Three absorbent layers
- UltraAbsorb core
- Sesame Street graphics
- Flexible tabs

## Description

Description must include detailed information of the product as provided by manufacturer. Elaborate on product USPs with helpful images.



With up to 12 hours of overnight protection, Pampers Baby Dry Diapers help give your baby the uninterrupted sleep they need for bright morning smiles.

That's because Pampers Baby Dry Diapers have three layers, versus only two in some other diapers. Baby Dry Diapers also have an even wider UltraAbsorb core for outstanding leakage protection, and they flex for a snug, comfortable fit.

You'll also love seeing your favorite Sesame Street characters on every diaper. Wake up to a happy, well-rested baby with Pampers Baby Dry Diapers.