

From brand to cloud marketing: the importance of quality content

Earlier this month, I have joined the marketing team of Icecat. This is a completely new challenge for me since I have only worked as a marketer for brands so far. In the past, I worked for various brands in the fashion and lifestyle industry both in the Czech Republic (my home country) and in the Netherlands. The reasons for this career switch are twofold. Firstly, I want to broaden my knowledge and expertise by exploring a new marketing perspective. Secondly, joining Icecat means joining a strong [Content Solution Provider](#) in a cloud industry that is proving to be more and more crucial.

As a marketer for a fashion brand, I saw the importance of quality content first hand. In the fashion industry, [sustainability](#) is a hot topic. Accurate and detailed information about products, e.g., materials and certifications, is crucial to convince the increasingly conscious consumer. Ensuring the availability of unified and accurate product information and stories across all channels is therefore pivotal for lifestyle brands.

The growing importance of multi-brand stores

Even before the start of the COVID-19 crisis, the growing importance of quality content and online marketplaces in the lifestyle category was evident. But with the outbreak of the virus and the onset of lockdowns worldwide, the e-commerce industry witnessed an unforeseen growth. In March 2021, pure online players in the Netherlands grew 50.5% compared to March 2020. Multi-brand online stores became even stronger players,

mostly thanks to the convenience of offering various brands in one place.

Another trend sparked by the coronavirus crisis is the customers' increasing concern about the environmental impact of shopping online. According to [Gfk](#), 51% of consumers see the negative effects of returns as a social problem. An efficient way to reduce the need for returns is by providing accurate [product information](#) about products. However, presenting the products in a structured and easily digestible way can be difficult, especially for multi-brand channels.

At [Icecat](#), my goal is to help generate more leads and assist brands and retailers in providing the best information to consumers online. I will be working on various projects within the marketing department. Some of my tasks will be improving and managing websites like Iceclog. But also online brand building, online advertising, and social media activities. I am looking forward to meeting all the [colleagues](#) and achieve great things together.