

Essential questions to select a social commerce provider

So, you're ready to bring social commerce into your business — congrats! But selecting the right social commerce provider isn't always a walk in the digital park. Here's what to consider when selecting a platform that will help your conversions soar.

Sourcing and organizing content

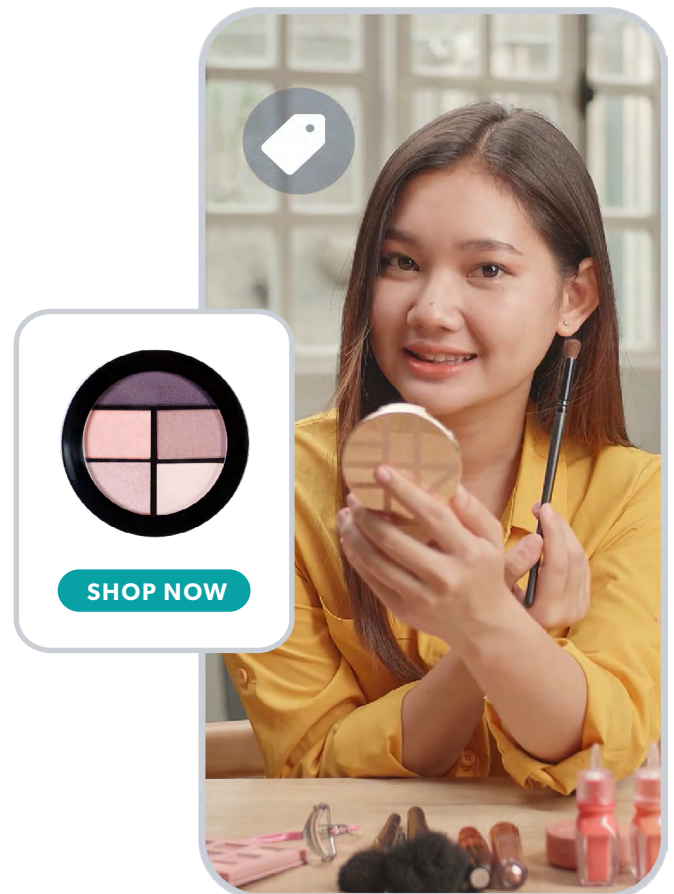
Discover if the provider offers means of efficiently collecting and organizing user-generated content (UGC).

- From what channels do you ingest visual content?
- How do you ingest UGC?
- What features do you offer that help pull in more UGC?
- How do you acquire legal rights to use UGC?
- How do I get shoppers to share more visual content?
- What features do you offer to organize content?

Social media strategy UGC

Find a solution that lets you post, schedule, and analyze content to save your social media manager major time.

- What social media channels do you provide analytics for?
- To what social channels can we schedule content to post?
- Are there limitations on automatic posting on our behalf?
- How can you help increase social engagement?
- How do you help boost traffic from social to my e-commerce site?
- How do you attribute revenue to social media strategy?
- How can I track and report on social campaign ROI?



E-commerce strategy with UGC

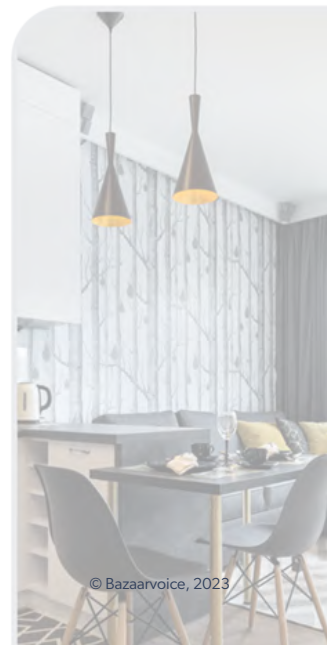
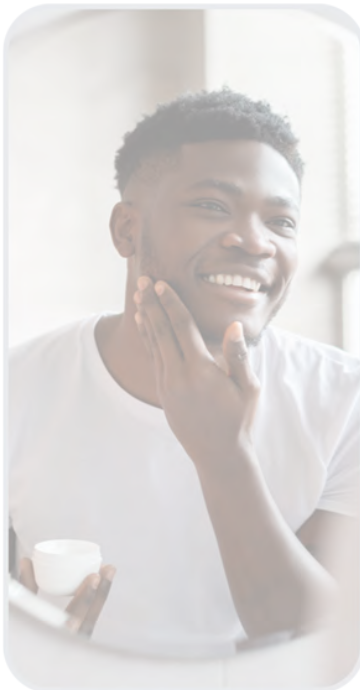
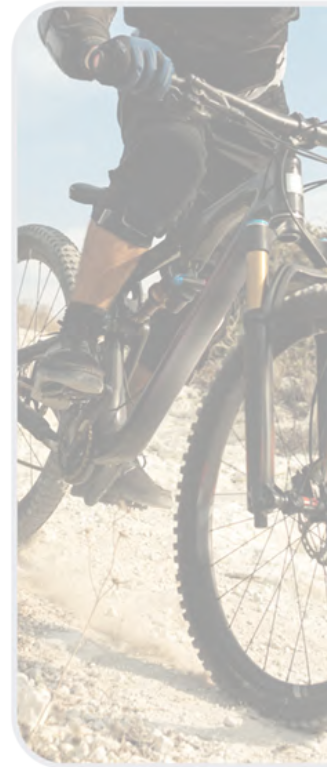
Ask about how the provider's e-commerce capabilities make content shoppable across digital channels.

- What tools do you offer to display UGC on our e-commerce site?
- What teams from our brand should use these tools?
- How much lift is involved to use the tools?
- Do you offer support to manage the tools?
- Are there customization options for how UGC is displayed on our site? What do they look like?
- Does your solution offer an API?
- Beyond displaying UGC on-site, what e-commerce tools do you offer?
- How do you attribute revenue to interactions with UGC on-site?
- How can I track and report on our program's performance over time?

Strategic guidance and expertise

Weigh whether the provider has dedicated strategists to help you successfully meet your program goals.

- Tell me about your global client success organization.
- How will our primary contact develop and execute a visual UGC plan with us?
- How often will we talk to our client success manager or strategist, including on-site and via business reviews?
- What does the overall engagement model look like between our teams?
- What types of publications and events do you participate in that demonstrate thought leadership?
- What kind of resources do you offer clients?
- Do you have benchmark data and other ways to see how the value of our UGC compares to others in my particular industry?
- How does your organization stay ahead of social and retail trends?



Network of brands, retailers, and shoppers

See if the vendor allows you to publish UGC everywhere your shoppers are — including retail.

- How many shoppers do you reach through your network?
- How many brand and retailer sites are in your visual network?
- How can I display visual UGC on retail sites?

Product and customer insights

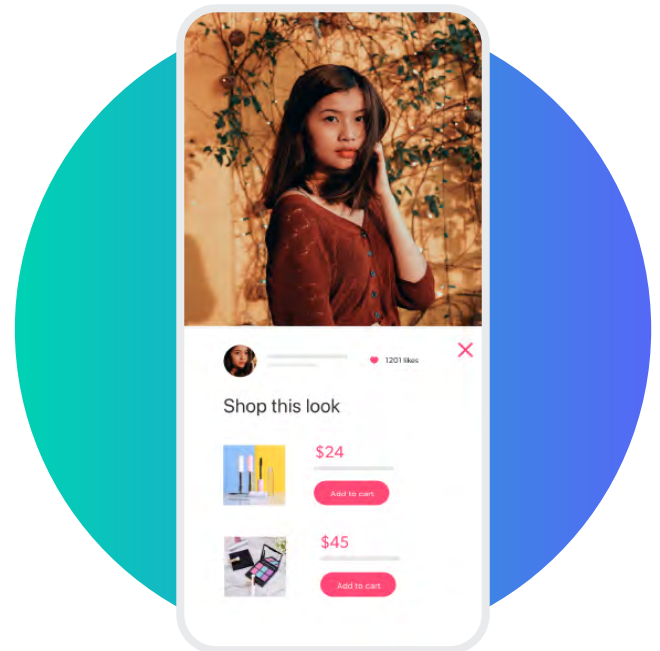
Make sure the platform houses relevant insights to show how your content directly contributes to your bottom line.

- What tools do you offer to track social channel and campaign performance?
- What tools do you offer to track UGC performance on our e-commerce site from shopper engagement to conversion?
- How do you provide insights for our social and e-commerce strategies together?
- How can you help us compare our performance against benchmarks and competitors in our industry?
- How do you track our influencer partners' performance on social media?
- How do you help brands understand their UGC program at retail sites?
- What is the level of effort needed to set up reports, schedule delivery, and share data across our company?
- Do you provide recommended actions for us to take based on data?
- What are some examples of companies that have used your performance insights to direct their social commerce strategies?

Platform innovation

Dig deeper about any of the platform's UI, features, integrations, and operations that will give you a competitive edge.

- What are some of your most recent, high-impact product innovations, including new capabilities and functionalities?
- What do you have in your product pipeline that will provide value and drive long-term success of our program?
- How large is your global R&D staff?
- How easy to use are the tools?
- Is your technology flexible enough to suit our unique needs?
- Does your solution offer an API?
- How is the solution optimized for mobile?
- Are other partners and platforms integrated with your software?



Bazaarvoice Social Commerce helps you turn social content into shoppable experiences that drive sales — wherever shoppers are. Drive product discovery, build best-in-class product pages, syndicate to retail sites, and skyrocket your conversions.

Ready to get started with Bazaarvoice?

Talk with an expert