

How to build a digital content supply chain

Produce quality content at scale and improve marketing efficiency



bazaarvoice™

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Introduction

Shoppers crave content.



6 HOURS AND 59 MINUTES:

The average daily time people spend consuming digital content.¹
But producing quality content for multiple channels and platforms is time-consuming and expensive.

Stop trying to feed the content beast on your own!

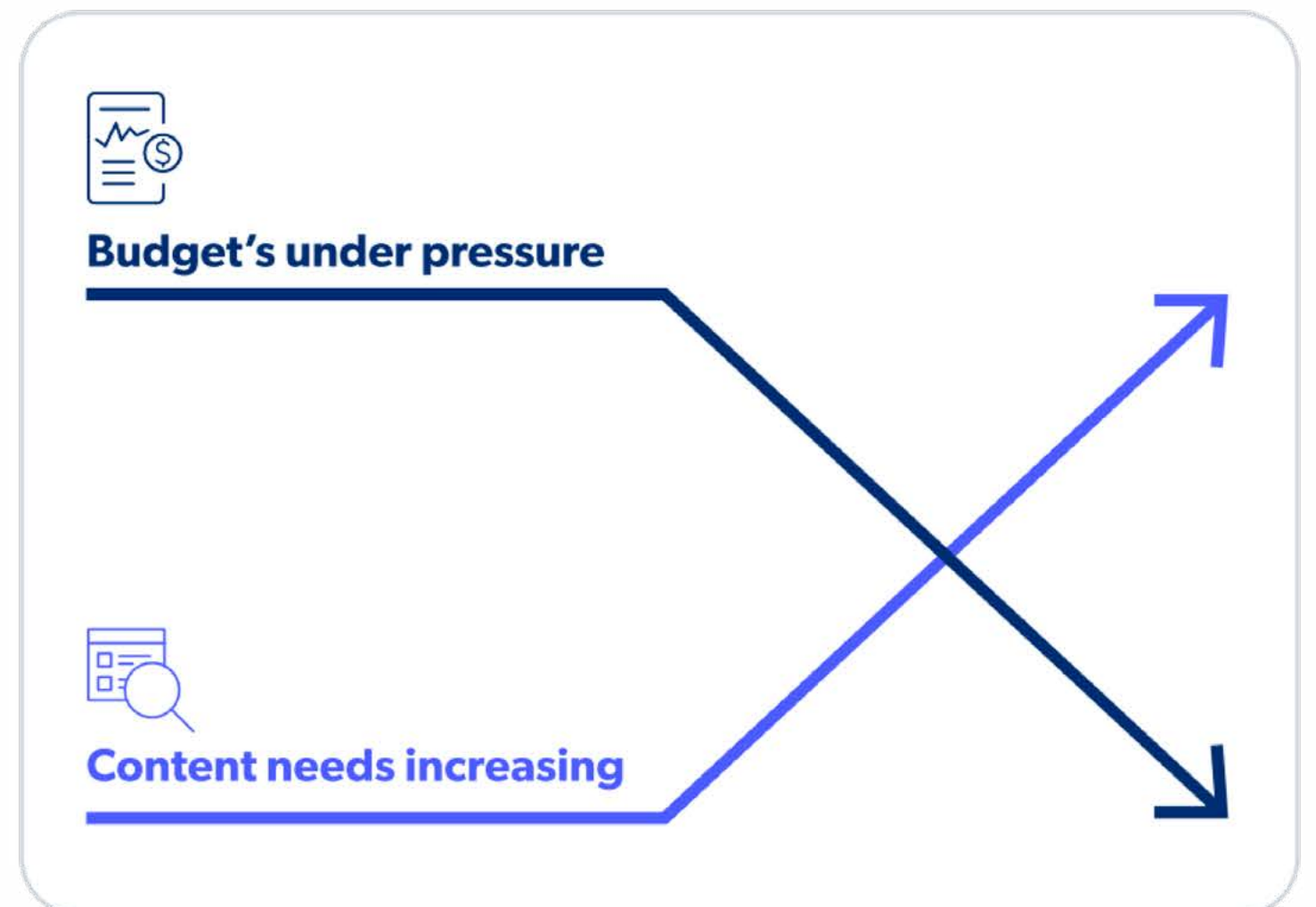
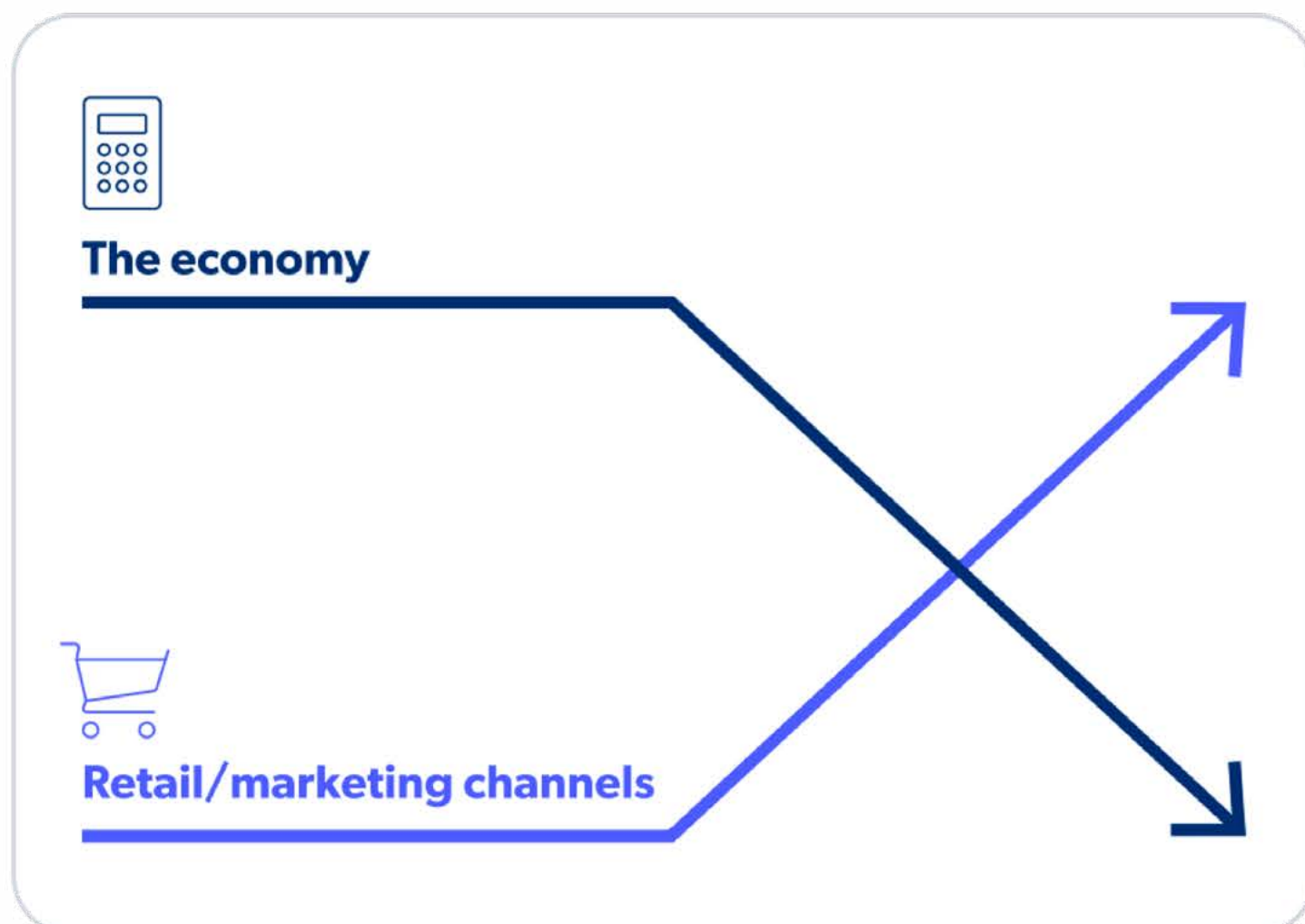
Instead, create a digital content supply chain that puts your customers to work for you. A digital content supply chain approach allows you to shift your marketing strategy from content creation to content collection, curation, and distribution.

It's the key to winning the content race.

This e-book outlines the fundamentals of the digital content supply chain and will cover:

- Why marketing efficiency is so critical when the economy is rough
- How to overcome the content bias (that keeps you on the content treadmill)
- How to think about content creation like a product supply chain
- How leading brands are leveraging user-generated content
- How to collect, curate, and distribute user-generated content at scale

Economic pressure collides with growing channel requirements



There are two significant external factors impacting brands' ability to succeed with content marketing today:

- A slowing economy and shrinking marketing budgets
- Growing content needs for retail and marketing channels



In the digital era, no one piece of content will serve all customers. A spectrum of content is required to best connect with customers and drive loyalty.²

International Data Corporation (IDC)

These external factors lead to internal pressures on marketing teams. A slowing economy affects marketers' budgets, while demand for content that converts in retail and marketing channels is exploding.

How do you produce enough content to satisfy your website, SEO, social media, PR, email, and digital advertising needs and serve shoppers in these channels at varying stages of the buyer's journey — with less?

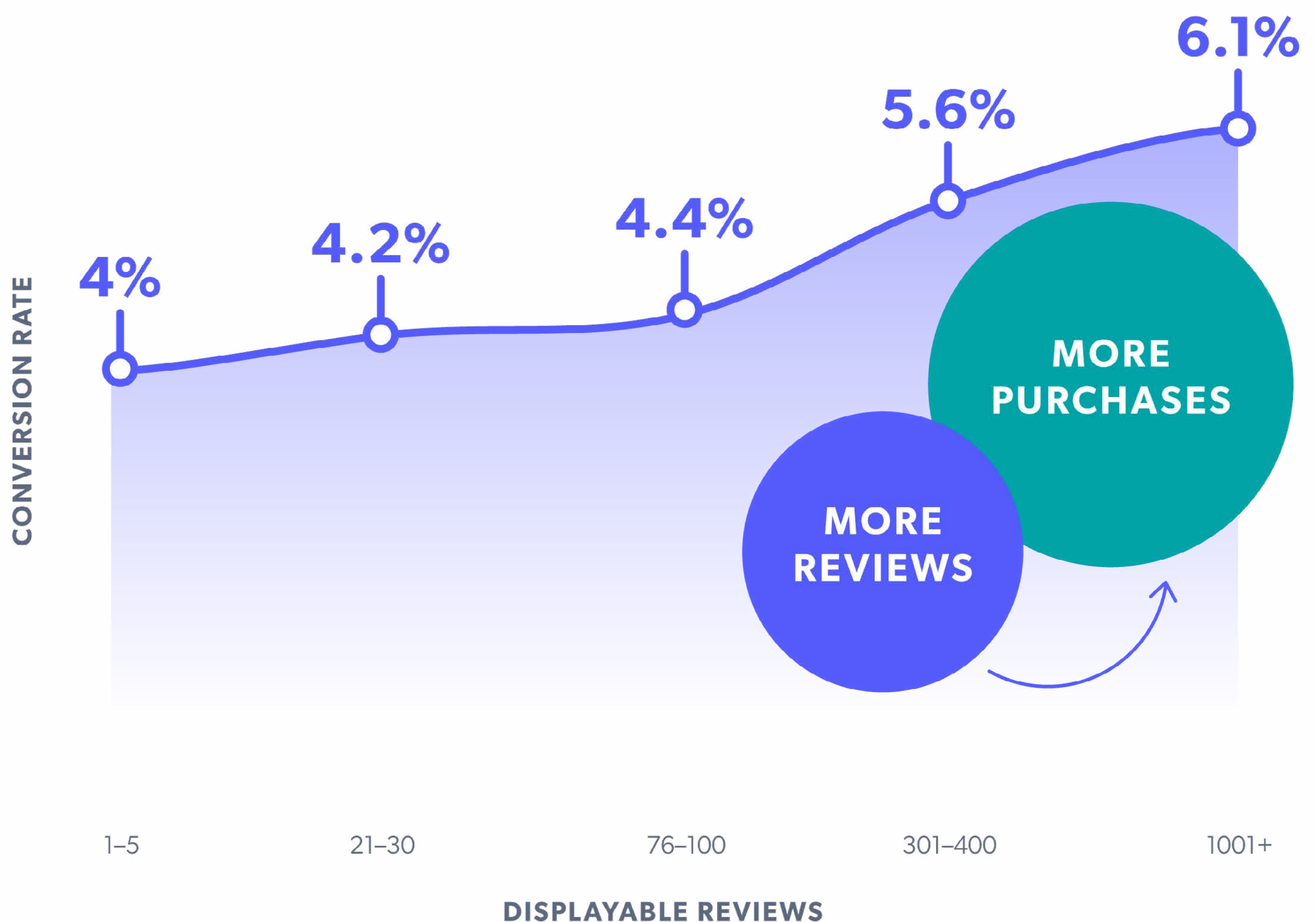
Practice extreme marketing efficiency by building and scaling reusable, fit-for-purpose content that drives ROI.

What does marketing efficiency look like?

A best practice is to curate images, videos, reviews, and other user-generated content across multiple channels. For example, you could collect shoppers' photos of your product from Instagram and reuse them across social media channels, product pages, emails, and even retail displays.

User-generated content is highly effective at encouraging purchases and driving conversions. The more shoppers engage with content from fellow shoppers, the more likely they are to buy.

More displayable product reviews result in more purchases³



Content bias is unbalancing your content supply

As marketers, we are naturally focused on:

- The things we have complete control over
- The things we are investing in the most

For these reasons, marketers tend to focus on creating branded content like ad creative, direct mail and email. It's a carry-over from the era of mass communication commerce.



You've been trained to focus in on the content you have the most control over



Doug Straton
Chief Customer Evangelist
at Bazaarvoice

But shoppers overwhelmingly prefer content from other shoppers over branded content. They consider it more trustworthy and authentic.

36%

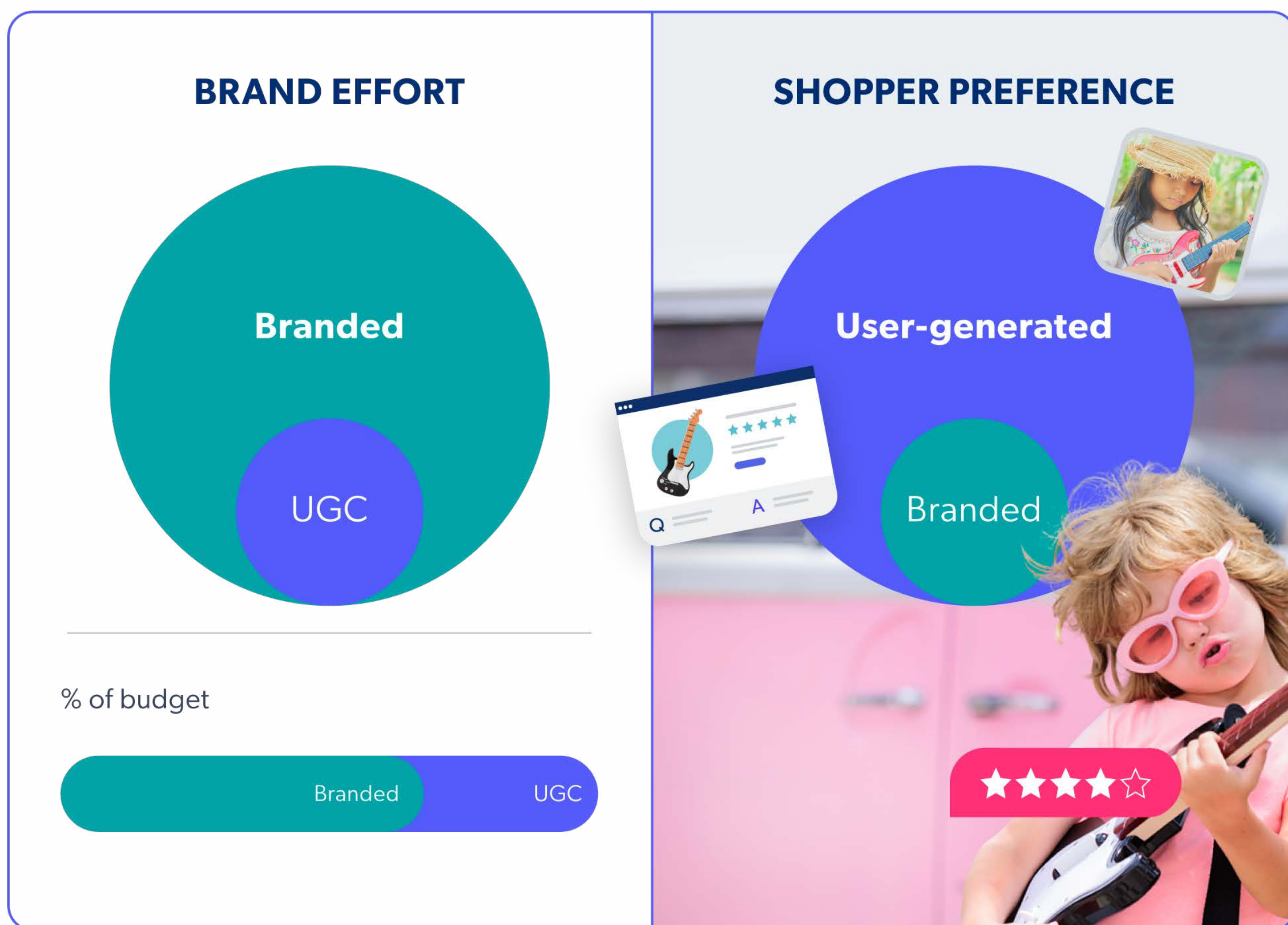
of 8,000+ shoppers surveyed said 'brand advertisement' does nothing for them when making a purchase decision⁴

78%

of shoppers said product reviews from other customers are most influential to their purchases⁴

The takeaway

Brands and retailers are investing in and creating a much higher volume of branded content (supply) than the kinds of user-generated content shoppers want to consume (demand). The key to meeting content demands while reducing costs is eliminating content bias and optimizing your content supply chain.



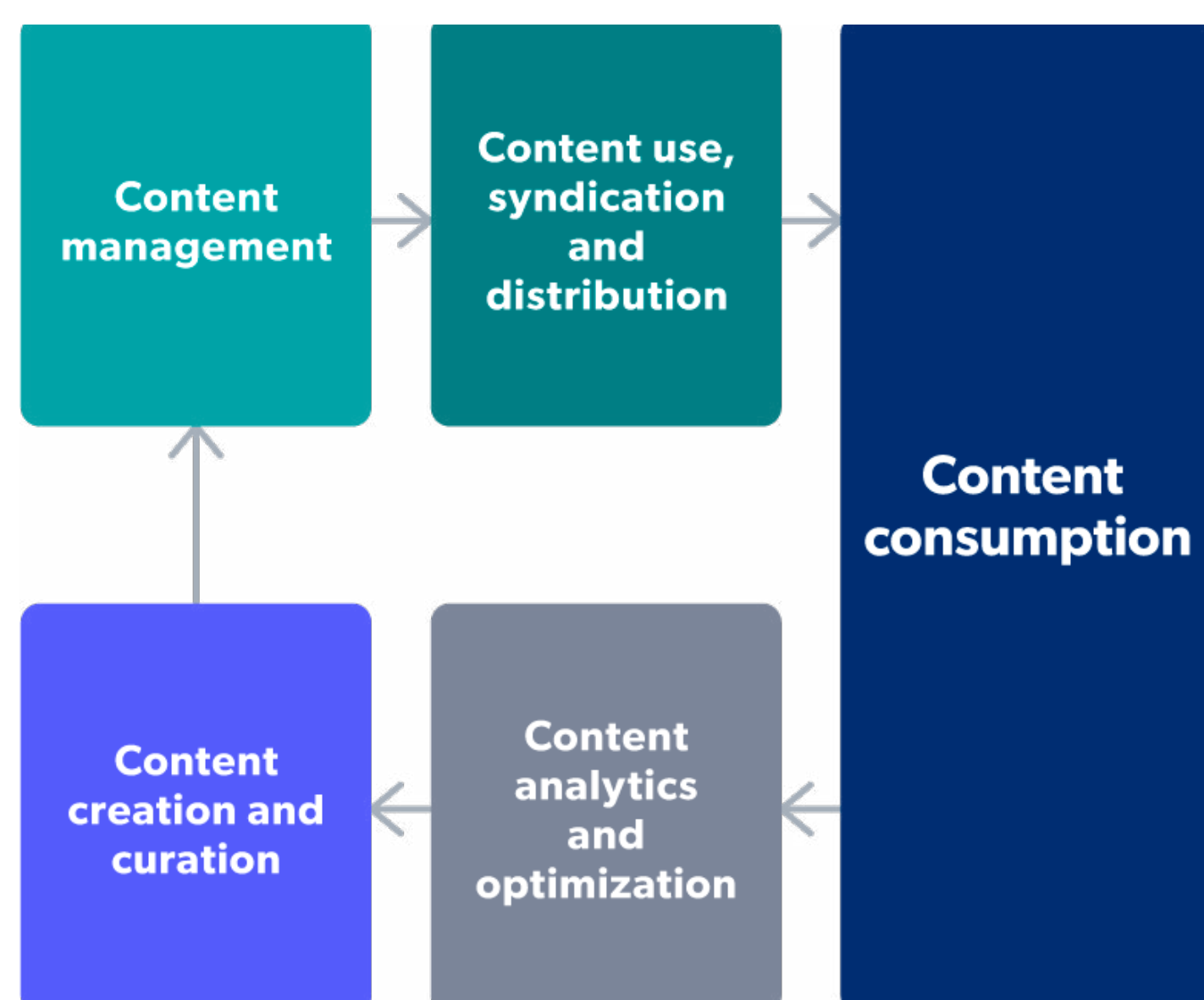
Overcome the content bias with a scalable content supply chain

To correct the content bias, balance your content production, and drive demand through your content marketing, apply traditional supply chain principles to your digital content production process.

In a traditional supply chain, companies and suppliers work together to transform raw materials into finished products for customers. The process is a cross-functional effort, with no single department responsible for the entire production process.

Product supply chains fill 5 primary functions

- Provide a demand forecast
- Make products to that forecasted demand
- Store those products
- Distribute them to the outlets that sell them
- Sell the products to consumers



With the right tools, a content supply chain strategy can help you build a long-term content foundation that scales.

The 3 primary steps in the supply chain process are:

1. Align the organization on content ownership
2. Create a single process and governance
3. Turn the process into a platform that drives outcomes

1 Align the organization

The first step in adopting a supply chain model is aligning your content mix, ownership, and metrics.

Produce different types of content to balance supply with consumer demand and determine your content mix. Once you understand what you need to produce for what channels, identify owners for each content initiative.

Abandon the mindset of branded and user-generated content sitting in functional silos. Consider your content strategy and supply chain as a whole.

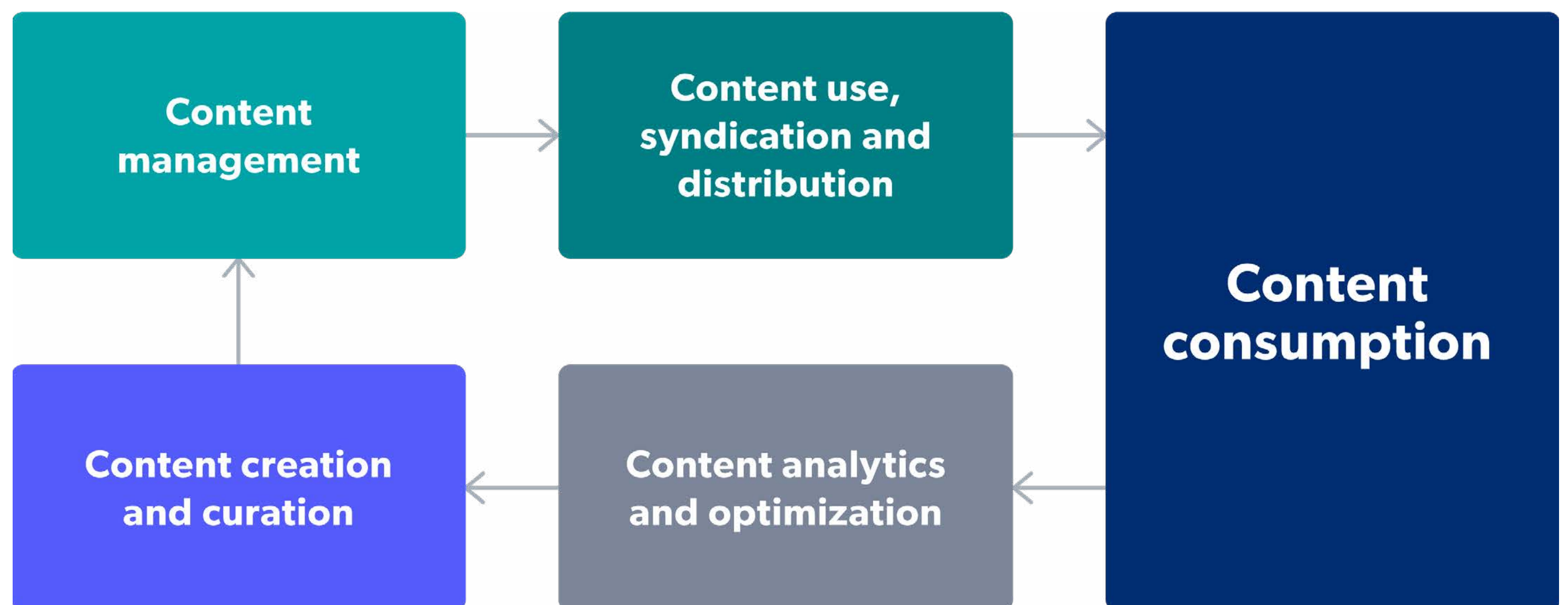
Make sure your organization aligns with content performance metrics. Your chosen metrics should provide insight into which content initiatives and channels drive desired business outcomes throughout the funnel.

	DISCOVER	CONSIDER	PURCHASE	CHAMPION
Buyer needs based on shopper journey stage	What is the inspiration or motivation to use your product?	What are the various options and how do they fit my needs, budget and timeline?	Can I trust this vendor enough and make a confident purchase?	Did I make the right decision? What should I tell others? Do I see value in being loyal to this brand?
Information are they looking for	Engaging and inspiring experience that hooks me	Research all product options to confirm this will suit my needs best	Make it safe and easy for me to purchase	Join community, where to rate and review, and access to educational content or support as needed
Content objective	Inspire and build awareness (convert strangers into leads)	Educate, inform and build trust (turn leads into prospects)	Build confidence and trust (convert prospects into customers)	Demonstrate two-way value and loyalty (turn customers into advocates)
Content / media mix	Press articles, advertorials, blogs, user-generated content, inspiration galleries and boards, SEO-led content	Expert reviews, verified purchaser ratings and reviews, questions and answers, influencer reviews, in-store displays	In-store POS, coupons, discount codes, shopping cart content, purchase options, finance options, secure purchase infrastructure, add-ons, accessories	Email review request, text review request, how to videos, community invites, reminders
Channels	Search, paid media, email, text, public relations, blog, social media, community groups, OOH, website, influencers, sampling, events	Website, email, expert comparison article, product comparison sites/tools, price comparison site/tools, social media	Website or in-store point of sale	Community, email, text, website, social media, support, phone, events
KPIs (measure by channel and content type)	Impressions, engagement rate, cost per impression, volume, engaged community members	Traffic volume, cost per click, engagement rate, bounce rate, time on site, page depth, engagement with interactive elements	Revenue, order volume, average order value, basket size, cost per conversion, conversion rate, abandon rate, return on investment	Social proof impressions, customer lifetime value, referral, repeat purchase, NPS
CTAs	Learn more	Add to cart	Complete your purchase	Share your opinion
Owner	Public relations, brand, e-commerce, social, digital marketing, retail	Public relations, brand, e-commerce, social, digital marketing, retail	Retail, e-commerce	Brand, e-commerce, social, digital marketing, support

2 Create a single content process and governance

Once you know what needs to be created, where it needs to go, who's responsible for it, and how it will be measured, create a unified process that operationalizes it all.

At this step, it helps to again visualize the supply chain.



A product supply chain allows businesses to make and store products according to demand and distribute them to outlets where they are sold, purchased and consumed. This data helps determine what and how much needs to be created next to meet further demand.

The concept allows you to design a content supply chain that delivers content at scale.

Start your first content supply chain iteration by creating and curating your planned content from Step 1 (align your organization). Warehouse this content in a central content management system and distribute it to pre-determined channels for consumption by shoppers. Finally, measure your content's performance against business outcomes and use these metrics to inform your next round of content production.

3 Turn the process into a platform that drives outcomes

Once you have a centralized content supply chain process, you can improve efficiency and scale production by turning that process into a system or platform. The goal is to integrate essential processes and tools into one platform and reduce handoffs, complexity, and hidden costs while delivering scale and clear ROI.

The result will be a more personalized and contextualized content delivery.

Start by mapping your current technology solutions to your new content supply chain process. Then look for redundancies in solutions and gaps in capability.

Ask yourself:

- What functions are still manual?
- What bottlenecks would prevent scaling content?
- What would add cost?
- What would reduce cost?
- Where can we speed up the core process?
- Will it allow me to react faster to changing market conditions?

Consolidate and intentionally integrate your solutions into a single platform that takes your content inputs (content delivered from your various functions) and turns them into business outcomes.

While this may not be easy, it's worth the time and effort. You'll likely need to evangelize new processes and technologies to bring your content supply chain vision to life, so build a strong business case as you work through the exercise.

Unilever makes the most of the voice of the customer

Unilever sets the bar for user-generated content (UGC) success with a company-wide strategy for making the most of the voice of the customer. Their innovative use of user-generated content goes beyond marketing — the brand uses Bazaarvoice solutions to build loyalty and improve customer satisfaction across the business.

Recognizing its value in both attracting customers through search and encouraging conversion, Unilever has built an impressive foundation of customer reviews.

Unilever encourages reviews at multiple touchpoints, from emails to web banners to social media. But beyond marketing, Unilever also mines reviews for insights to better inform their products — and content production. The company is also integrating reviews with CRM for increased content personalization.

It's all part of Unilever's never-ending quest to make products that people love so much that they want to share their experiences with the world.



Integration of UGC into CRM will give us deeper demographic information and provide an incremental way to understand different customers' needs.

Jenna Spivak Evans | Innovation and Digital Capabilities Manager at Unilever

By scaling user-generated content across the business, Unilever has achieved:

150%

lift in purchase intent

15–25%

increase in search traffic

20–30%

improvement in social display ad performance

River Island converts with user-generated content

Fashion brand River Island uses social and visual content to help shoppers envision products in their own lives — while increasing site engagement and sales.

Using Bazaarvoice Galleries, the brand celebrates its customers by curating user-generated content from social channels and displaying it across its website.

The brand has a community of customers eager to share their photos wearing River Island's clothing, which helps other shoppers discover new items and take inspiration from their styling. This lifestyle-based visual content is displayed as engaging and authentic shoppable images on River Island's homepage, a full-page gallery, and carousels on product pages to show how the products fit into people's lives.

River Island sees an increase in conversion rates, average order value, and time spent on site among site visitors who engage with the UGC compared to those who do not.⁶

184%

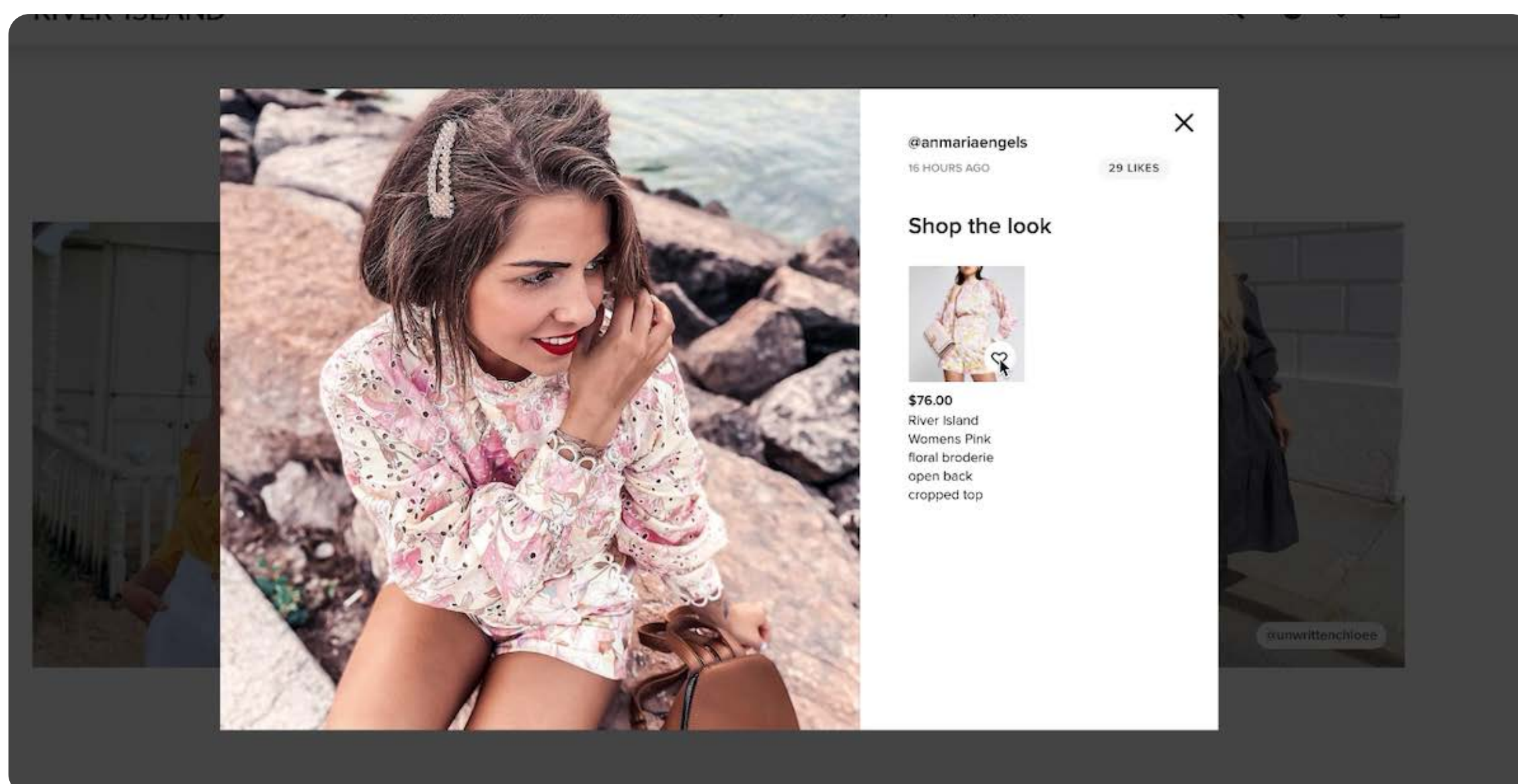
lift in conversion rate

45%

increase in average order value

2x

time on site



Drive content production and marketing efficiency

As you work towards building an efficient content supply chain, you'll still need content. Start by correcting the content bias and putting user-generated content to work for your brand. Think about the different methods of collecting shopper content to feed your supply chain, such as:

- Adding CTAs to your website
- Engaging shoppers through social media campaigns
- Sending review request emails
- Launching a product sampling campaign

To quickly fill the gaps in your content across the funnel, consider a partner like Bazaarvoice.



It's important that we're as efficient as possible with our content. Bazaarvoice is a partner with a global network of strategic retailers that are important to our business. That really helps us to get our content on those channels, not only for ratings and reviews, but for Q&A or social media content.

Global lead social and consumer content engagement, CPG (electronics)⁷



Bazaarvoice has invested heavily in building an end-to-end platform empowering brands to efficiently harness shopper content. Our product suite allows our clients to collect all types of content across the marketing landscape — from reviews to images and videos to Q&A — and distribute them in all the places that matter to your customers (not just product detail pages).

Plus, the comprehensive Bazaarvoice suite can integrate seamlessly with the rest of your supply chain processes and technologies to help you efficiently scale your content.


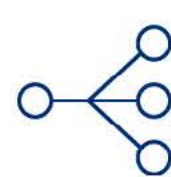




BUILD BRAND AWARENESS

-  **Category SEO**
included with R&R
-  **Sampling**
Influenster
-  **Social publishing tools**

LEARN FROM YOUR SHOPPERS

-  **Premium network insights**
-  **Insights & reporting**
included with R&R

DRIVE HIGHER CONVERSION AND SEO

on your site	at retail
 Ratings & reviews	 Review syndication
 Questions & answers	 Retail review response
 Social commerce <i>Link in Bio Storefront, Shoppable social galleries</i>	 Visual syndication

Key takeaways

Shoppers are consuming and driving demand for content, just as the tight economy is chiseling away at marketing budgets. But once you overcome the content bias, you'll no longer have to feed the content beast on your own — and you can let your shoppers do the heavy lifting.

Remember:

- It's impossible to create enough brand-led content to satisfy consumer demand. User-generated content can fill the void, helping you achieve the required quality and quantity.
- Building a content supply chain will allow you to scale content production efficiently — and ultimately drive business outcomes. It is key to winning the content race.
- Establishing an efficient content supply chain is a long-term endeavor, but you can achieve quick wins by incorporating more user-generated content into your supply now.



Bazaarvoice Sampling

Want to engage shoppers and drive conversions like Unilever and River Island?
Get started with product sampling today

[Learn more](#)

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Making shopping smarter.