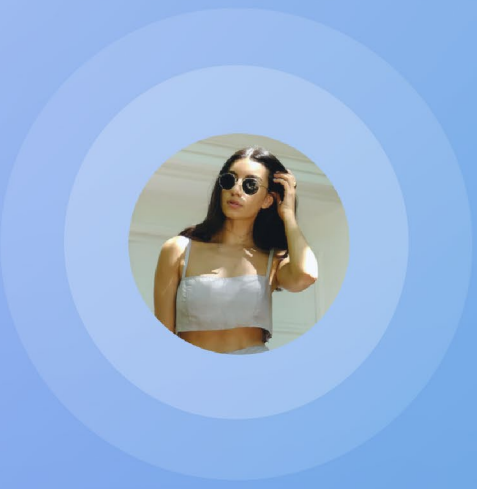
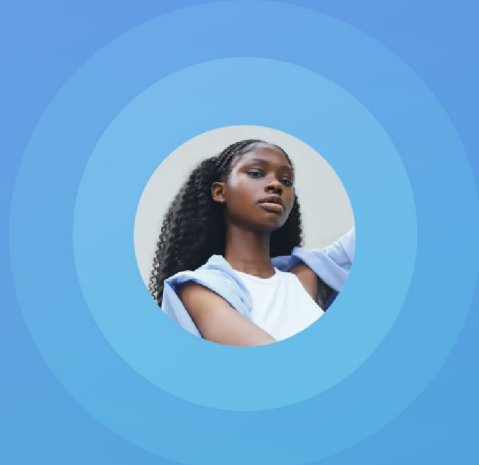


# How to activate creators and communities

↳ to optimize your  
marketing strategy



bazaarvoice™

# What's inside

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# Introduction

Does your marketing strategy still rely exclusively on branded content? Or partnerships with big-name influencers like Huda Kattan or MrBeast?

Then your returns are probably diminishing.

Shoppers made their content preferences loud and clear in our most recent survey — they trust everyday consumers over both your brand and celebrity influencers.

We surveyed over 9,000 consumers from the US, UK, France, Germany, Canada, and Australia on how they interact with influencers or creators and how those interactions have changed over time. The results revealed that just about everyone (100% of respondents!) has purchased a product based on a recommendation from another shopper they saw online.<sup>1</sup>

The shaky economy continues to shift consumers in this direction. Shoppers need more proof than ever — from people they trust — that products will make good purchases.

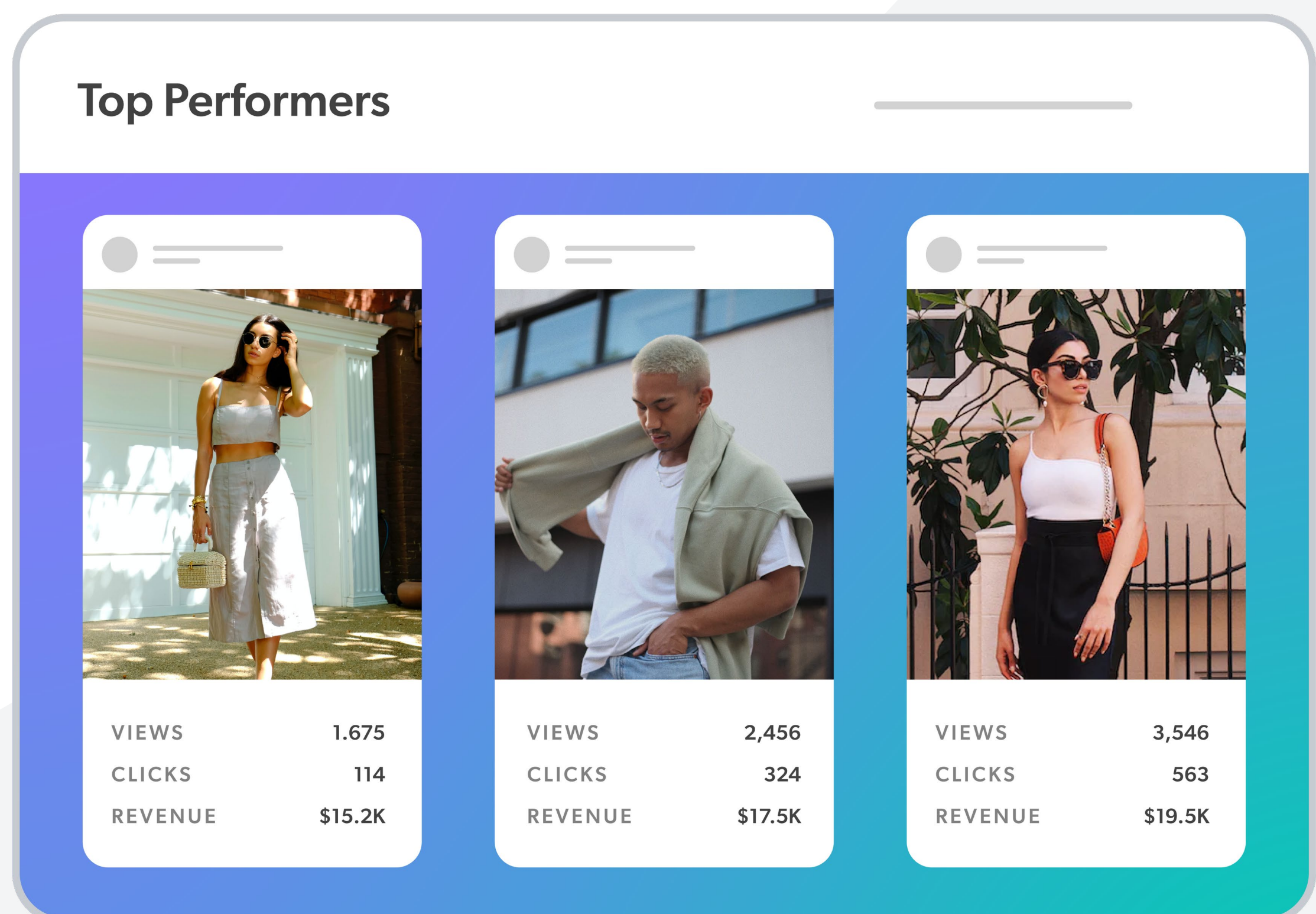
At the same time, commerce and marketing teams are being forced to do more with less; you must prove that every single customer outreach tactic drives high return on investment (ROI). And tight budgets make it difficult to get the assets you need for engaging campaigns, including visual content creation for social media, product videos, and user reviews.

In this landscape, marketers are shifting their spend from expensive paid channels with dubious returns to more efficient and effective creator programs.<sup>2</sup> The creator economy is shaping up to be a \$100 billion industry as brands turn to everyday shoppers and content creators to generate higher-converting and more engaging shopping experiences.<sup>3</sup>

Our research delves into the creator economy and offers invaluable advice to brand managers looking to tap into the potential of creator marketing. Discover what makes creators tick and how shoppers perceive their advice and trustworthiness in the buyer journey.

## This guide provides exclusive insights into:

- Why creators are essential to your marketing strategy
- How creator content allows brands to make the most of limited time and budgets
- The different types of creators and their relative influence
- How to choose the right creators for your brand
- Common use cases for creator programs and winning examples
- Best practices and tools to manage, measure, and optimize creator programs



# Everyday social users reign supreme

What, exactly, is a creator? The term encompasses anyone that creates, and in this case, we're talking about creating content. But not all creators influence equally — everyday social users are the most influential in the path to purchase.

## Navigating the spectrum of creators and their skill sets



**Everyday shoppers** are your Average Joes and Janes who love sharing their opinions with other shoppers. They may be your family, peers, or even other people you've never met IRL sharing authentic content.



**Content creators** produce polished content that generally matches your brand aesthetic. They create content to share with their own audiences, which your brand can repurpose. Their followings tend to land in the nano- to micro-influencer space (< 50,000 followers), and they drive high engagement with their loyal audience.



**Social media influencers** are social media stars that have larger audiences of people who follow them for their lifestyle. They tend to land more in the mid- to macro-influencer category (100,000+ followers), as they focus on social reach. These stars need to be able to build community, engage with audiences, and be good on camera.



**Celebrity influencers** are well-known, mega influencers that are at the top in terms of follower count (usually over 1 million), engagement metrics, and brand status. They earn thousands or even millions of dollars per year for sharing branded content with their audience.

All creators have a level of influence, but research shows consumers are increasingly leaning more into everyday social users and content creators who love sharing their opinions with other shoppers.

A full 100% of our survey respondents say they've purchased a product based on a recommendation from another shopper they saw online. And in a world where people increasingly question everything, 78% of shoppers trust everyday social users just as much — or more — than they did five years ago.<sup>1</sup>

Conversely, social media influencers and celebrity influencers are less influential. Only 12% and 6% of shoppers report they are likely to be influenced to purchase a product by these creators, respectively.<sup>1</sup>



## When purchasing a product, whose opinion are you most likely to be influenced by?

**29%**

Everyday social users/  
everyday shoppers<sup>1</sup>

**26%**

Content creators<sup>1</sup>

**12%**

Social media influencers<sup>1</sup>

**6%**

Celebrity influencers<sup>1</sup>

As consumers increasingly value the opinions of everyday social users and content creators, we're seeing brands move in the same direction, with 69% of marketers saying they're working with smaller creators.<sup>4</sup> Partnering with these creators offers higher engagement, trust and authenticity, and cost-effective, scalable content, which is driving the growth of the creator economy — currently valued at \$16.4 billion.<sup>3</sup>

## Ask Yourself

- How much of your budget are you placing into everyday social users and content creators versus celebrity influencers?
- With your current resources, how can you scale to connect with this type of everyday creator to get the reach your brand needs?



To help you create the social content you need to drive growth, defend market share, and increase ROI, activate creators and communities that are ready to serve as your user-generated content (UGC) engine. These networks are designed to help brands and retailers generate diverse, high-quality, customer-generated reviews and visual content — with speed and simplicity.

# Choose the right creators for your brand

We might be living in the creator economy, but not all creators will be an authentic fit for your brand. To generate high-quality, on-brand content — from reviews to visual content to social content — you need to partner with the right creators.

There are a couple of ways to make it happen.

## Tap into highly engaged communities

One of the fastest ways to generate a high volume of content from everyday shoppers is activating existing communities through sampling.

Sampling is an effective way to get your products into the hands of engaged creators and generate content for your products. These creators produce content like photos, videos, and reviews based on their own inspiration from the sampling campaign. They're your word-of-mouth marketers — at scale.

Plus, when you have the right partner, sampling is easy to execute in only a few key steps.





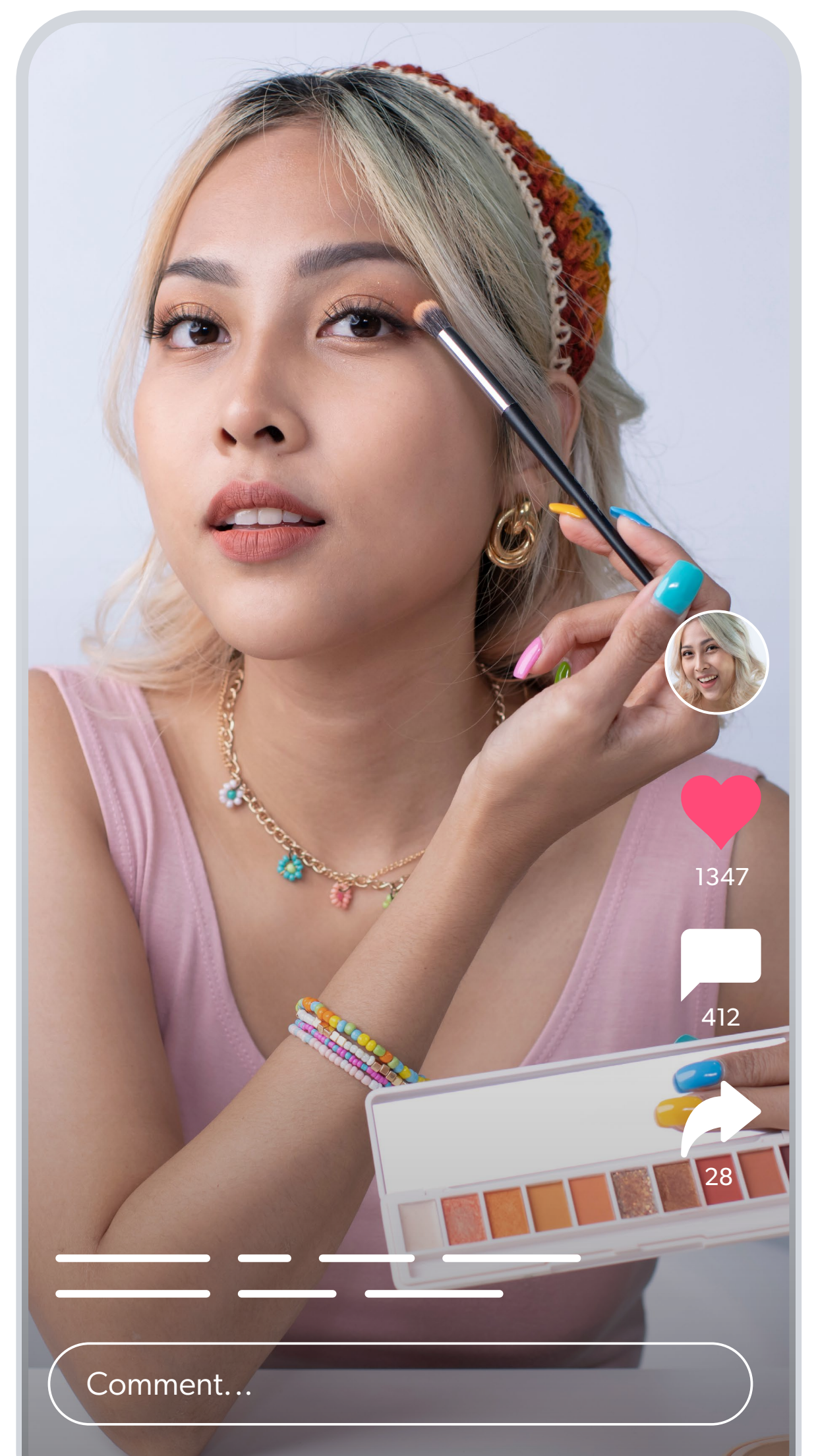
## 1. Find the right creators

It's incredibly important to be highly targeted with sampling campaigns. This ensures you're sending your valuable inventory to the right people — who will then be tasked with content creation.

Finding the right samplers is key to better results and value from your investment. The more you can match your creator to your customers, the more likely your creator is to resonate with your target audience. Age, gender, ethnicity, location, education, household income... you get the idea.

Make sure to go beyond typical demographics. The secret sauce is looking at shopper behavior, current product preferences, interests, etc. You may even consider further narrowing your selections by running a survey to collect new details on prospective samplers.

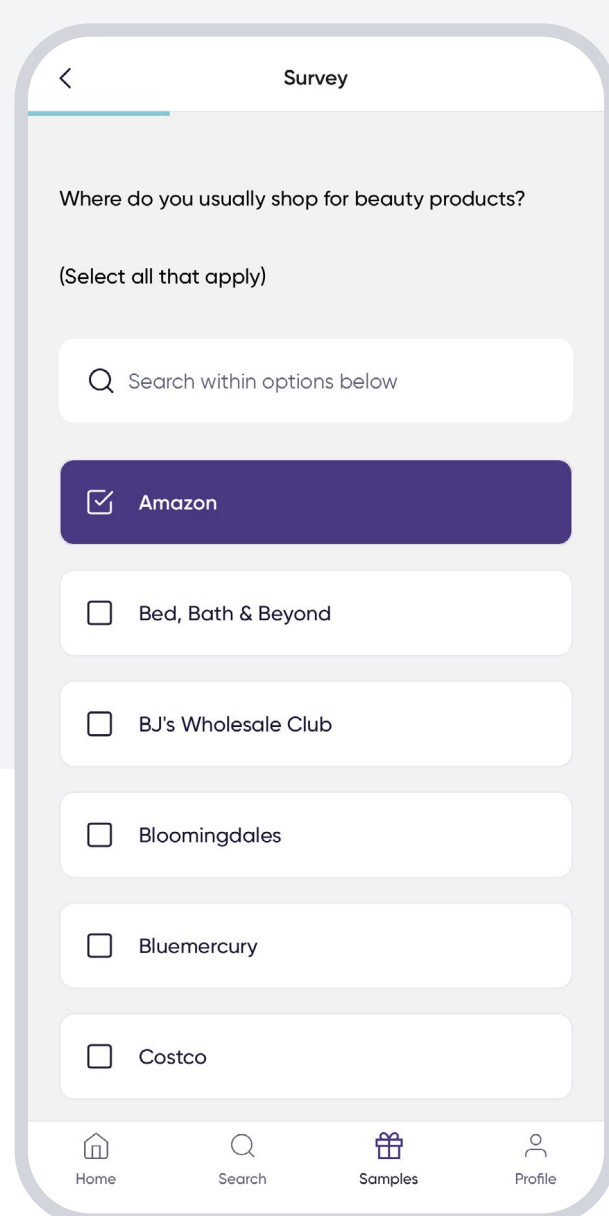
Don't forget to consider what kind of content you need to accomplish your goals and how you plan to use it. For example, some TikTok creators may not be as skilled on Instagram and vice versa.



Make sure your sampling partner can pull together a comprehensive picture of each person that's in the running from a variety of sources, for example:

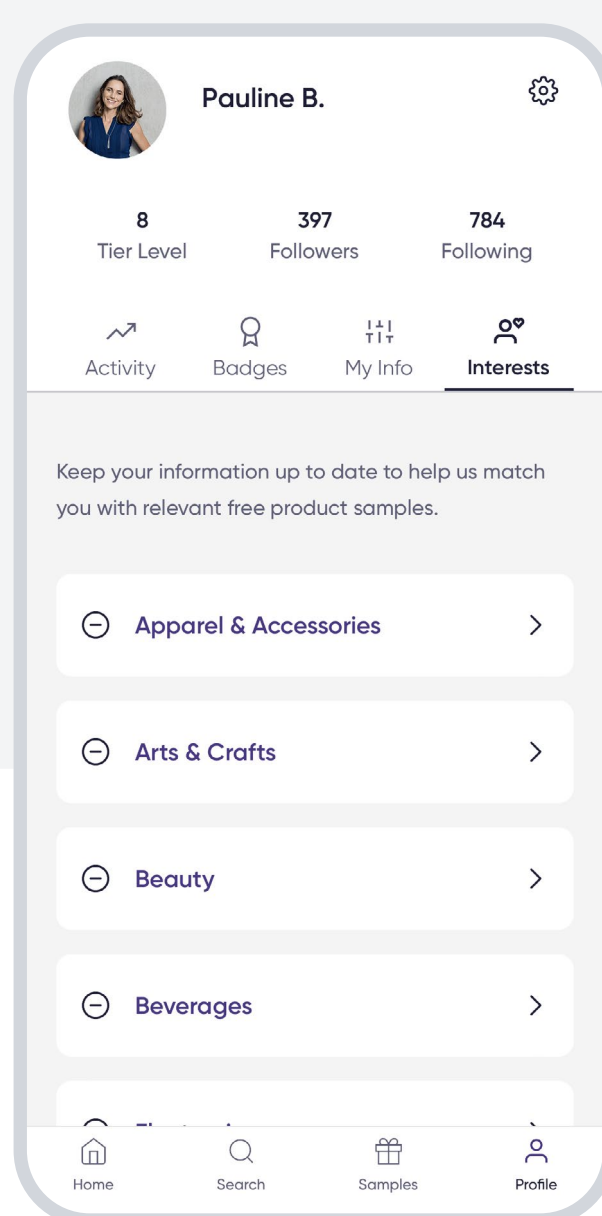
## Survey data

Demographics, psychographics, shopping behaviors, etc.



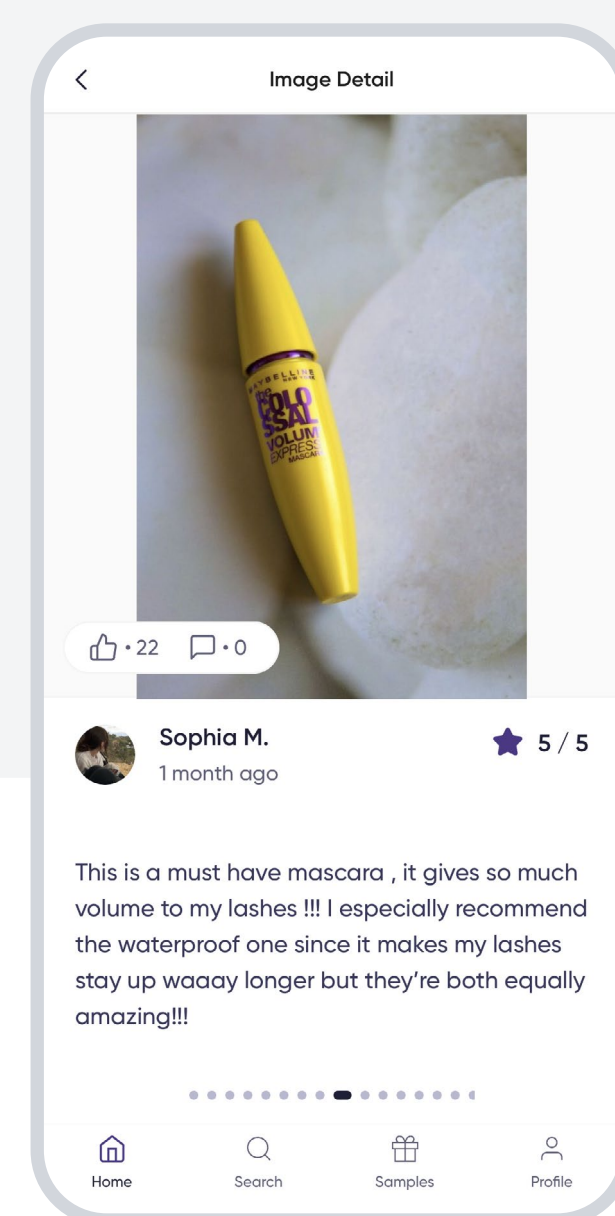
## Social presence

Platforms and followers



## Reviews

Data from other organic reviews



It should all add up to hundreds of data points on each sampler-to-be that help you to **hyper-target the right people for your sampling campaign.** And the best sampling partners will confirm they've found the best fits by conducting a pre-campaign survey.



## 2. Sample your products with them

The next step is to get your product in your everyday shoppers' hands. This is where sampling comes in. A well-targeted sampling program can:

- Power product launches by collecting reviews and imagery from your community pre-launch
- Revitalize core products by generating fresh reviews
- Provide valuable customer feedback to improve messaging, inform product development, and identify new market opportunities

It's important to note that the best sampling campaigns send more than a sample — they send an experience. Elevate your unboxing experience using tactics like:

### Brand-forward box design



### Customized swag



### Custom postcard inserts



Sometimes, you might want to choose an unbranded box for unbiased feedback. It doesn't hurt to make sure your sampling partner offers both options.

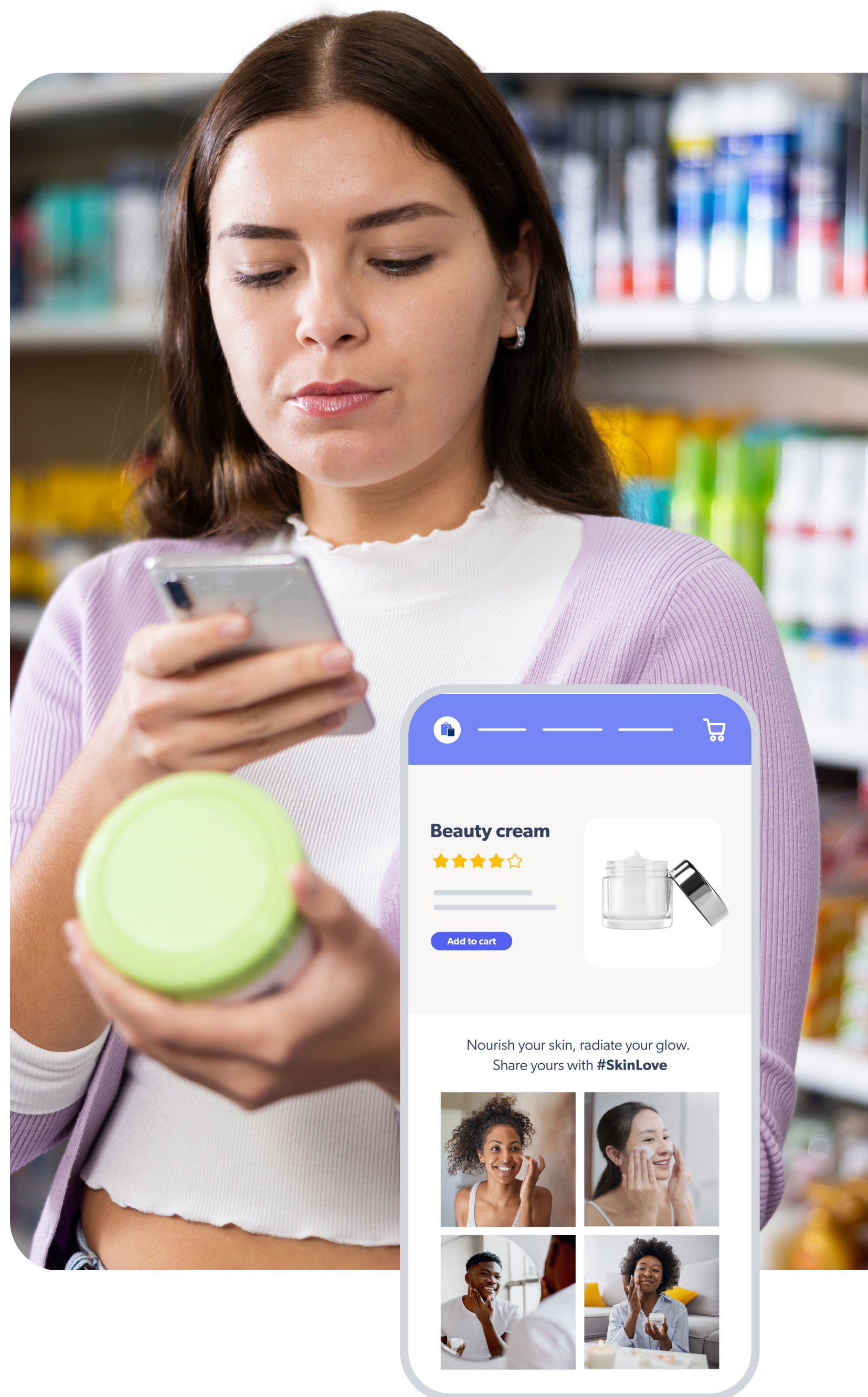
### 3. Amplify their content

Once your samplers have had the chance to experience your product, you need to make sure you capture and amplify their content in all the places your customers are shopping (if they didn't see it, it didn't happen).

Hint: Don't just share on social and call it a day.

You can use your UGC to increase conversions on your website, on retailer websites, or even in stores. Here are a few ideas for inspiration:

- **Create visual galleries on your product pages (PDPs).** It's a great way to add social proof while also freshening up stale PDPs.
- **Get your UGC on your retailers' pages.** This is possible through a visual syndication network that serves your content to thousands of retailers.
- **Help people research online, buy in store (ROBO).** Over 80% of shoppers research products online before going in store — and over a third read a product's reviews on their mobile phones while looking at the same product in store.<sup>6</sup> Make sure your UGC is easily accessible via mobile.



## Paid collaborations with skilled social content creators

While activating existing communities (or even building your own) is a fabulous way to generate authentic, word-of-mouth marketing at scale, sometimes you might need very specific pieces of creator content or introductions to new audiences.

In this case, consider collaborating with a paid creator.

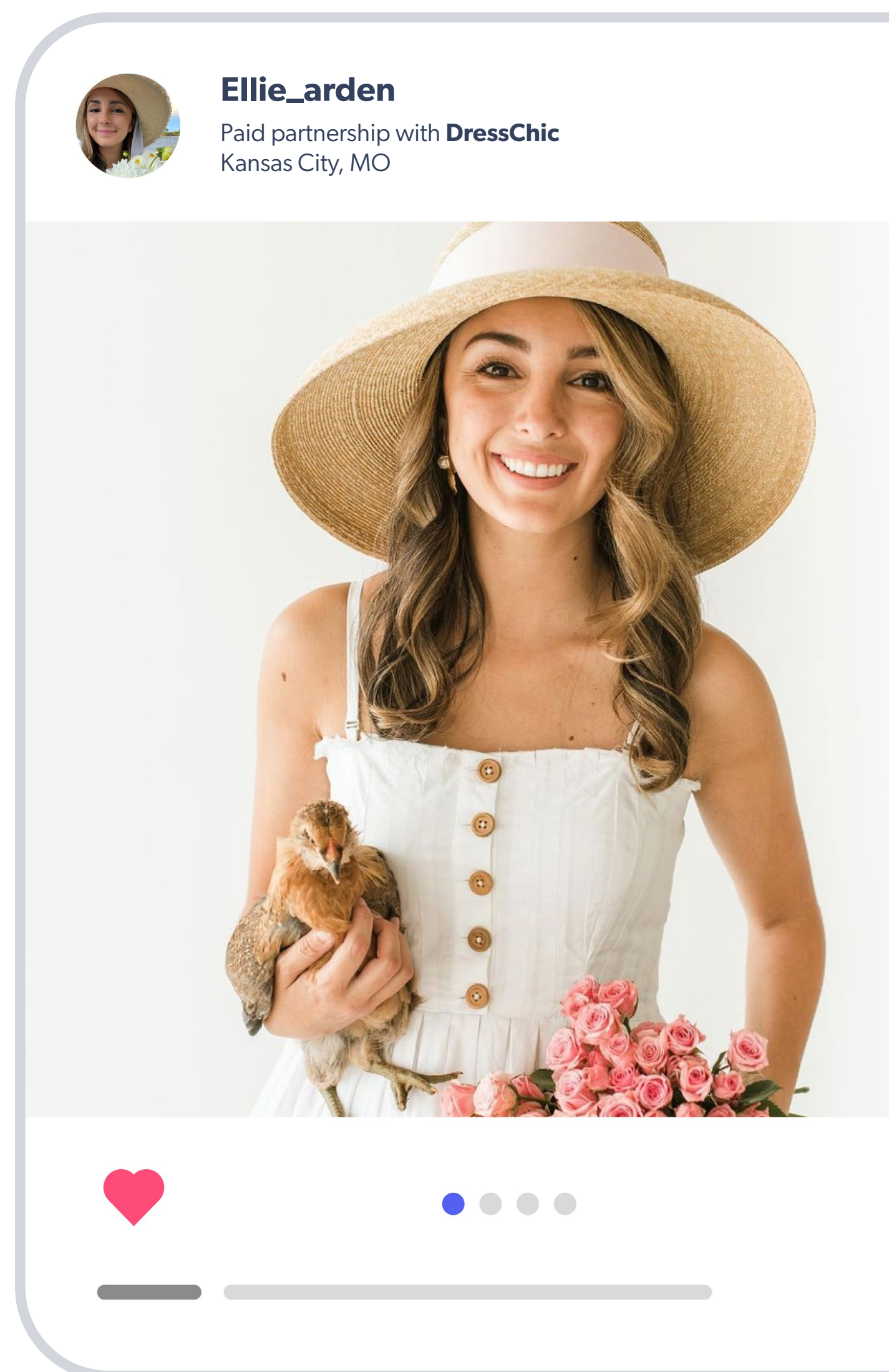
Shoppers from your sampling campaigns create content based on their own inspiration. But paid collaborations guarantee that your creator will produce from your specific instruction. And they're skilled at giving you just what you want. These creators are perfect if you're looking to show a specific way to use your product or highlight specific features.

### Here are a few reasons you may want to choose a paid collaboration with a creator:

- You need to control certain messaging or creative guidelines
- You require guaranteed on-brand content to fuel your content supply chain
- You're trying to reach a new audience type and need a trusted voice to help you achieve that in an authentic way

These collaborations add to your content volume, and by sharing with their own engaged audiences, they also extend your reach.

But remember, targeting is just as important with paid collaborations as it is with sampling campaigns. You need to find creators that authentically align with your brand messaging and purpose.



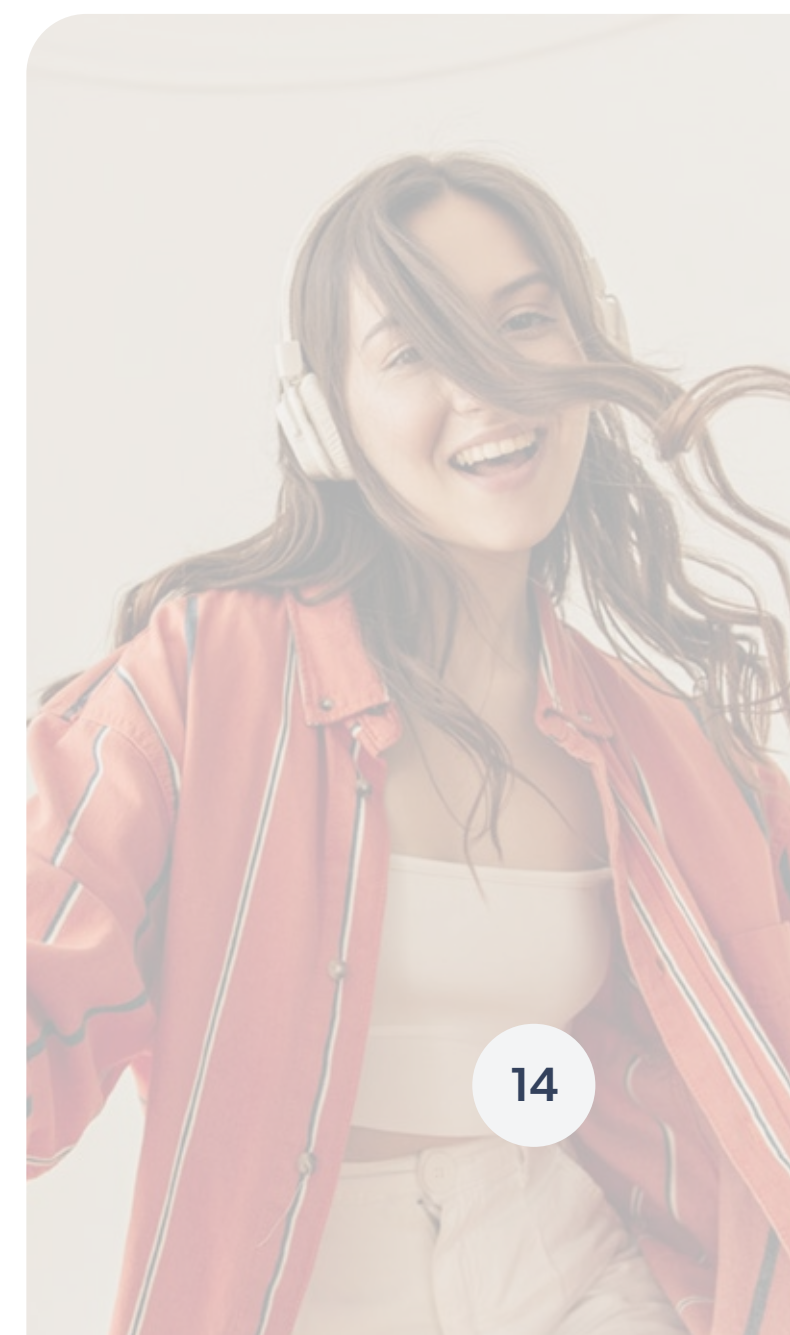
## Connect with the right creators through the right partner

Whether you're building paid creator collaborations or sampling your products, these campaigns are only as good as the people you can connect with.

You need to find and connect with the exact audience that will best advocate for your brand and product. You want to tap into that golden 1% of your community that can create 90% of your content — so how do you maximize the likelihood that you'll find and engage this ultra valuable 1%?

Your partner needs to have a sizable community of engaged creators to pull from and the data with which to find the right people within that community.

The best partners have millions of potential creators waiting to try products (look for at least 5 million). But size of the community isn't your only consideration. You also need to make sure your partner has appropriate global coverage in the countries you wish to engage. Don't forget to consider any markets you may want to enter in the future.



Influenster, Bazaarvoice's product discovery and reviews platform, allows you to target **the largest community of everyday consumers and skilled creators** to generate the **highest quality UGC** — like reviews, photos, videos, and social content — and, in turn, increase brand awareness, reach new audiences, and convert more customers across brand and retail. Influenster matches your product to its ideal audience using over 1,000 data points for each one of the community's 8 million global members. Brands can activate unique segments like:

**Loyalists and competitive users**

**Members who shop at key retailers**

**Those with specific dietary or skincare needs**

## **Influenster members are prolific content creators, producing:**

**500,000+**

new pieces of UGC created each month<sup>5</sup>

**34,000+**

posts for Influenster social campaigns<sup>5</sup>

**\$5.8 million**

total monthly earned media value for Influenster social campaigns<sup>5</sup>

**66 million**

total pieces of UGC<sup>5</sup>

**73 million**

total monthly impressions for Influenster social campaigns<sup>5</sup>



## SUCCESS STORY

# Kraft

Kraft Heinz was launching eight new salad dressing products and wanted to ensure launch success with user-generated product reviews, visual content, and social buzz. Bazaarvoice developed three segments of samplers based on thousands of data points and sent custom packages to each segment:



- Received four new flavors of vinaigrettes: 6,500 consumers between the ages of 18-35 who use vinaigrette salad dressings and have previously tried other brands
- Received two new flavors of creamier dressings: 3,500 members between the ages of 18-45 who enjoy creamy dressings and consider themselves somewhat healthy
- Received two new flavors of ranch varieties: 3,500 members between the ages of 18-44 who frequently buy ranch dressing

### Results of Kraft's sampling campaign included:

**20,000**  
new reviews<sup>6</sup>

**369,000**  
social posts, shares,  
likes, and comments<sup>6</sup>

**39 million**  
impressions<sup>6</sup>



The ability to hyper-target consumers based on behaviors and other characteristics beyond typical demographics was a key benefit in choosing Influenster, it ensured we didn't just send products to a large group of people and instead to consumers who are interested in getting to know and love the brand long term.

**Elizabeth Northrup,**  
Associate Brand Manager, Kraft Heinz



# Get the most out of your creator partnerships

Once you've found the right community of everyday users and skilled creators and decided how to engage with them, the next step is setting the right expectations for the best content outcomes.

At our recent [Bazaarvoice Summit](#), we interviewed digital creator Marina Mitrakos ([@marinamitrakos](#)). Marina's content creation was born out of her passion for fashion and beauty. Simple #OOTD (outfit of the day) posts turned into a blossoming business of partnering with brands and attending industry events in New York City.

We asked Marina about working in the creator economy, and she offered five tips for brands to get their creator campaigns right.

## 1. Build an online presence

Whether you want your creators to produce Instagram pics, TikTok videos, or any other kind of content, you first need to dip your own toes in the desired platform. Marina says it's important for your brand to have a presence on the platforms you expect your creators to create for:

"When a brand reaches out to me, I research what they're about and what their vibe is like. Sometimes, when there's not a lot there on their page, it makes me unsure of what I'm supposed to be providing for them."



## 2. Provide a media kit

Offering an “about us” resource helps your creators understand your brand, products/services, and values. Marina explains:

“It helps me decide, ‘Is this something that fits with who I am and my audience, or is this something that feels off that I can’t produce for?’ It helps set clear expectations and ensures both sides that this partnership will work out.”

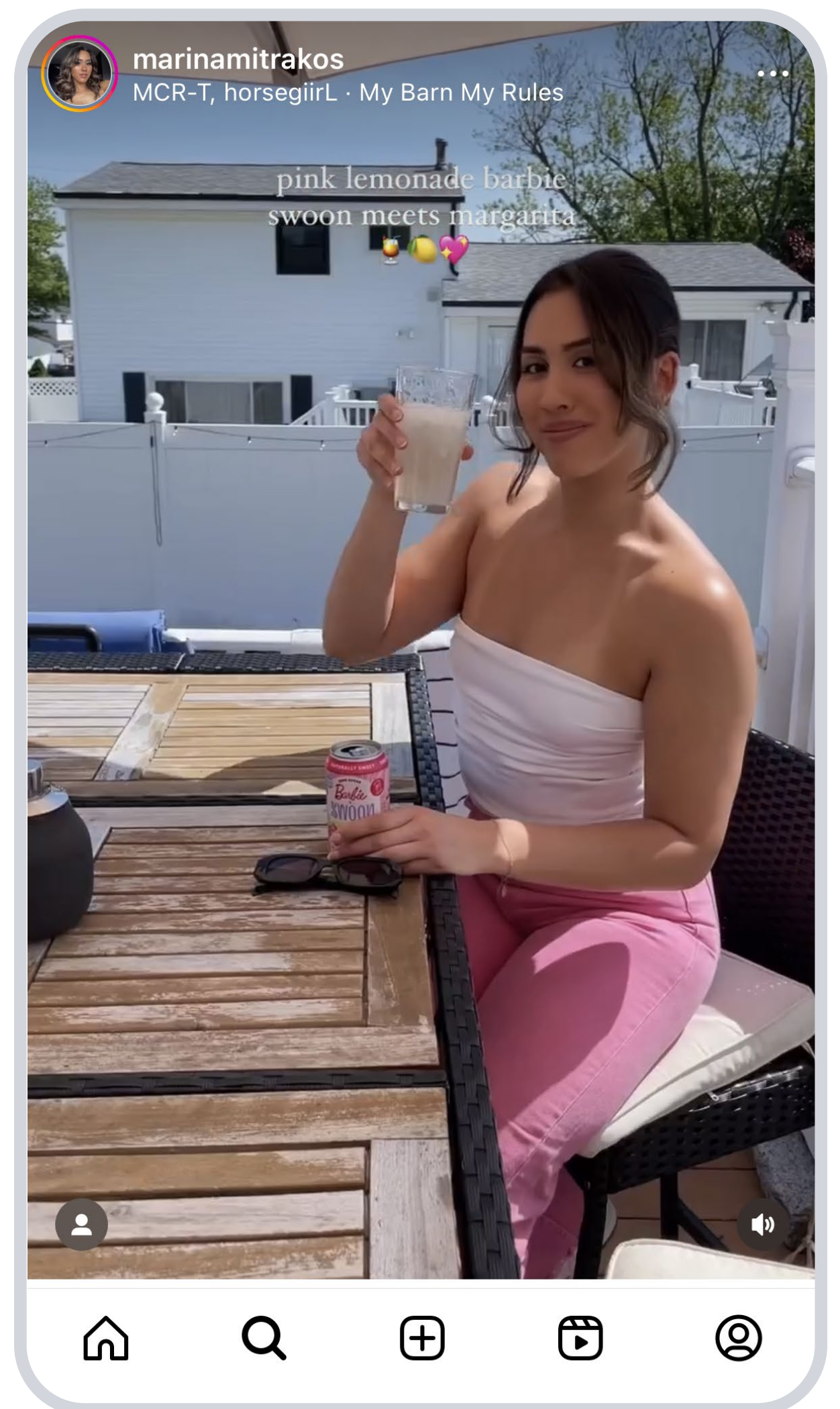
## 3. Know your creators

Brands sometimes reach out to creators before doing enough research. It’s important to get to know your prospective creators and lean into their authenticity and skillset. Our research shows that 49% of creators have turned down a brand partnership because it didn’t align with their values.<sup>1</sup>



I remember when I was asked to partner with a baby toy company, if they did some more research on me, they’d realize that I don’t have a child or younger siblings, and I’m not expecting soon. So if I said yes to the collaboration, I’d be putting out content that doesn’t make sense.

**Marina Mitrakos, Digital creator**





## 4. Don't go overboard on your content asks

"Some brands don't understand when they're asking for too much. For example, they want the creator to pay for the product or shipping, or they ask for five deliverables in a short amount of time," explains Marina.

And it happens more than you might think. 33% of creators have refused a brand partnership due to the brand asking too much of them for the fee.<sup>1</sup> Marina continues:

"It's important for brands to understand the time and effort content creation takes and to be cognizant that it's a deal on both sides."

## 5. Foster a community among your creators

One of Marina's favorite brands to work with has been [Stivali](#):

"What I really liked about this brand is that they really put an effort into bringing all of their creators together. I've been able to meet a lot of the other Stivali content creators and influencers. We've done photo shoots together, fashion week events together...it makes it more real and in person and not just something you do online."

Fostering a community may take more effort, but it pays off in the longer term by creating stronger relationships with your creators.



# 5 ways to put your creators to work — with real results

Partnering with creators might seem like the perfect way to populate your social feeds with eye-catching content — but does it solve more pressing pain points? Generate any real business results? You bet.

Remember, a full **100% of our survey respondents** said they have purchased a product based on a recommendation from another shopper they saw online.<sup>1</sup> The trick is making the absolute most of your creator content by deploying it in a variety of ways, throughout various channels and journey stages.

Check out five ways real brands are activating everyday social users and consumer communities to drive real business results.

## Most customers want to know:

- Is this product good quality or value?
- Is this a reputable company to buy from?
- What do other people think about this product?
- Is there anything else I need to buy to make this product work?
- How are other shoppers using this product?
- What are the product dimensions or fit?

## 1. DSW revitalizes core SKUs

Your core SKUs are the products your customers love and why your brand exists. Creating a marketing strategy around UGC from creators can help you connect with your customers and inspire them to buy those core SKUs. The key is to keep your hero pages fresh and engaging with content-rich experiences that answer customers' questions — and give them the confidence to buy.

Shoppers at DSW, a retail chain known for its wide selection of brand-name and designer shoes and accessories, had some particular questions that needed answering:

“Our customers have been asking for more on-the-foot photography, more style guidance, more ‘how to wear’ kind of content,” said Alison Wagner, DSW Digital Product Specialist.



And these customer questions were best answered with visual UGC.

A website redesign presented a prime opportunity for DSW to improve the customer experience by placing creator content at the center of its digital strategy. DSW implemented Bazaarvoice's visual content solution to collect and display user-generated photos from various social platforms.

DSW shoppers can now browse "how-to-wear" inspirations showcasing products in the real world.

Within six months of launch, most DSW site visitors were engaging with the UGC. And the shoppers who did were more than twice as likely to purchase than those who didn't. Bonus: They also spent substantially more money per order.



**The best way to help answer customers' questions is to incorporate UGC on product pages.**

**74%**

of shoppers want to see visual content from social on brands' websites<sup>7</sup>

**172%**

of shoppers want brands to tell them the kind of content they want<sup>17</sup>

## 2. Burt's Bees launches new products with a bang

An average of 30,000 new products launch every year — and 95% of them fail.<sup>9</sup> But a savvy brand manager can help avoid product launch disaster by taking advantage of UGC.

Following the success of its lip balms and moisturizers, health and beauty brand Burt's Bees was keen to expand its product range to include cosmetics.

"We knew reviews could be insurance for new products and that early qualitative feedback and star ratings would ensure a smooth transition into a new market," said Taylor Steele, Assistant E-commerce Manager at Burt's Bees.

Burt's Bees partnered with Bazaarvoice to get pre-released products into the hands of consumers and collect feedback. "The greatest thing was that when the lights went on with cosmetics, our reviews were syndicated to 15 key retailers," added Steele.

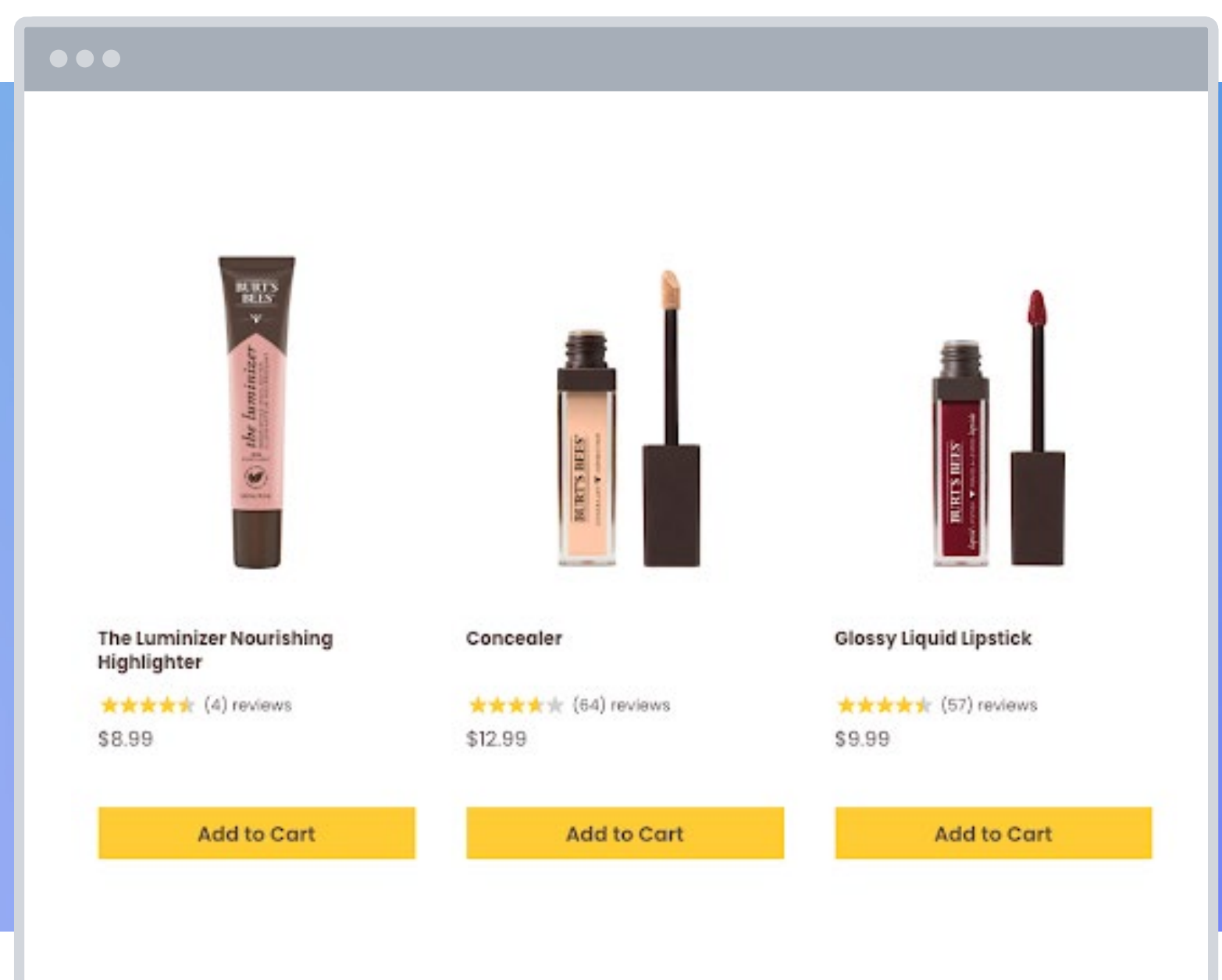
### And the payoff at launch was huge:<sup>10</sup>

- 94% of people who received a sample submitted a review within two weeks
- 16% incremental conversion lift from shoppers who engaged with reviews
- 20% increase in revenue per visitor who engaged with reviews
- 300+ reviews collected at launch with a 4.48 average star rating



We have a partner in Bazaarvoice that we'll continue to turn to as we start selling even more products our customers will love.

**Taylor Steele,**  
Assistant E-commerce Manager, Burt's Bees



### 3. Rimmel boosts their entire brand

Sampling products to content creators not only boosts those individual products — it offers a halo effect by also boosting other products and brand performance.

86% of creators that receive product samples say the samples increased their overall brand favorability, and 66% actually switch to regularly use the sampled brand.<sup>11</sup>

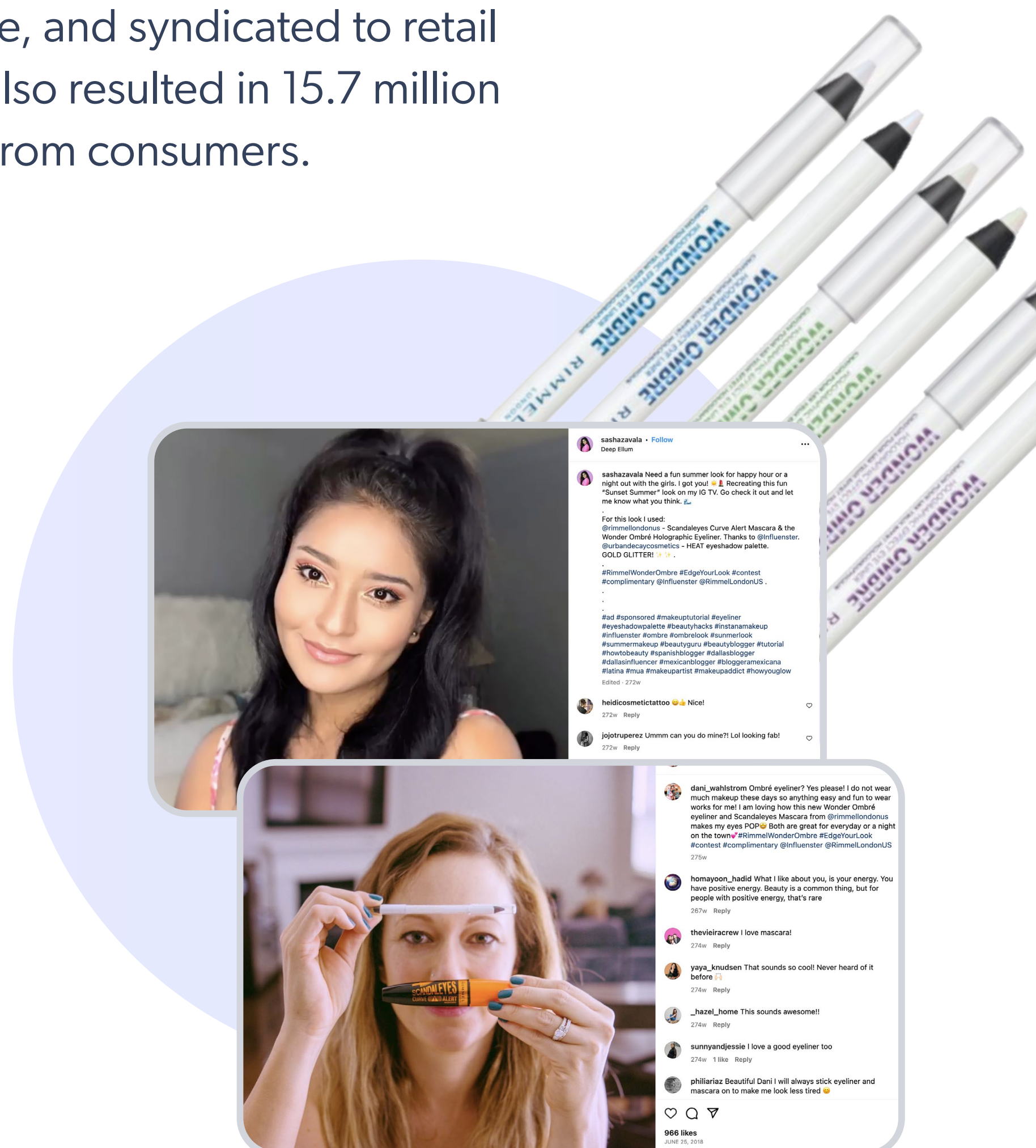
We worked with market research company IRI and global cosmetics brand Rimmel to quantify this lift.

Rimmel was looking to raise awareness of their new Wonder Ombre Holographic eyeliner and revitalize consumer interest in one of their core mascara products. The British cosmetics brand partnered with Bazaarvoice to get products into the hands of targeted consumers using custom sampling boxes.

The brand collected 1,200+ product reviews, which were displayed on Influenster, the brand's site, and syndicated to retail partner sites. The sampling campaign also resulted in 15.7 million impressions across 2,400 social posts from consumers.

#### And all of this creator content generated real impact for Rimmel:<sup>12</sup>

- 44% higher sales lift versus the benchmark for average digital campaigns in the beauty category
- 69% higher sales lift versus benchmark for the product categories in which the sampled products
- 73% said they were likely to purchase something from Rimmel in the next six months



## 4. Petco nails seasonal campaigns

Petco set out to increase awareness, traffic, and conversions for its owned Wholehearted and Reddy brands. The pet giant worked with Bazaarvoice to develop the Spotted Sampling Program to generate content that inspires confidence, drives discovery, engages shoppers, and increases conversions.

And it worked — with a pleasant seasonal surprise.

### Thanks to the sampling program, Petco achieved:<sup>13</sup>

- 48% increase in revenue per visit for sampled products
- 28% increase in conversion rate
- 5% increase in average order value



A lot of times, we get really fun photos of dogs wearing taco costumes or lounging in novelty beds, it's really fun to be able to sample seasonal collections to get a few reviews on the products since they have a much shorter life on site than most items.

**Logan Steele, E-commerce team, Petco**

#### ★★★★★ Too hilarious and cute to pass up!

Rena

spottedbypetco reviewer RECEIVED FREE PRODUCT

a year ago

Too cute! My dog loves bananas so I absolutely adore this costume on him. He is approximately 30lbs (cocker spaniel mix) and is wearing the medium. He was right in-between sizes and I'd say I should have sized up for a better fit. However, he still looks adorable even if it's a bit short! The velcro has a thick enough width that it stays put and doesn't fall over. Perfect costume if your dog is a fruit fiend like mine!

☑ Yes, I recommend this product.



Helpful? (2) (0) [Report](#)

#### ★★★★★ Hilarious hot dog!

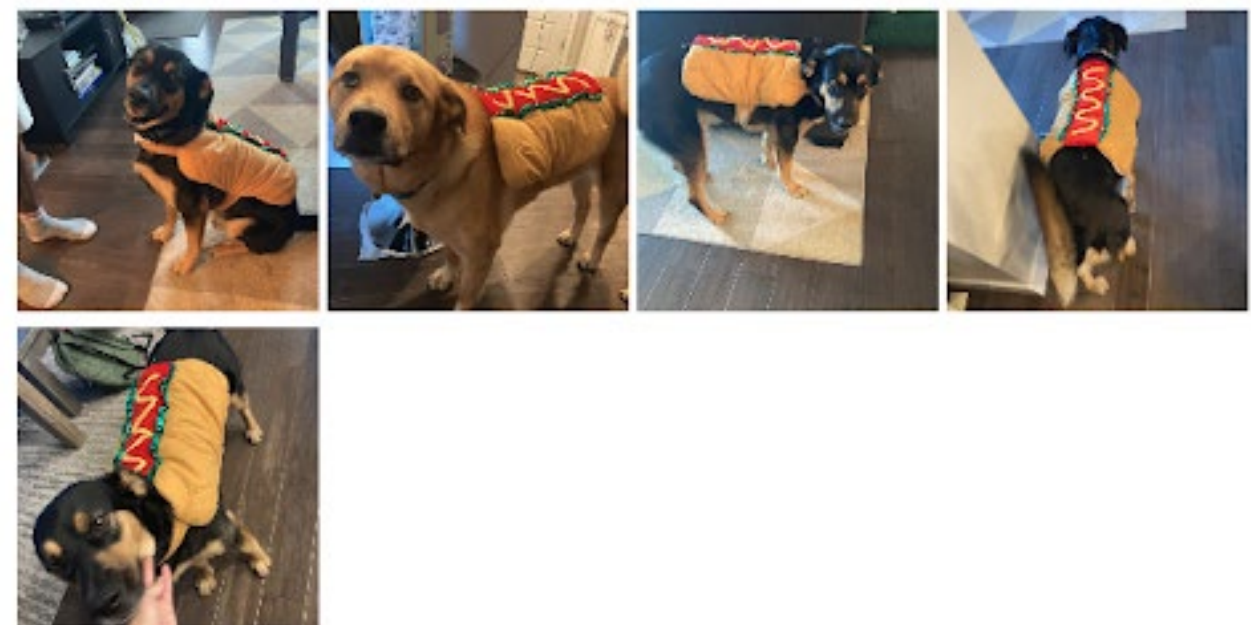
tina8a

spottedbypetco reviewer RECEIVED FREE PRODUCT

3 months ago

I got the large size hoping it would fit one of my dogs. My 70-lb mutt fits great and loved to be a little hot dog model. My big 100-lb akita mix though was a little too big to fit the straps. But it was very easy to get on and off (surprising for a dog costume!). It is going to be Cosmo's Halloween costume for many years!

☑ Yes, I recommend this product.



Helpful? (0) (0) [Report](#)



## 5. River Island adopts a better content mix

As marketers, we're naturally focused on the things we have complete control over and the things we're investing in the most. Most marketers therefore tend to focus most heavily on creating branded content like ad creative, direct mail, and email. It's a carry-over from the era of mass communication commerce.

The traditional PDP is built around this typical, branded content. Unfortunately, on average, only 1.77% of visits to these traditional e-commerce websites convert into a purchase.<sup>14</sup>

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

Plus, creating brand content is time-consuming and expensive.

As a result, brands are rebalancing their content mix to focus more heavily on UGC. This is giving rise to the **rich PDP — a shopping experience that flips the traditional e-commerce experience on its head.**

Unlike the traditional PDP, the rich PDP begins with photos and other creator content, like reviews and shopper photos, which serve as a gateway for learning about products. Fashion brand River Island uses social and visual content to help shoppers envision products in their own lives — while increasing site engagement and sales.



**Shoppers overwhelmingly prefer UGC over branded content when looking to buy.**

**36%**

of shoppers say brand advertisement does nothing for them<sup>7</sup>

**78%**

of shoppers say product reviews from other customers are most influential to their purchases<sup>7</sup>

**53%**

of shoppers feel more confident in their purchase when they see shopper photos rather than professional photos<sup>15</sup>

Using Bazaarvoice Galleries, the brand celebrates its customers by curating UGC 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 PDPs to show how the products fit into people's lives.

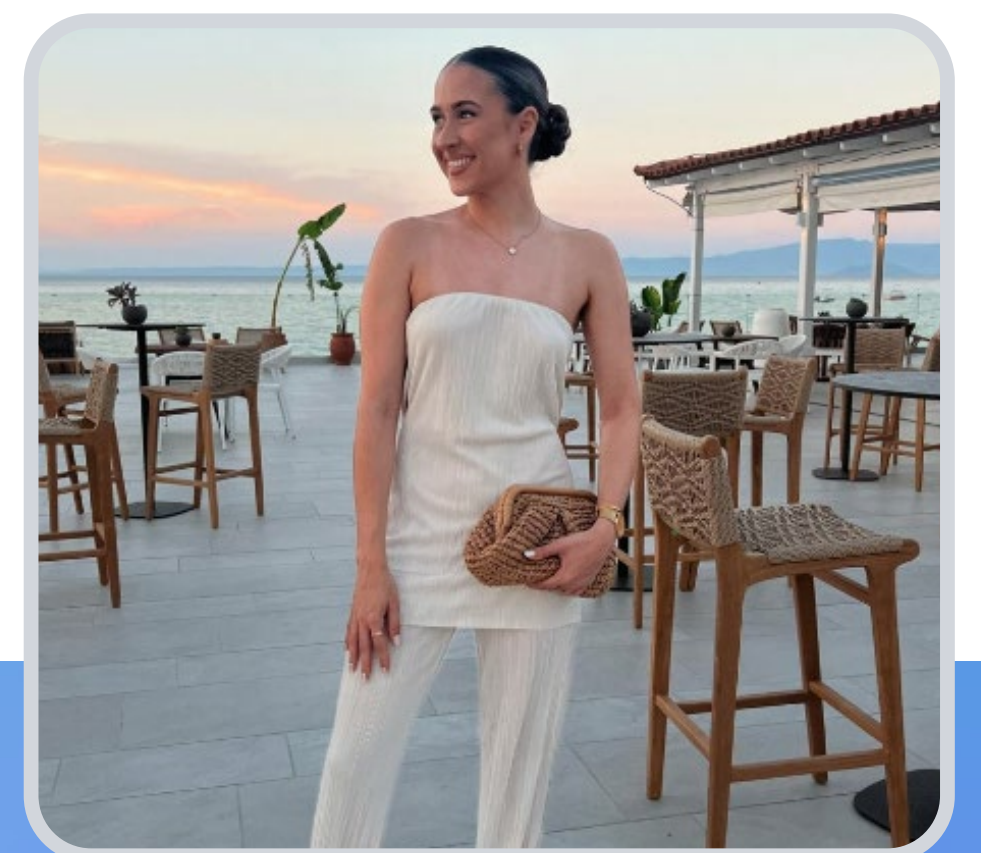
**River Island sees an increase in conversion rates, average order value, and time spent on site among site visitors who engage with the UGC compared to those who don't:**<sup>16</sup>

- 184% lift in conversion rate
- 45% increase in average order value
- 2X time on site



Although recessionary fears may have spurred this shift, we will continue to see marketers focusing on channel optimization in the marketing mix. Branded content will always have a place and will always be a necessity, but marketers need to lean into the content that consumers crave, and that's content from other shoppers.

**Zarina Stanford, CMO at Bazaarvoice**



# Manage, measure, and optimize your creator programs

You've found the right creators and communities, established partnerships, and you have goals for your creator campaigns. To make sure you achieve those aims, it's important to manage, measure, and optimize as you go — from setting the right expectations to optimally distributing your creators' content.

**Follow these best practices.**

**Provide a detailed campaign brief**

**Educate on content quality**

**Analyze and optimize with Social Commerce**



## Provide a detailed campaign brief

62% of creators have turned down brand partnerships — and of those creators, 35% declined because the brief was unclear or not a good fit.<sup>1</sup>

Teaching your creators about your brand is key to creating successful social content that moves the needle for your business. There are three main elements of a great brief:

- **Your brand story:** Relay the story you want to tell — not just the content you want. Remember that your story isn't how you talk about the brand — it's how others talk about your brand.
- **Product usage:** Is there a certain way the product should be used? Will the content show utility, or should it be an unboxing? Any preconceived ideas to overcome?
- **Encourage authenticity:** Your consumers want transparency, and it'll help build brand trust in the long run. Make sure creators tag your brand and/or include a unique hashtag for the campaign. Don't forget to include #ad to comply with FTC requirements.

If you're unsure what to include in your brief, err on the side of more detail.

You are enlisting a creator to help get the word out on behalf of your brand. The more they know, the better the outcome. Be upfront about any legal guidelines, and don't be afraid to share photo inspiration. The less detail you provide, the less likely your creator will be to deliver on your expectations.



## Educate on content quality

It's important to provide inspirational guidelines on the quality of content you expect from your creators, especially when it comes to everyday shoppers. This helps teach your community how to create high quality visual content that helps your brand inspire on social and convert on e-commerce channels.

Specifically, you may wish to suggest that the creator use good light and focus, show the product front and center, and share how they use the product.

### At Bazaarvoice, we teach our creators the fundamentals of visual content creation through The 3Cs:

#### Clarity

Shoot in bright, well-lit areas and avoid filters



#### Center of Attention

Remove distractions to help your products stand out



#### Context

Show where and how your products are used



Guided tutorials that appear across the Influenster journey teach members how to create strong photos, while in-app guidance helps them create richer text reviews. This helps our community create the right content for your brand — so you can inspire shoppers on social and convert on e-commerce channels.

### Brands that incorporate education to optimize shopper content quality can see:<sup>17</sup>

- 3X more reviews with photos than network benchmarks
- 2X longer reviews than industry benchmark
- 5% average social engagement from sampling participants
- 3X lower rejection rate than competition

# Analyze and optimize with Social Commerce

Bazaarvoice Social Commerce tools let you get the most out of your creator partnerships — empowering creators to produce and share authentic product experiences that provide fellow shoppers the confidence to buy.



## **View all content and performance in one place**

Our holistic platform helps brands manage authentic content at scale to drive growth and efficiency. The Bazaarvoice Social Commerce solution helps you collect content, request rights, and store all your photos and videos for all the types of content you work with today — all in one place.



## **Create dynamic landing pages featuring social content**

Feature photos and videos from customers, influencers, and partners and drive up to a 172% increase in revenue per e-commerce session. Combine the power of social content and ratings and reviews on a rich PDP and see a 3X increase in conversions.



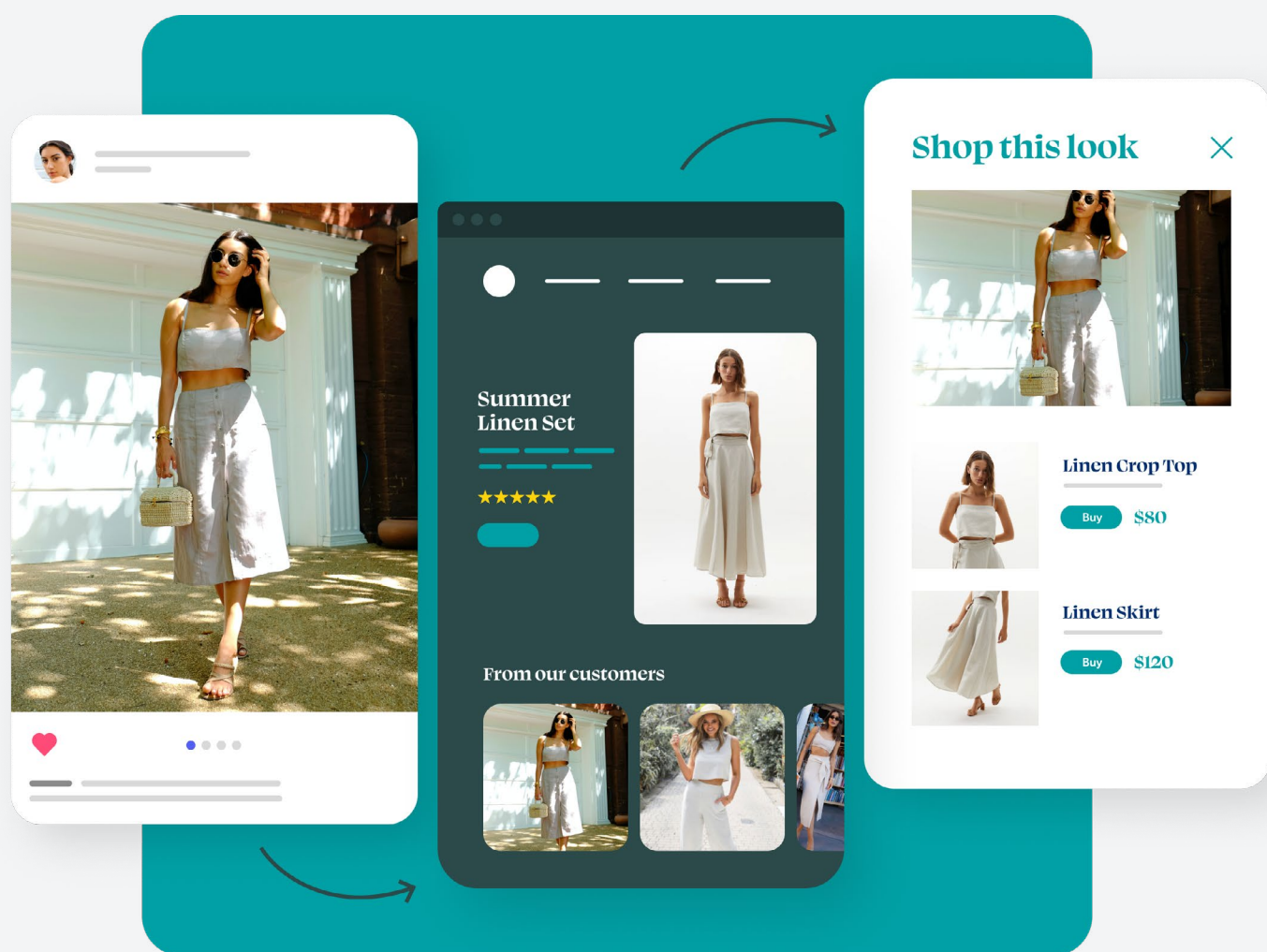
## **Tag products and display on product and category pages**

Tag content against your product feed to make any content shoppable — and distribute it to all the places your customers hang out. AI-based recommendations help you tag products faster and more accurately — so you can easily display authentic, shoppable social photos and videos across pages and channels.



## **Measure revenue driven from content**

Identify your top-performing content and creators and gain powerful competitor and influencer insights. Analyze top media by views, product clicks, and revenue attributed to each social post and gallery photo or video. Easily export your results via email or PDF reports to celebrate your success with your team.



## Host inspirational, shoppable content across your digital presence with Showroom by Bazaarvoice

Showroom lets you turn any photo into a shoppable storefront — and share it anywhere on the internet. You can even provide your creators with a custom Showroom link, leading to a curated shopping experience that drives traffic back to your site. The best part? 46% of Showroom visits convert to an e-commerce session.<sup>19</sup>

## SUCCESS STORY Clorox

Staple cleaning brand Clorox was looking to generate relevant social content and use it to drive sales at Target. Clorox partnered with Bazaarvoice to deliver a sampling campaign to select Influencer members that would be willing and able to create high-quality UGC, visual content, and authentic reviews.

Thanks to their clear guidelines on content quality, a targeted group of 200 creators and five influencers were able to create magazine-worthy photos of the new Clorox Bathroom Foamer Refillable Cleaner Kits in action.

Target's team of moderators then published this content to their product and category pages.

**The campaign generated 215+ reviews and 150+ social posts, which resulted in:**

**6.4X**  
conversion lift on  
Target PDPs<sup>19</sup>

**2X**  
earned media value  
for Clorox<sup>19</sup>

# Key takeaways

Shoppers prefer content from everyday consumers and smaller creators — who offer more efficient content that scales. Tapping into the creator economy is a win-win for brands, especially when budgets are tight.

Brands that want to drive profitable growth for new products and defend market share for core SKUs in a competitive landscape should be activating creators and communities across channels.

## Remember:

- More and more brands are partnering with everyday social users — they offer higher engagement, trust and authenticity.
- Whether engaging in paid collaborations or tapping into existing communities like Influenster via sampling, it's important to choose the right creators for your brand. Use precise targeting and get to know your prospective partners.
- Set the right expectations for the best content outcomes from your creators. Provide a clear and detailed brief, and make sure your creators know to create high-quality content.
- Leverage creator content throughout your marketing initiatives, from supporting core SKUs to energizing product launches, to nailing seasonal campaigns. Build rich PDPs that display creator content front and center to inspire shopper confidence.
- Manage, measure, and optimize your creator programs all in one place with Bazaarvoice Social Commerce tools.

**Get the perfect creators producing for your brand today.**

[Learn more](#)



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Thousands of the world's leading brands and retailers trust Bazaarvoice technology, services, and expertise to drive revenue, extend reach, gain actionable insights, and create loyal advocates. Bazaarvoice's extensive global retail, social, and search syndication network, product-passionate community, and enterprise-level technology provide the tools brands and retailers need to create smarter shopper experiences across the entire customer journey.

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