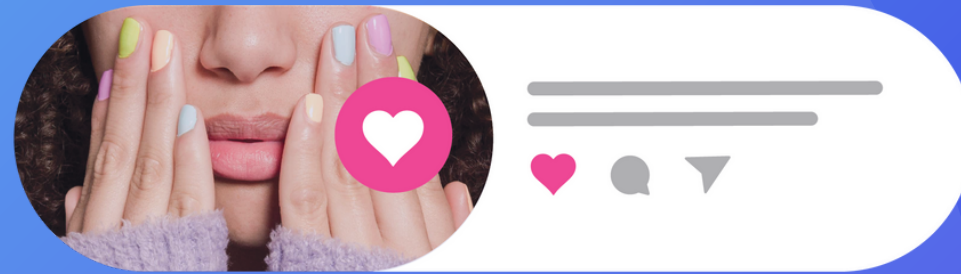


Turn socials into sales



A guide to building a high-impact creator and social commerce strategy

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Buy Now

Introduction

Your brand generates powerful social sparks every day. For customers, these sparks are influential.

It could be a creator's viral post featuring your product. Or a glowing customer review complete with authentic photos and videos. Even a long-form UGC video on YouTube that demystifies your product for new buyers.

But for too many brands, these moments live and die in isolation. Without an integrated plan to synergize them, all the buzz dissipates, untapped.

Like a leak, it drains marketing resources and stops you from building the trust that translates to conversion.

82%

of consumers are more likely to buy from a brand that uses UGC in its marketing, according to a 2024 consumer survey by EnTribe. Trust is key.

57%

of shoppers say they have purchased a product after watching a social media ad or a creator's post.

Source: [Bazaarvoice Shopper Preference Report 2025](#)

55%

of shoppers say they're unlikely to buy a product without user-generated content (UGC), like reviews, Q&As, and customer photos.

Source: [Bazaarvoice Shopper Experience Index 2025](#)

Beyond 'random acts of content'

Building a sustainable content supply chain

Fragmentation and growth have never walked together. Your customers and creators are talking. They're leaving reviews, posting about your products on social media, and sharing their experiences. You have more authentic, high-impact content at your fingertips than ever before. But how you manage it makes all the difference.

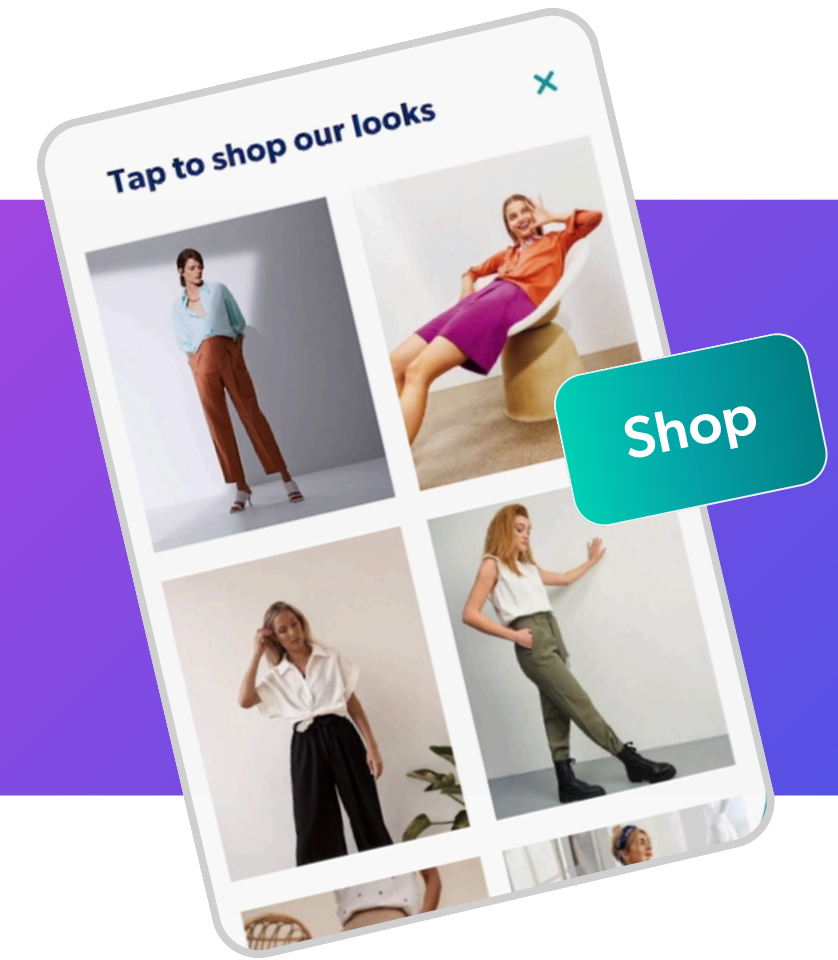
Content needs refreshing, shuffling, optimizing daily or hourly across channels to react to changing trends and elevate campaign performance.

A **content supply chain** is a unified system that turns this high-functioning process into a predictable, scalable, and efficient engine for growth. It ensures your most valuable asset, the authentic voice of your customer and creators is consistently delivered everywhere, building trust as a foundation for collapsed funnels.

According to an Adobe research, companies that master their content operations can reduce content costs by as much as

30%

while significantly increasing the reach and impact of each piece of content.



Content supply chains are either absent or have not evolved at the same pace as the forces driving demand. Social teams are playing catch up.

Current social media management scene	New and integrated ways
<p>Random acts of content Sourcing content ad-hoc for individual social campaigns. It's inconsistent, reactive and inefficient.</p>	<p>A content supply chain A unified system for sourcing, managing, and distributing trusted content to any channel, on demand. It's proactive and scalable.</p>

Why your social content strategy isn't strong enough

Your social content exists in siloes:

- Scattered reviews
- Underutilized UGC
- Creator assets that live and die in a single campaign

Research shows the average enterprise now uses over 90 different marketing tools, making disconnection the default state without a specific integration strategy.

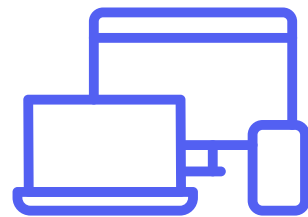
But more than just a content problem, **this is a systems problem.**

1



Not enough of the right content

2



Disconnected tools and siloed teams

3



Difficult to consistently deliver experiences that convert

4



Proving ROI can be painful if not impossible

Treating your socials as a full-funnel engine

A full-funnel social strategy solves for the usual-suspect roadblocks. It builds an authentic case for your brand. One that plays out right from the moment of discovery on socials until it's compelling enough to make them hit buy on the product page.

1. <https://sproutsocial.com/insights/social-media-statistics/>
2. <https://www.amraandelma.com/top-social-media-engagement-statistics/>
3. <https://media.sproutsocial.com/uploads/Sprout-Social-Index-Report-2023.pdf>

Awareness

Stop the scroll and build brand affinity.

→ Use informative and authentic creator and UGC content in top-of-funnel social ads.

#1

Source for brand awareness among internet users aged 16-34 is social media ads

79%

of consumers feel more connected to brands when their social media posts are personalized

Consideration

Address all doubts with authenticity to overcome purchase hesitation.

→ Deploy customer reviews, Q&A, and creator tutorials directly on your product pages.

81%

of consumers make spontaneous purchases via socials, driven by engaging content and streamlined shopping features

73%

Consumers use short social videos for product research

Conversion

Shorten the path to purchase and increase AOV.

→ Showcase shoppable visual UGC and creator galleries on your site.

3x

conversions when social content is combined with ratings and reviews at retail

172%

revenue boost per e-commerce session when shoppers interact with social content onsite

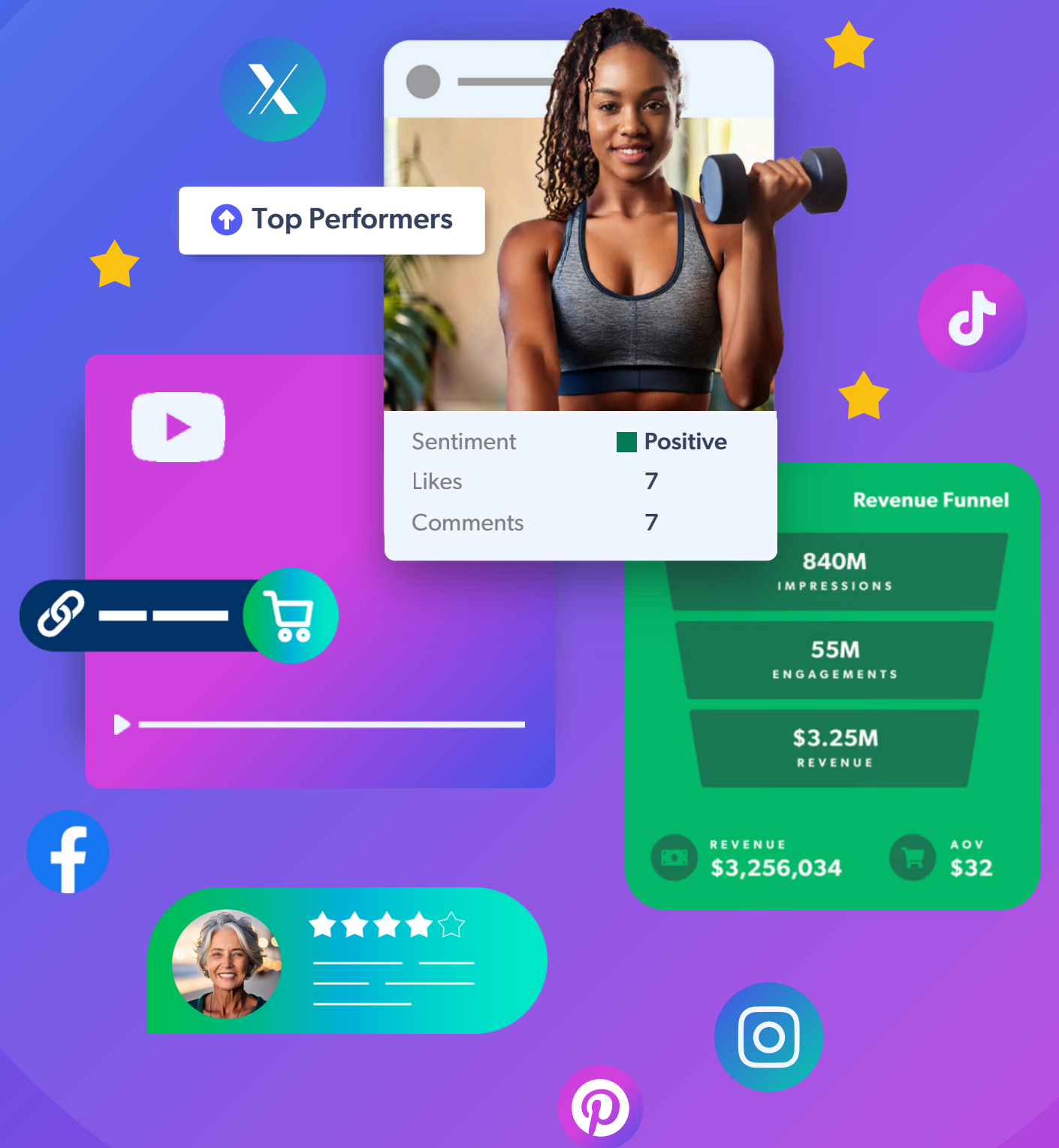
The hot new thing called integration

You need a power grid for your content. One that connects every source of energy from **social feeds, creator campaigns, and customer reviews**, and channeling it efficiently through a single, intelligent system.

An integrated social commerce play moves beyond basic content management to enable high-impact functions:

1. **Instantly activate** shoppable, cross-channel campaigns.
2. **Direct a consistent current of influence** across all touchpoints and platforms.
3. and platforms.
4. **Unlock richer analytics** that connect content to revenue.
5. **Run diagnostics** to identify which creator and social content generates the most sales.

The goal is to upgrade a brand's existing content efforts, not start from scratch.



THE STRATEGIC SHIFT COMPARISON

The ad-hoc trap	The strategic shift
<p>A constant contact scramble</p> <ul style="list-style-type: none"> • Frantic, last-minute search for assets for underplanned, one-off campaigns • Over reliance on expensive, low-performing brand creative • No readiness in harnessing authentic UGC that converts • Team burnout 	<p>Build content velocity</p> <ul style="list-style-type: none"> • Proactive and scalable system • An always-on engine for on-demand content distribution • Centralized sourcing, management, and rights for UGC and creator content
<p>Isolated social efforts and a broken customer journey</p> <ul style="list-style-type: none"> • Content lives and dies on a single channel. • Sudden bursts of activity followed by long periods of silence • From social discovery to the dead-end of an un-optimized product page 	<p>Treat all social touchpoints as a sales floor</p> <ul style="list-style-type: none"> • Deploy your high-performing social and creator content across your entire digital ecosystem, consistently • Use data to place the most influential content on key pages like your homepage, category pages, and at checkout
<p>More managing content. Less driving growth.</p> <ul style="list-style-type: none"> • Brand safety paralysis • Long approval SLAs with assets sitting for days, missing their window of relevance • A ROI and measurement black hole downing team confidence and conversion efficiency 	<p>Elevate your social commerce game by directing energy and influence</p> <ul style="list-style-type: none"> • A functional system leaving your team free to become strategic • Curating and deploying trust signals at every critical touchpoint and time • Turning content strategy into revenue on the table

How Mackenzie-Childs fast-tracks revenue with Social Commerce

New York-based home decor brand, Mackenzie-Childs, has achieved remarkable seven-figure revenue growth in just six months [as of May 2025], **attributing this significant success to its strategic implementation of Bazaarvoice social commerce.**

By leveraging user-generated video content across its social platforms, the company has seen unprecedented lifts in customer engagement and conversion rates.

The company's strategy involves identifying top-performing content on social media and seamlessly pushing it to their website through Bazaarvoice social commerce tools. This ensures that the most engaging and influential content is leveraged at the crucial point of purchase.



14%
conversion rate

A holiday Instagram Reel, when displayed on their site, inspired a 14% conversion rate among interacting shoppers.

261%
lift in on-site conversion

The implementation of social galleries on their website led to a 261% lift in the conversion rate for shoppers who engaged with them.

84%
increase in engagement

The brand saw an 84% increase in time spent on-site by shoppers who interacted with the social galleries.

Assess your strategy: A social commerce & creator marketing bingo

Are you turning social buzz into measurable business results? How mature is your strategy? Check off the boxes that sound a little too familiar.

If you got 3 in a row, you officially need to hear us out!

The cost of a fragmented customer experience is too high.
The rewards of a connected social experience? Swift and bountiful.
It's time to build a sustainable and scalable content supply chain.

Let us show you how to connect your social channels to sales numbers and turn scattered content into a powerful commerce engine.

[Book a call now](#)

B	I	N	G	O
Our social posts are not shoppable	How do I close the loop between social discovery and on-site purchase	We aren't automatically featuring top-performing social content at the point of sale yet	We ran that one creator sampling campaign that one time	Never thought of turning a TikTok into a top-performing ad
Don't believe in tracking how much we smoked on a creator campaign	What do you mean on-site galleries can be made shoppable?	Creator content lives and dies on social media	We still manually track social calendars and creator deliverables in a spreadsheet	Content approvals take forever
Heard the word full funnel for the first time in today's team meeting	Can't prove ROI on a social content strategy	Always see low engagement on big-budget, shiny branded posts	Our best social content never made it to our product pages because who can make + distribute + track at the same time	"Let's boost this post" is the default plan

bazaarvoice[®]

Bazaarvoice is reshaping how brands and retailers connect with consumers by putting the consumer voice first. With an end-to-end, commerce-empowered omni-channel content solutions and analytics platform, Bazaarvoice helps 13,000+ brands and retailers inform consumer decisions consistently and at scale at every stage of the shopper journey, on every platform where shoppers live. 2.5B shoppers use the Bazaarvoice Network on a monthly basis.

Founded in 2005, Bazaarvoice is headquartered in Austin, Texas, with offices in North America, Europe, Australia, and India. For more information, visit www.bazaarvoice.com