

Strategic autumn retail timeline

What's the cutest season of the year?
Awwwtumn!

The fall season encompasses several events and holidays, including Halloween and Black Friday. With the upcoming holiday season, people are starting to think about gift-giving and holiday shopping, making it a pivotal opportunity to capitalize on increased consumer spending. Planning for autumn campaigns should begin as early as February.

This timeline will help you get ahead and set yourself up for a successful autumn season.

February/March

Whether you're a brand or retailer, solidifying your budget and mapping out an internal timeline now is key to identifying resources and needs ahead of a successful autumn retail season.

- ✓ Be sure to allocate a budget for user-generated content (UGC). Adding ratings, reviews, and customer photos and videos is the perfect way to enrich your product pages. Collecting UGC early on can be the difference between a successful sales season and a flop. Best-in-class sites with UGC see a 190% lift in revenue per visitor and 145% higher conversion rates.¹
- ✓ Retailers should start contacting brands to initiate partnerships for must-have products for autumn in the spring. Brands, meanwhile, should secure places on shelves and identify which campaigns to run.



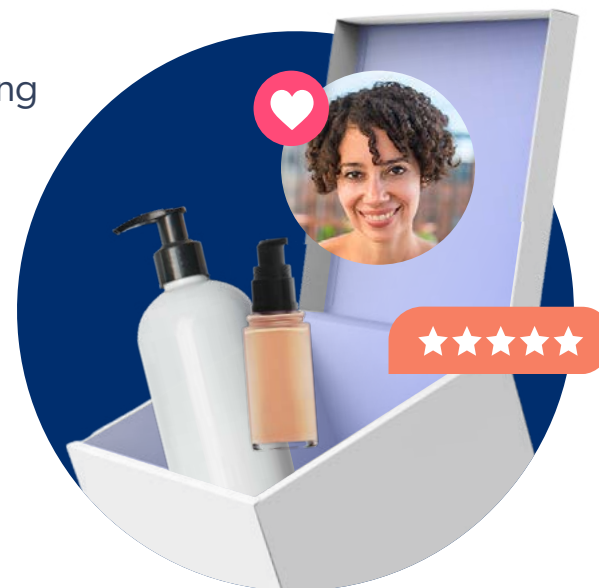
April/May

As the autumn picture begins to take shape, lock in your seasonal roadmap and campaigns for advertising and sampling.

Sampling is an excellent opportunity to pack your product pages with fresh, relevant UGC.

Over 80% of shoppers say UGC recency is important when making purchasing decisions online.²

- ✓ Retailers should invite brands into their UGC program by encouraging review collection and syndication
- ✓ Brands should start sampling campaigns to impress their retail partners. We can help with that too!



June

With Pride month celebrated globally in June, diversity and inclusivity are at the forefront of many retail campaigns.

This is also your last chance to launch a sampling campaign with enough time to collect UGC before the autumn retail season.

Focus on collecting organic reviews. Enable and optimize your email and text message review collection:

- Make your subject line catchy and keep it under 20 characters
- Keep your message focused on the review request
- Account for shipping and the time it takes for customers to experience your product



June

If you haven't started a sampling campaign yet, there's still time to launch one and collect UGC before September.

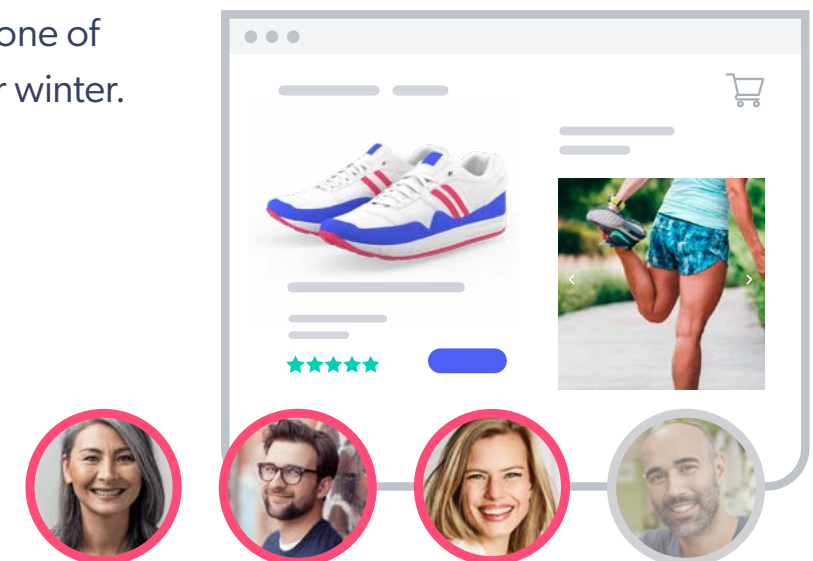
- ✓ Start by identifying gaps in your UGC coverage. When thinking about your hero items for spring, make sure to drive shoppers to pages with the content needed for conversions.
- ✓ Sampling isn't the only way to go. You could run a social media campaign or retarget customers for feedback on their purchases. Both options are great for boosting your on-site and syndicated UGC count.
- ✓ Take note of reviews and questions without responses. Shoppers expect responses from brands and retailers to positive and negative feedback.



July/August

Get ready for launch! Make sure your team and your systems are equipped to handle any upcoming spikes in shopping activity, starting with back to school.

- ✓ Solidify your planned code freezes, increase staffing to appropriate levels, and have a backup plan in place in case a system breaks or goes down while shoppers are browsing and buying.
- ✓ Ahead of your code freeze, add the social content you've collected from previous sampling campaigns. This gives shoppers what they want to see and increase conversions – **3 out of 4 shoppers want to see visual and social UGC on product pages as they're shopping.**³
- ✓ Continue to respond to reviews and questions. This time frame is one of the peak research periods for winter.



September

Orange you glad it's fall?

Whether it's back to school shopping, Halloween, Black Friday or the start of holiday gift-buying, your customers are researching and ready to shop.

- ✓ Start running autumn promotions before September and you'll see shoppers buying early.

October

Trick or treat?

- ✓ Learn from your September successes and failures. Is there a tweak you can make in a product description, or fresh social content you can upload into a gallery?
- ✓ These minor tweaks can help. Also, make sure you're continuing to engage your shoppers. Responding to UGC during this time is crucial.



Turn over a new leaf and jump start your autumn campaigns.

Bazaarvoice is here to help. From sampling campaigns to on-site photo galleries to retail syndication, we've got you covered. Our partnership will give you pumpkin to talk about.

Learn more

Sources:

1. Bazaarvoice ROI Benchmarks, December 2021.
2. Thurmond, Colin. "Review recency: The third pillar to a successful UGC program." Bazaarvoice. April 2021.
3. "A picture's worth a thousand purchases: How visual and social content increase online sales." Bazaarvoice. January 2021.