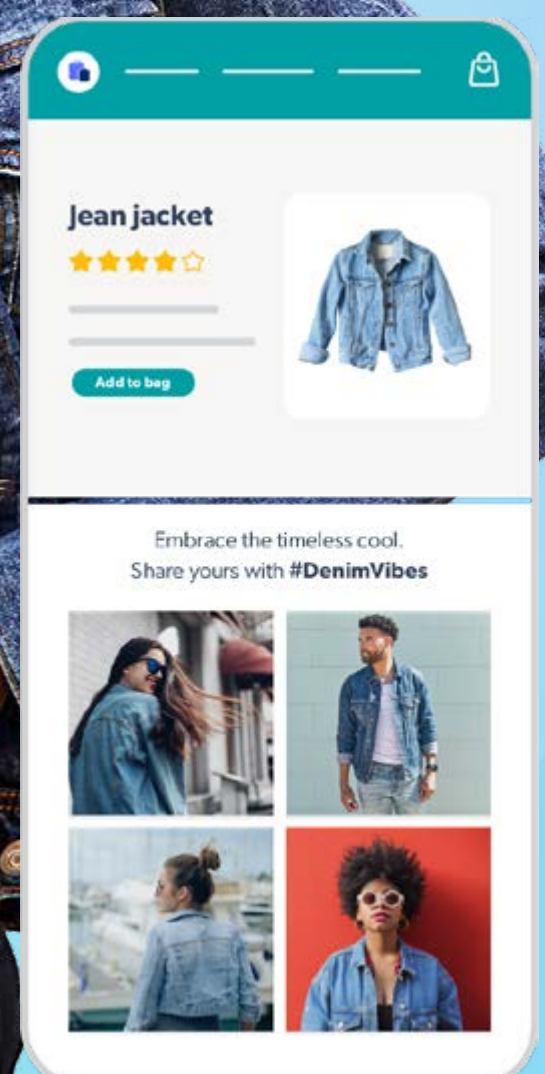
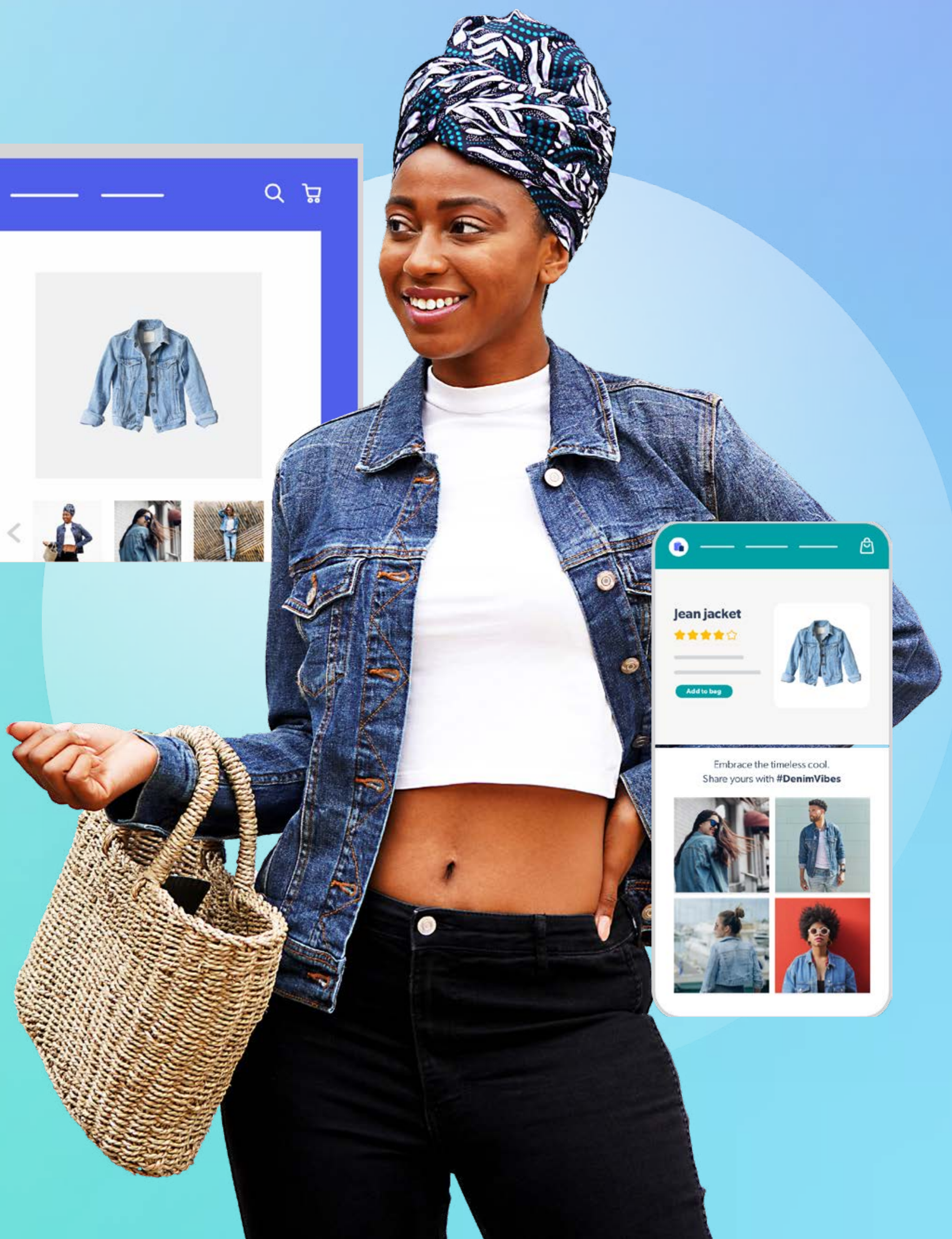
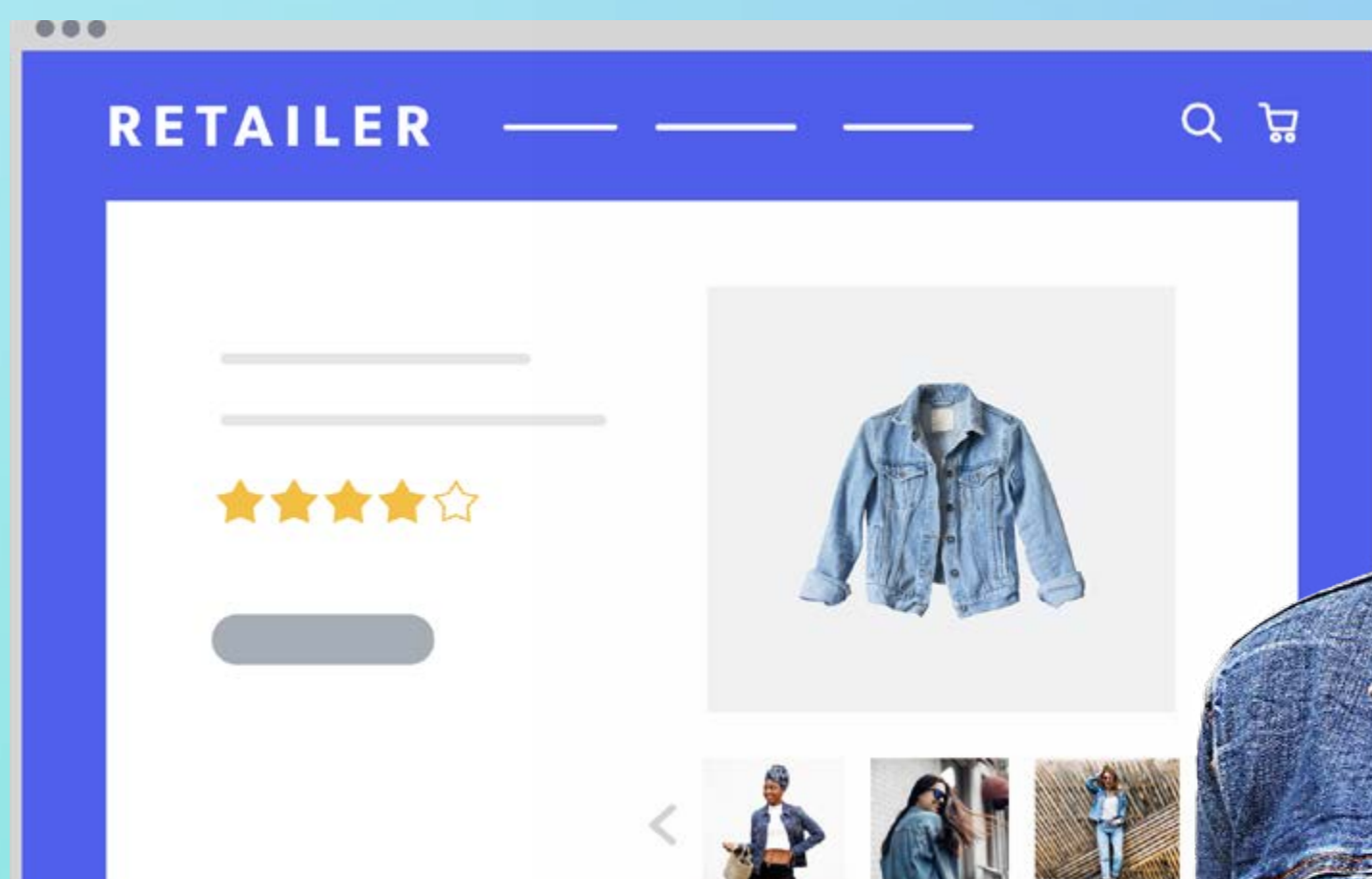


# How to sell more at retail

*even with a lean team*



bazaarvoice™

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# Introduction

The retail market is a competitive space. And for lean teams with tight budgets and limited resources, driving sales and outperforming bigger competitors can feel like a grind. How can you compete and keep up with consumers' ever-evolving behaviors and preferences?

We're here to tell you being small doesn't mean you can't achieve big things. The key is to maximize your impact by adopting smart strategies, leveraging available resources, and embracing innovative solutions.

We've created a comprehensive guide to show you the ropes of the intricate retail world. You'll discover how to build stronger ties with retailers, beef up your marketing with user-generated content (UGC), and cultivate brand loyalty — all powered by your lean team.

## Relationships: The unsung heroes of retail success

A strong relationship with retailers is essential for your brand's success. It's like having the golden ticket. It opens doors to new markets, gives you access to a broader audience, and helps you build credibility for your brand.

### RETAILERS ARE YOUR BRAND'S MEGAPHONE

Retailers are more than just a platform. Whether it's a coveted spot on a physical shelf or prime digital real estate, retailers set the stage for your product to shine.

This spotlight is not just about visibility. Trust by association is a real thing. And when consumers spot your product on the shelves of their favorite retailer, they're more likely to trust your brand.

## WHY THIS BOND IS GOLD

Strong retailer partnerships are crucial for growth. They elevate your brand from being just another product on the shelf to a highlighted star in marketing campaigns, exclusive deals, and prime shelf space. These collaborations are transformative, offering opportunities for special discounts and joint product launches. Retailers offer a unique viewpoint and access to customer insights. By nurturing these relationships, you can broaden your understanding beyond your direct audience.

Retailers aren't just doing you a favor; It's a two-way street. Your brand's success on their platform is their success, too.

## THE SILVER LINING FOR LEAN TEAMS

While your lean team may face challenges, it has some advantages, like agility. Being a small team means you can move quickly and intentionally to address shopper concerns and needs, as surfaced by retailers. Your adaptability allows you to build genuine and responsive relationships with retailers that larger brands may not be able to match.

With fewer bureaucratic hoops and a more direct approach, you can craft collaborations that truly resonate with retailers. So, when it comes to building bonds, remember: It's not always about the size of your team but the depth and authenticity of the connections you create.

# Building stronger ties: How to cement retailer bonds

When you're in tune with a retailer's needs and preferences, you form a powerful alliance. But how can you make your brand an indispensable ally for retailers?

## TIPS TO INFLUENCE RETAILERS' ASSESSMENTS OF YOUR PRODUCT

**Showcase authenticity.** Before anything else, retailers need to trust in your product. Emphasize what makes your brand genuine. Do you have an inspiring origin story demonstrating your brand's integrity? Share it!

**Showcase product performance.** Retailers are on the lookout for products that sell. Arm yourself with sales data, testimonials, and case studies that make it clear your product is a winner. This isn't the time to be humble. Flaunt your product's successes and show retailers how they can profit.

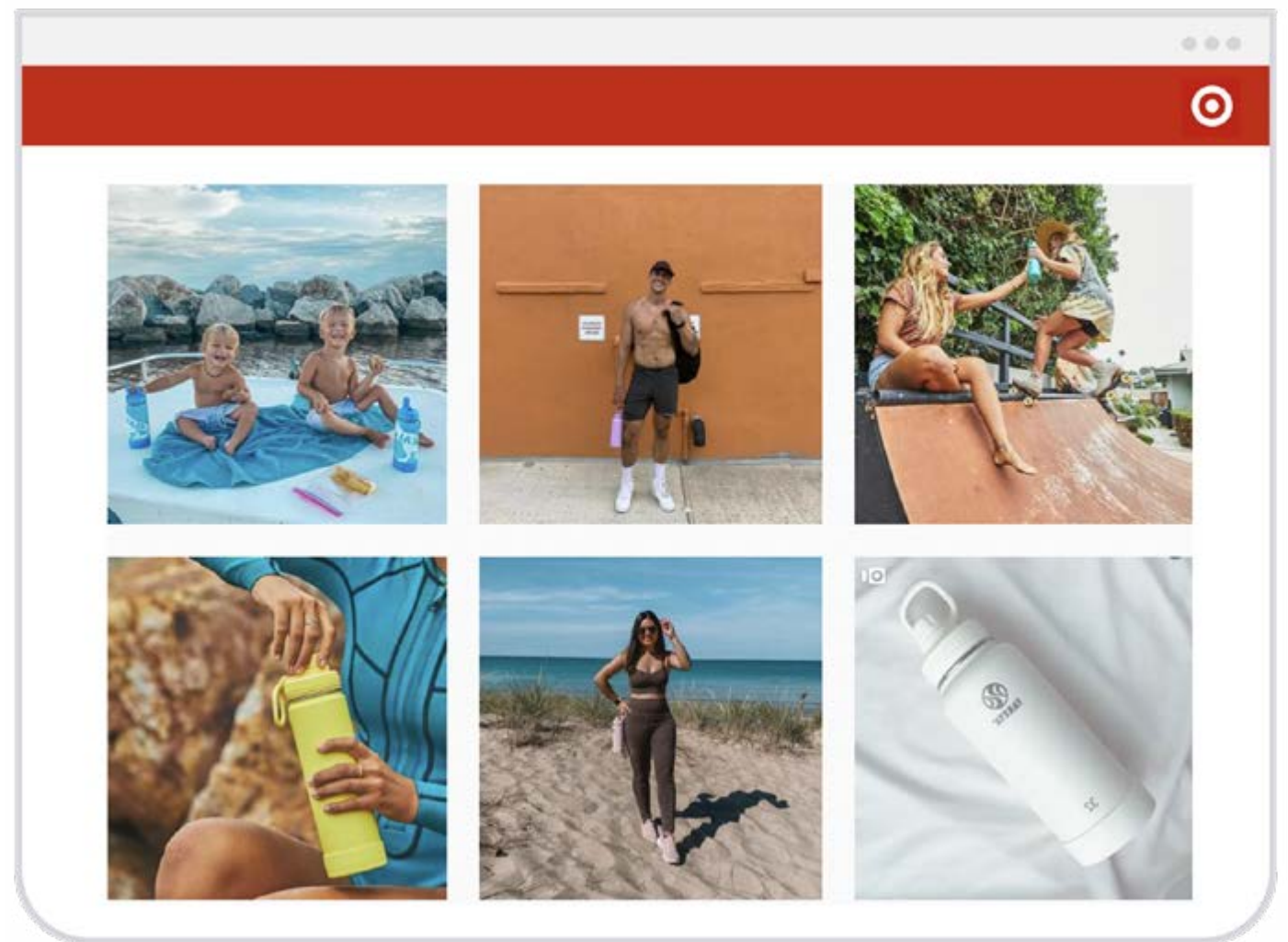
**Offer tailored solutions.** Retailers appreciate brands that go the extra mile. Offer solutions tailored to individual retailers. Maybe it's exclusive partnerships, product bundles, influencer partnerships, or digital product sampling. By customizing your approach, you'll show retailers that you're not just in it for the sales but for a meaningful partnership.

## SUCCESS STORY

# Takeya

Takeya, a manufacturer of insulated water bottles and pitchers, boosted its sales by 30% on retailer sites, including Target.com, by leveraging UGC.

The brand collects and distributes customer reviews and social content across its site and retail partner sites, enhancing its presence on retail category pages, improving SEO, and strengthening retailer relationships. This strategy has resulted in a notable increase in conversions and revenue. Some key achievements of Takeya's UGC strategy include:



**30%**

increase in sales on  
Target.com<sup>1</sup>

**58%**

conversion lift from  
reviews at Takeya<sup>1</sup>

**100%**

product coverage with  
reviews on Target<sup>1</sup>



UGC is critical in helping us grow our retail sales and prove the quality of our products. By syndicating positive sentiments from our site, we've seen a 30% increase in sales on Target.com and significantly improved our SEO over the last couple of years.

**Jordan Gold**  
Director of E-commerce, Takeya USA

# THE RETAILER PERSPECTIVE: VENDOR SCORECARDS

A vendor scorecard is a valuable tool used by retailers to evaluate the performance and effectiveness of their vendors, which, in this case, are the brands. It grades brands on various metrics, influencing promotional efforts and product placement on digital and physical shelves. For lean teams, winning the scorecard game can amplify limited resources into endless retail success.

 Vendor Scorecard				
Vendors	Product with approved reviews	Questions answered	Review count	Average product rating
<b>MOKA COFFEE</b>	 <b>87%</b>	 <b>83%</b>	 <b>400</b>	 <b>4.7</b>
<b>Brew &amp; Brew</b>	 <b>85%</b>	 <b>44%</b>	 <b>1,203</b>	 <b>4.3</b>
<b>Clean Bean</b>	 <b>34%</b>	 <b>87%</b>	 <b>345</b>	 <b>4.5</b>

### **PROGRESS REPORT CHECK**

The vendor scorecard acts as your progress report. Retailers check different metrics, like the percentage of your approved reviews and the average product rating. High approval rate and rating? You're on the right track.

### **QUALITY CONTENT FOCUS**

Retailers focus on the quality of content your brand collects and syndicates. High-quality content enhances the shopper experience and boosts the retailer's reputation and revenue.

### **EXPECTATION AND FEEDBACK UNDERSTANDING**

Retailers form expectations based on scorecard metrics. Scoring high? More promotions and better placements await. Falling short in some areas? Time to up your game.

### **PURCHASE DECISION INFLUENCE**

Scorecards can influence retailer buying decisions. High-rated brand on the scorecard? Your products are more likely to be recommended or promoted by the retailer, boosting your visibility and sales.

### **RETAILER-BRAND BOND STRENGTHENING**

Valuing metrics retailers care about strengthens your relationships. Taking scorecards seriously and aiming for top marks shows your commitment to quality and partnership. This is a time when you want to become the teacher's pet.



# On the same page: Aligning brand and retailer goals

For lean teams, maximizing retailer partnerships means aligning goals. Here's how to ensure you're in sync:

## ➤ COMMUNICATE CLEARLY

We're not talking about one-off convos but regular check-ins. You want to keep the dialogue flowing and make sure you and your retailer are on the same wavelength.

## ➤ EMBRACE A SHARED VISION

It's more than just selling products. What's the bigger picture? When you and your retailer share a broader vision, the partnership becomes that much stronger.

## ➤ SET DEFINED METRICS

What does success look like? Whether it's hitting a specific sales target, gaining more brand exposure, or boosting online engagement — make sure you both know the score and how you'll measure it.

## ➤ ESTABLISH FEEDBACK LOOPS

Retailers have the pulse on customer sentiment. Tap into that. Regularly seek feedback, adjust accordingly, and show retailers you value their insights.

## ➤ COLLABORATE ON PROMOTIONS

Rolling out offers? Planning a big sale? Sync your promotional calendars. This way, you're not just pushing your agenda but amplifying each other's efforts.

# Fueling social media: 5 strategies to rocket retail sales

## 1 Leverage social media to drive retail sales

For small teams, social media presents a playground where creativity and strategic marketing can replace hefty ad budgets. Here's how you can get the most out of it:

### FACILITATE PRODUCT DISCOVERY

Engage in trending challenges or hashtags in your industry to make your products pop up in audiences' feeds. It's all about being where the eyes are!

### AMPLIFY YOUR REACH

Boost your reach by partnering with micro-influencers aligned with your brand. They may have fewer followers, but their audience is often more engaged and niche-focused. This lets you connect with potential customers cost-effectively. Digital word-of-mouth is priceless!

The game isn't necessarily about having endless resources — it's about using what you've got wisely. And in social media, a sprinkle of creativity and a dash of strategy can lead to seriously impressive results.

## Social is the new search for 18–24-year-old shoppers<sup>2</sup>

**79%** often discover products through social media<sup>2</sup>

**73%** research products via social media<sup>2</sup>

**73%** have purchased products from social media in the past year<sup>2</sup>

**69%** follow their favorite brands on social media<sup>2</sup>

## 2 Maximize your impact with co-branded content and collaboration

Lean teams can make a big splash on social media without diving deep into their pockets. Here are some tips:

### LEVERAGE JOINT SOCIAL CAMPAIGNS

Partner up with retailers to run co-branded social media campaigns. This could be through shared giveaways or joint stories and reels. Your combined audiences mean a wider net to cast, all without the need to up your ad spend.

### CROSS-PROMOTE ON SOCIAL PLATFORMS

Got a post that showcases both your product and a retailer? Tag 'em. Better yet, have them share it on their platform, too, for max visibility and reach. Consider even co-creating content like infographics, videos, or joint promos for Instagram or TikTok.

When budget or workforce is tight, smart partnerships and co-promotion on social platforms can be your secret weapon to punch way above your weight class.

## 3 Cultivate a diverse and consistent strategy

### MAINTAIN DIVERSE AND CONSISTENT CONTENT

As a brand — whether big or small — with a lean team, your social media presence can significantly impact your retail sales. Here are a couple of things to keep in mind:

### DIVERSIFY YOUR CONTENT

Showcase your products in various settings, such as homes or offices, to give shoppers ideas and inspiration. The more they visualize, the more likely they'll seek it out in stores.

### PROACTIVELY ENGAGE

Respond promptly to questions about product availability, stock statuses at specific retailers, and ongoing promotions. Be the bridge between curiosity and purchase!

## CULTIVATING BRAND LOYALTY

Brand loyalty is not just about retaining followers — it's about converting those followers into customers who prioritize your product at retailers. Here are three effective strategies:

### LAUNCH EXCLUSIVE PROMOTIONS

Announce special promotions available only at select retailers on your social channels. This gives followers the thrill of an exclusive deal, and retailers see more customers coming through.

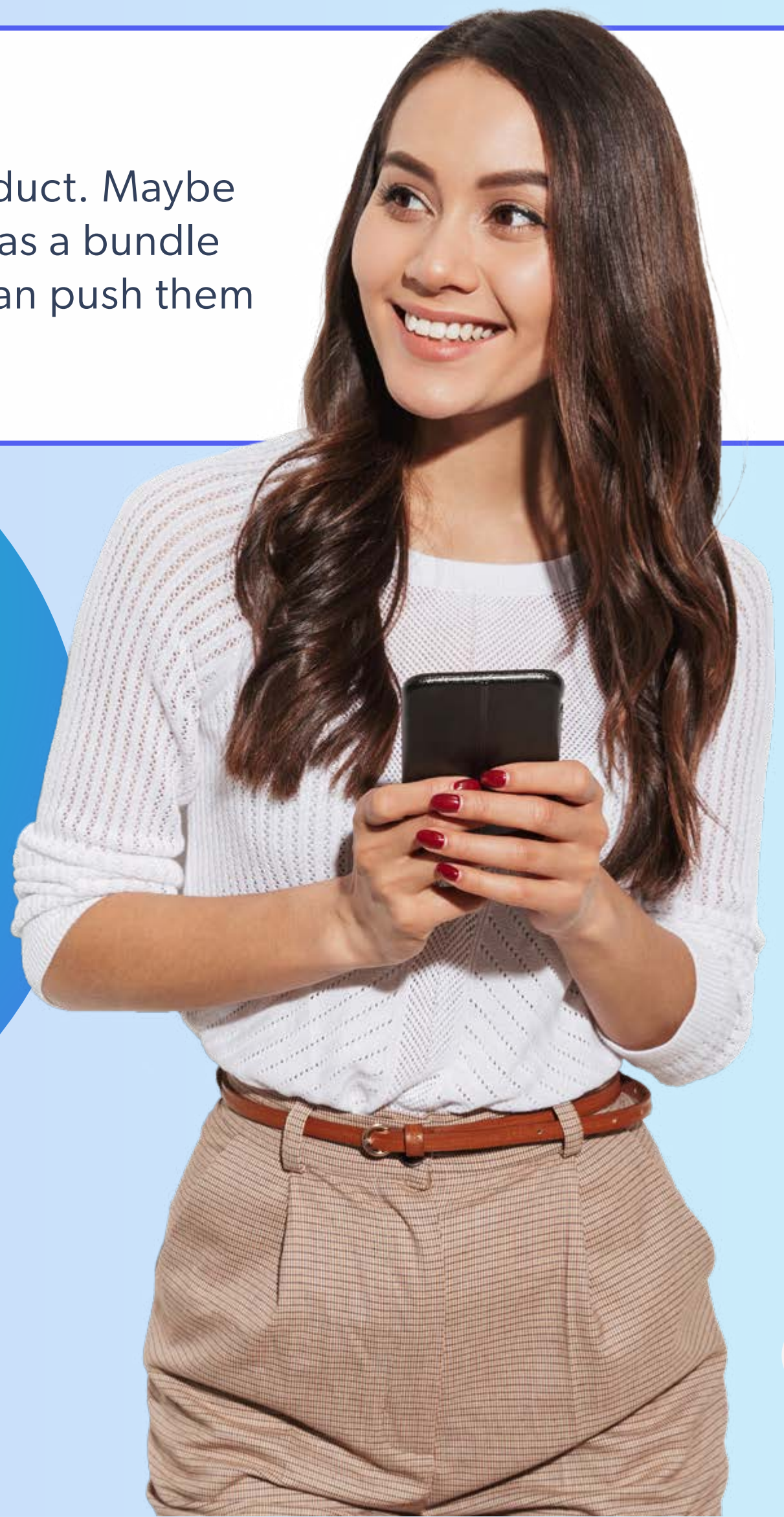
### REWARD RETAILER PURCHASES

Run campaigns where followers get social media shoutouts or exclusive merch for purchasing from specific retailers and sharing about it.

### SHOWCASE RETAILER DIVERSITY

Showcase the range of retailers carrying your product. Maybe one retailer offers a special edition, and another has a bundle deal. Reminding your audience of these options can push them to explore and buy.

Make every post, response, and campaign count towards driving sales at retail locations.



## 4 Optimize for social commerce

Navigating the dynamic landscape of social media sales can be daunting, especially when you're on a lean team. But with the right approach, you can transform your social channels into powerhouses that bolster your brand's visibility and direct traffic straight to your retailers.

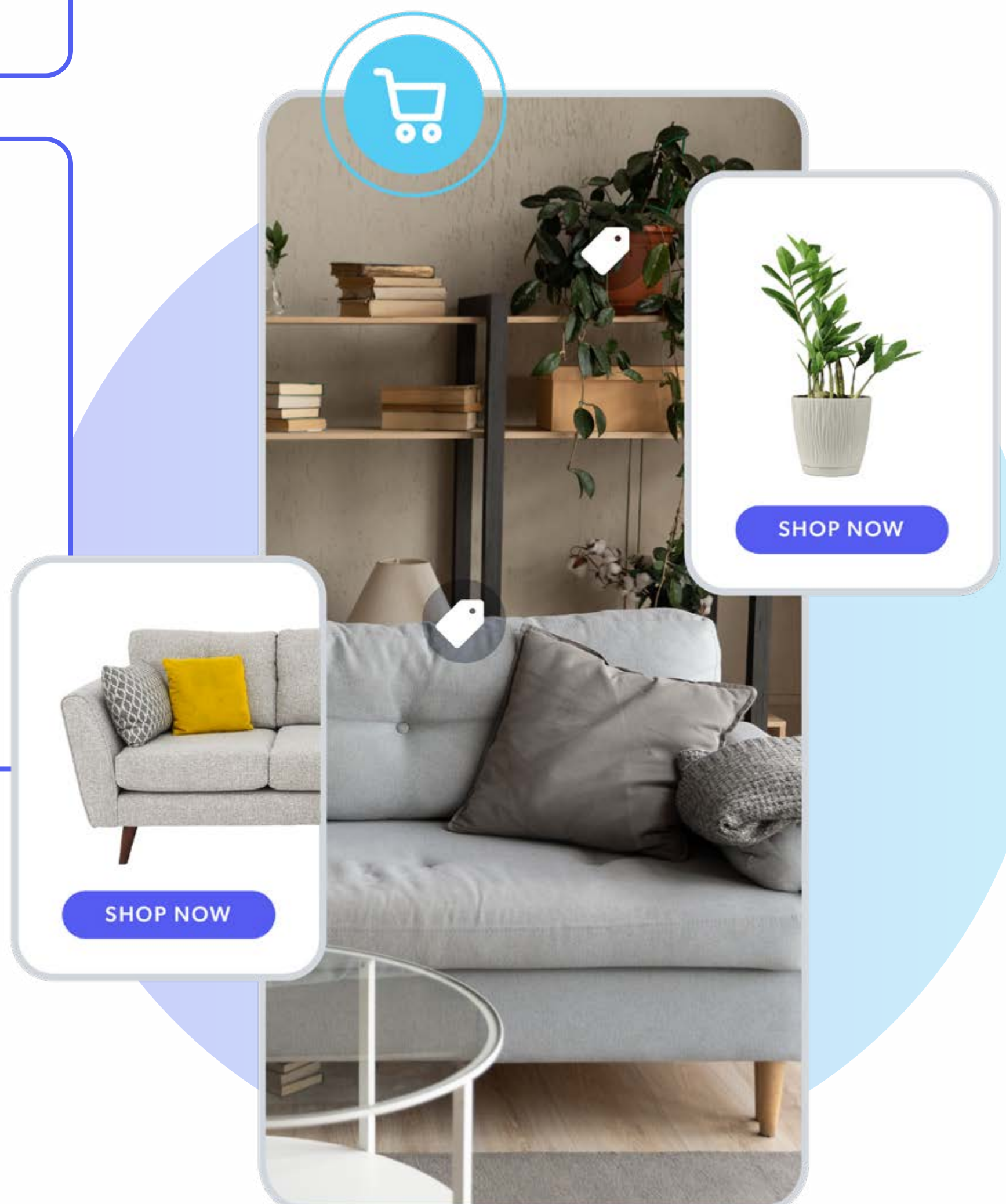
### LINK TO RETAILER PRODUCT DETAIL PAGES (PDPs)

When you post about a product, don't just tell — show and direct. Incorporate direct links to your products on retailer sites. It smoothens the buyer journey and makes it easier for your audience to go from "like" to "buy."

By using the direct sales capabilities of social media and pairing it with a strategic push toward your retailers, you're setting up a sales funnel that benefits both your brand and your retail partners. Small moves, big wins!

### HARNESS THE POWER OF SOCIAL COMMERCE PLATFORMS

Sites like Instagram and Pinterest offer "shop now" features. Use these to showcase products available at specific retailers. When followers see something they love, they'll instantly know where to buy it in-store or online.



## 5 Measure the impact of external engagement

In the digital hustle, it's easy to lose sight of the "why" behind your actions. For lean teams, especially, every move should bring tangible value. That's where measuring comes in.

Use tools tailored for social media analytics to get insights into how your audience engages with your content and subsequently interacts with your retailer partners. Remember, it's not just about creating a buzz — it's about ensuring that buzz leads to increased sales at your retail spots. Get those numbers, and let them guide your strategy!

### WHAT METRICS SHOULD YOU BE TRACKING?

**Click-through rates from social posts to retailer sites**

**Conversion rates**

**Volume of traffic directed to retailers**



# UGC: The lean team's goldmine for authentic marketing

The power of UGC cannot be overstated, especially for small teams. UGC offers an authentic and cost-effective way to elevate your brand, connect with your audience, and, most importantly, boost sales at retail. Let's unpack this.

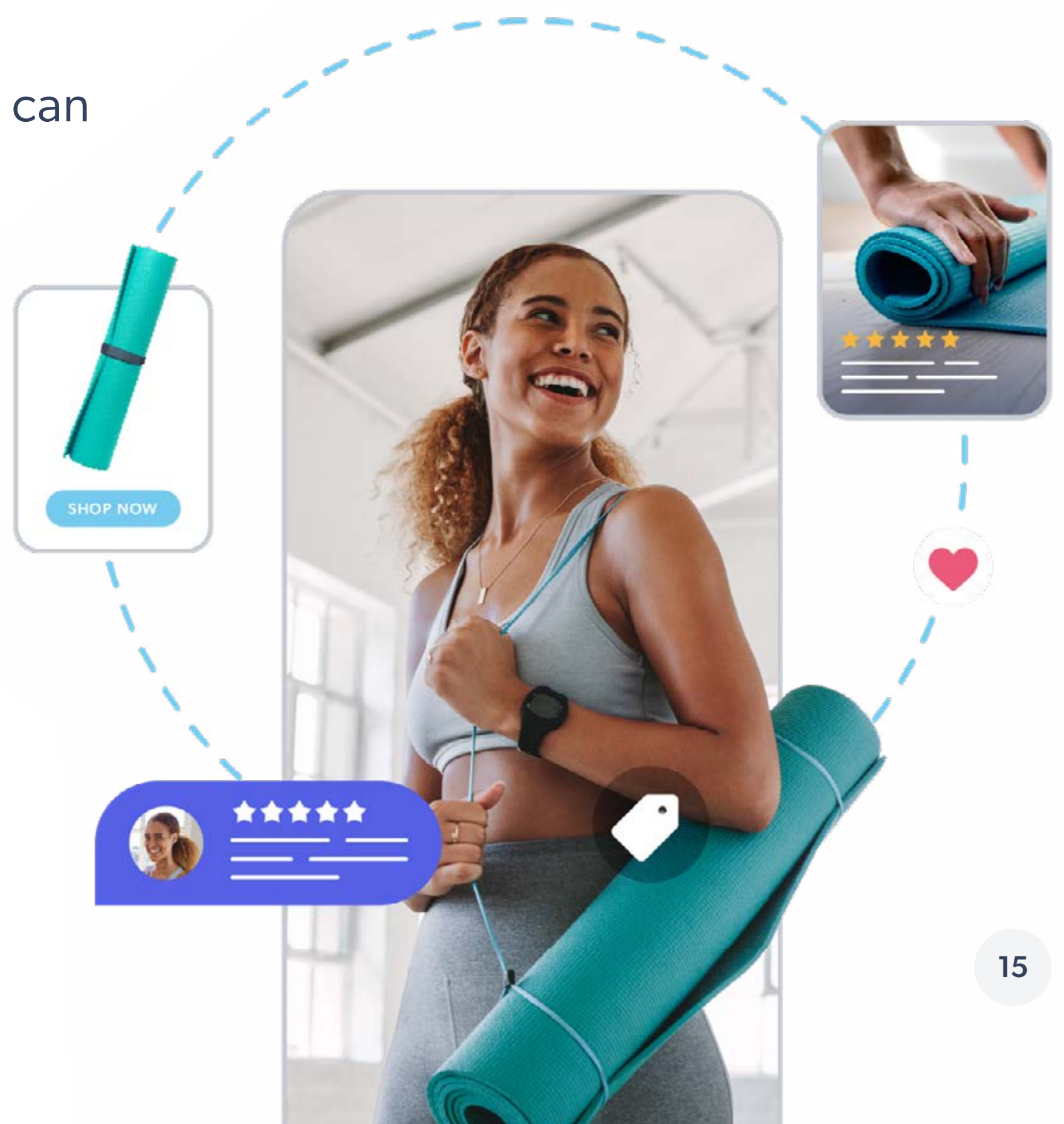
## BOOST MARKETING WITH UGC

Start by identifying and leveraging high-impact UGC. Not all content is created equal. Pinpoint UGC that resonates — a rave review, a striking product photo, or a compelling testimonial. The trick for smaller teams? Use analytics to find these gems quickly.

Then, use that high-impact UGC across different marketing channels. Feature it in email campaigns, social media, and even in-store displays. It's like having customers vouch for you right at the point of sale.

## SHOWCASE THE VOICE OF THE CUSTOMER

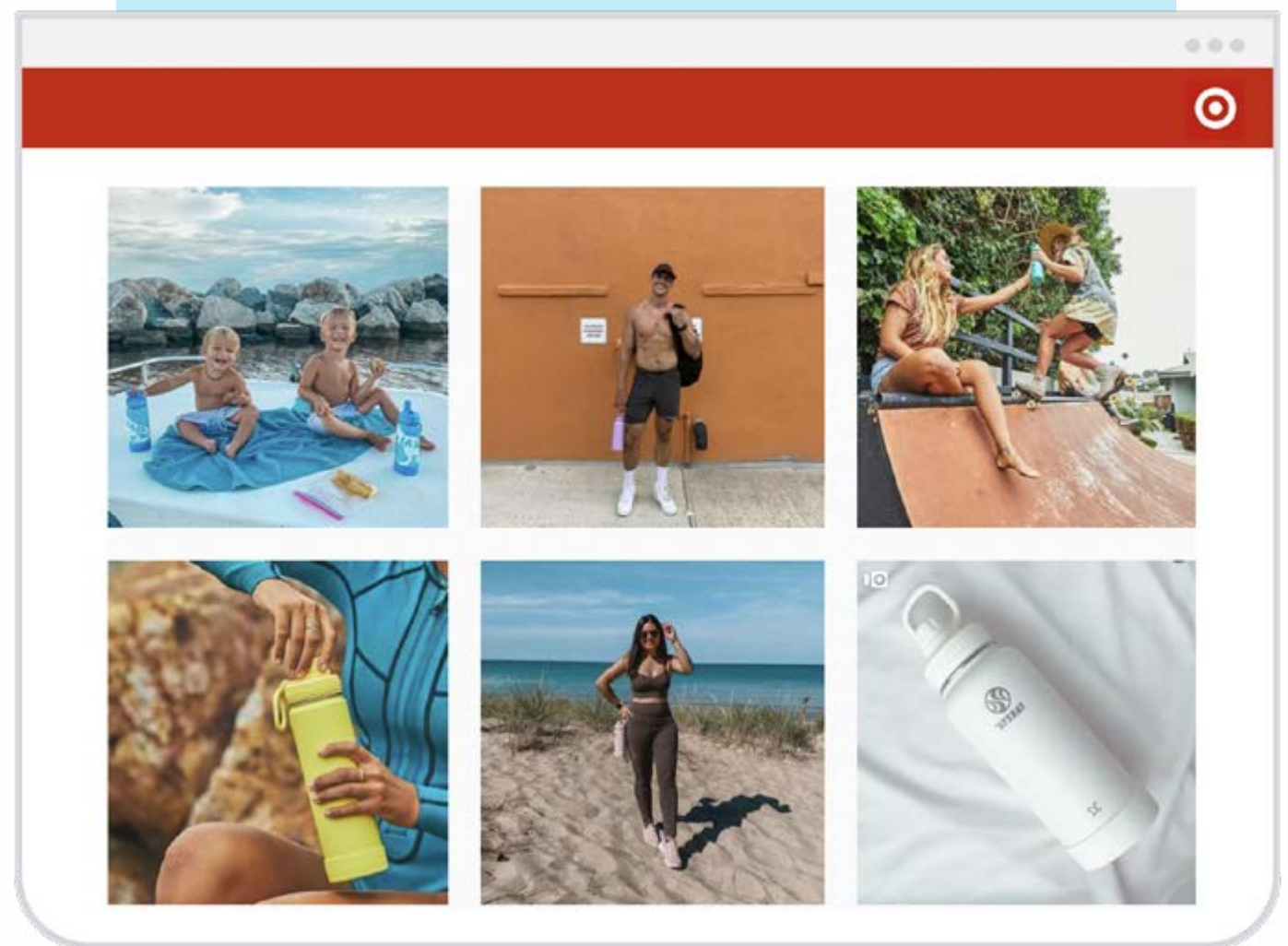
Unleashing the voice of the customer can be a game-changer for your brand's reputation and customer loyalty. There's something powerful about real people speaking about your brand. It makes your products relatable. Plus, for retailers, it offers validation that they're stocking the right stuff.



## SUCCESS STORY

# MAM

Global baby care provider MAM leverages UGC to fortify its retail relationships and enhance its online presence, resulting in substantial e-commerce growth. By displaying authentic reviews on its own site and syndicating over 40,000 reviews to various retail partners, MAM has achieved remarkable results:



# 84%

increase in revenue per visitor on MAM's UK site<sup>3</sup>

# 71%

lift in average order value<sup>3</sup>

# 8%

Conversion lift from review-engaged visitors<sup>3</sup>

These efforts reinforce consumer confidence in MAM products and boost SEO, visibility, and traffic on MAM's and retailers' sites.



Syndicating reviews enhances our brand's visibility, provides SEO value, and keeps our content current. This strategy has been instrumental in making it easier for customers to discover and trust our products, driving substantial traffic and sales.

**Daniel Smith**  
Key Accounts Executive, MAM Baby UK



## ENHANCE YOUR BRAND CREDIBILITY WITH UGC

UGC serves as a credible endorsement, providing authentic evidence of product quality. When potential buyers see real people loving your products, it offers a genuine proof point, far from the polished ads they're used to.

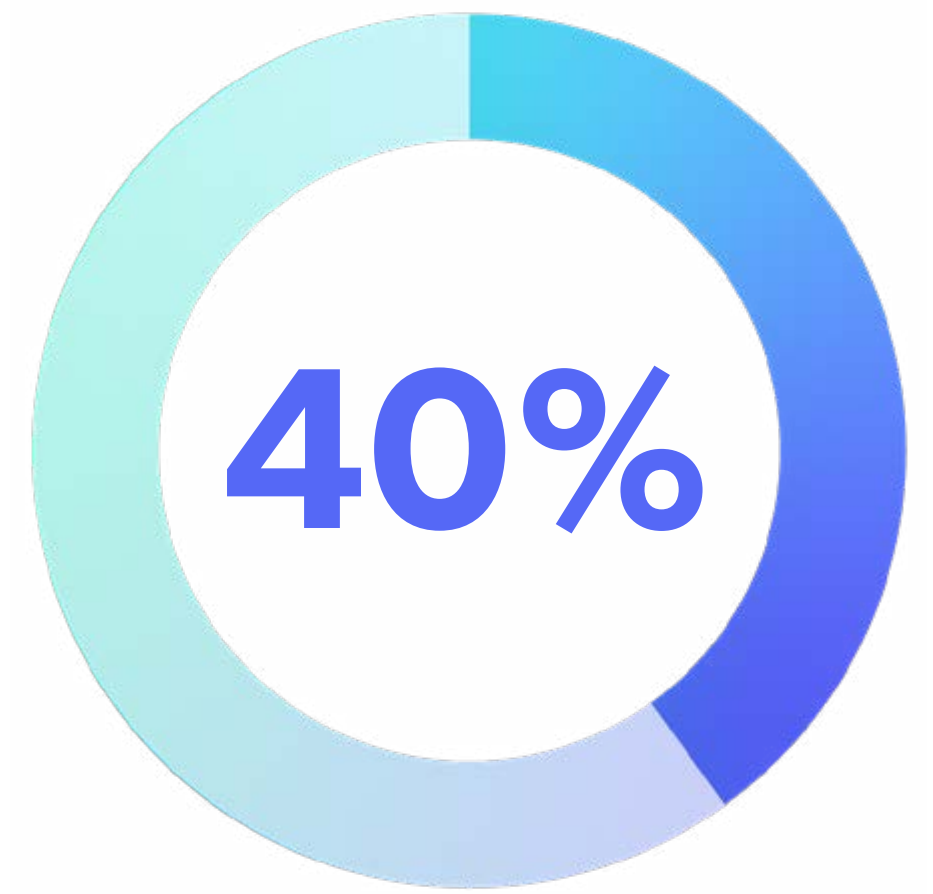
UGC also helps build trust through transparency. Embrace both positive and not-so-positive reviews. It shows you're genuine and you value feedback. Retailers and customers alike appreciate a brand that's unafraid to be transparent.

## MANAGING UGC (WITHOUT BREAKING A SWEAT)

UGC can be a goldmine, but mining it requires the right tools. Shameless plug: A platform like Bazaarvoice streamlines the process, making it feasible for lean teams to do a lot more with less.

Consider adopting a content supply chain approach for efficient UGC management. This involves curating, categorizing, and strategically channeling UGC to the areas where with the most impact. This strategy ensures your brand message is consistently reinforced and resonates strongly with your audience. With a well-oiled strategy, your small team can handle UGC like pros!

UGC, when leveraged correctly, can be a game-changer. The beauty lies in its authenticity and the ability to drive trust and sales without draining resources.



**40% of shoppers say UGC makes them more likely to buy a product from an ad<sup>4</sup>**



**Bazaarvoice improves productivity of UGC operations by 30%<sup>5</sup>**

## TRANSLATING THEORY INTO ACTION

Alright, you've navigated the ins and outs, the highs and lows, and everything in between. Building solid relationships with retailers? Check. Tailoring solutions like a pro? Check. Rocking social media and UGC? Double check!

With a treasure trove of strategies at your fingertips, it's time to apply them to increase your retail sales.

# Key takeaways

- **Retailer relationships aren't just important** — they're the secret sauce for lean teams hungry for success.
- **Brands, it's time to step up!** Be the superhero your retailers need by flaunting your authenticity and delivering real-deal results.
- **Collaboration is the name of the game.** Get your goals in sync with your retailers and watch the magic happen.
- **Social media isn't just for selfies.** It's a goldmine for brands ready to dig deep and strike sales gold.
- **UGC isn't just chatter.** It's your brand's new best friend. Embrace it, amplify it, and watch your sales soar.

[Learn more](#)

**Supercharge your commerce engine and unleash the power of UGC with Bazaarvoice.**

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