

Strategic spring retail timeline

What is the shortest month of the year?
M-A-Y.

Springtime encompasses several events and holidays – from Easter and Passover to Mother’s Day, spring cleaning, and maybe even the first BBQ of the year. However, prepping and finalizing your spring campaigns can start as early as August, when stores’ back-to-school campaigns are in full swing.

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

August/September

Whether you’re a brand or retailer, solidifying your budget and mapping out an internal timeline is key to identifying resources and needs ahead of the spring season.

- ✓ Allocate a budget for user-generated content (UGC). Adding ratings, reviews, and customer photos and videos is the perfect way to revamp 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% revenue per visitor lift and a 145% higher conversion rate.¹**
- ✓ Retailers should start contacting brands to initiate partnerships for must-have products for spring in summer or fall. Brands, meanwhile, should secure places on shelves and identify which campaigns to run.



October/November

As the spring picture becomes clearer, 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!



December

With consumers in the throes of the holiday shopping season, it's time to shift your focus to spring.

Take advantage of the busy holiday retail season to collect organic reviews. Enable and optimize your email and text message review collection:

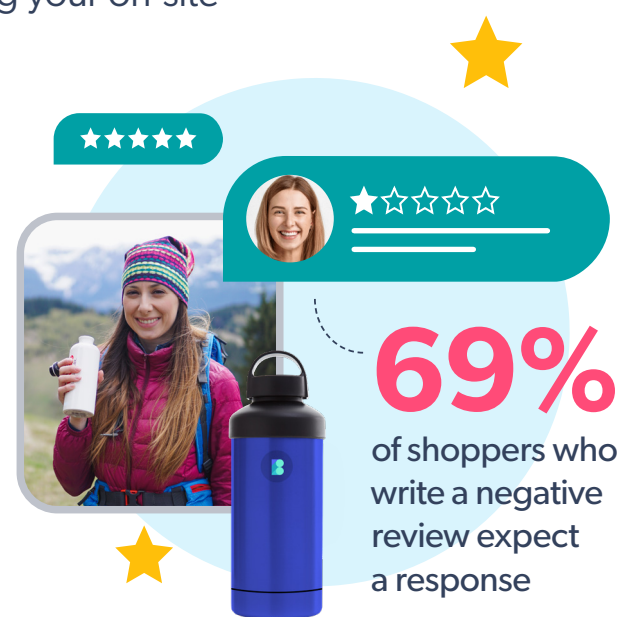
- Make your subject line catchy and keep it under 20 characters
- Keep your message focused on the review request
- Account for shipping and the time it takes for customers to experience your product



December

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

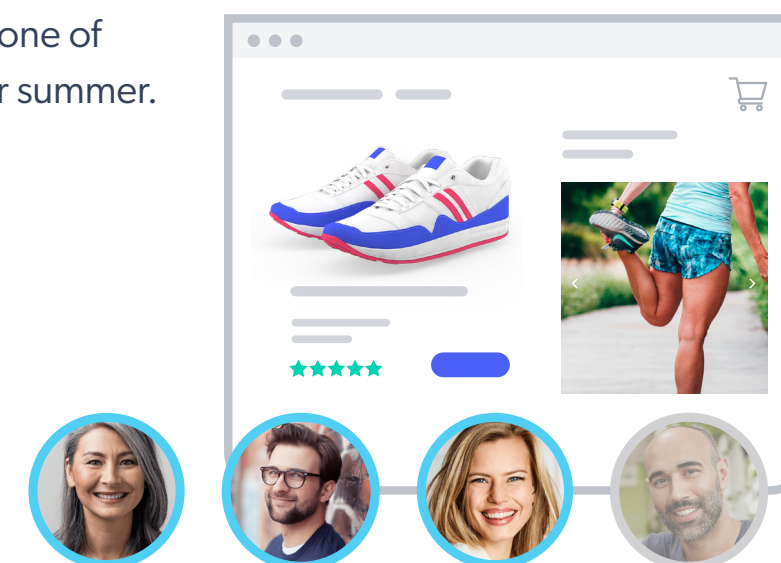
- ✓ Start by identifying gaps in your UGC coverage. When thinking about your hero items for spring, make sure to drive shoppers to pages with the content needed for conversions.
- ✓ Sampling isn't the only way to go. You could run a social media campaign or retarget customers for feedback on their purchases. 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.



January/February

The New Year has come and gone, and people are celebrating Valentine's Day with cards, candy, and flowers. Now is the time to aim Cupid's arrow at your spring efforts.

- ✓ Now is an excellent time to spring clean your website, revisit old content, evaluate core pages, and clean up your store's data.
- ✓ 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 summer.



March

It ain't over till it's clover

Whether it's spring holidays, St. Patrick's Day, or the first BBQ of the year, your customers are researching and ready to shop.

- ✓ Start running promotions ahead of Easter, and you'll see shoppers buying early.

April

Spring into Easter

- ✓ Learn from your successes and failures during March. 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.
- ✓ Make sure you're continuing to engage your shoppers. Responding to UGC throughout this period 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.