

Strategic summer retail timeline

What is the perfect day to go to the beach? SUNday!

It's time to put some sizzle into your summer campaigns. Summer encompasses several seasonal highlights – Father's Day, travel, vacations, and a Prime Day thrown into the mix. This makes the summer retail season a very busy time. In retail, summer planning and preparation starts as early as November, when fall season campaigns are in full swing.

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

December

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 summer 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.



January

As your summer season plan becomes clearer, lock in your holiday 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!

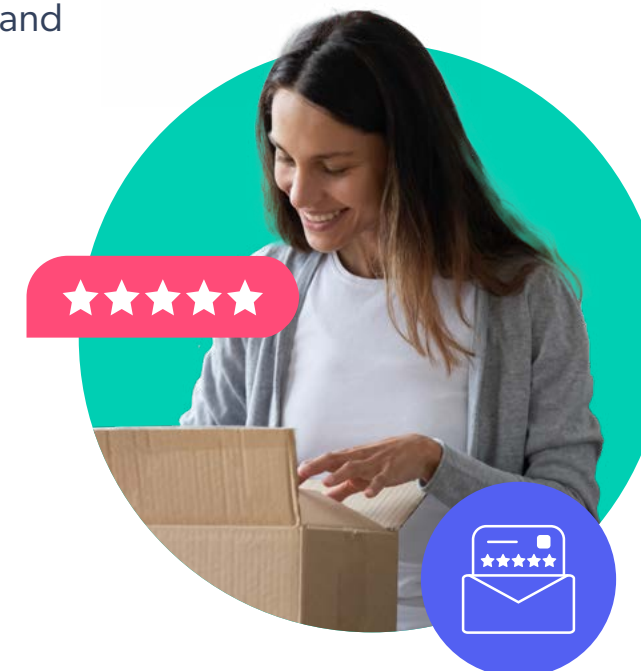


February

Valentine's Day isn't just for couples. Consumers also spend on friends, family, and pets.

Besides romance:

- ✓ This is your last chance to launch a sampling campaign with enough time for UGC to be collected before the summer season.
- ✓ Use this event to spur organic review collection, especially if you have a Black Friday in July event. Enable and optimize your email and text message review collection:
 - Make your subject line catchy and 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



March

If you couldn't launch a sampling campaign earlier, now is your last chance to collect UGC before back-to-school shopping starts in August.

- ✓ Identify any gaps in UGC coverage. When you think about your marketing mix for your hero items this summer season, make sure you're not driving shoppers to pages without the critical content needed for conversion.
- ✓ Sampling isn't the only way to boost coverage. Running a social media campaign or retargeting customers for feedback are also options to boost on-site and syndicated UGC count.

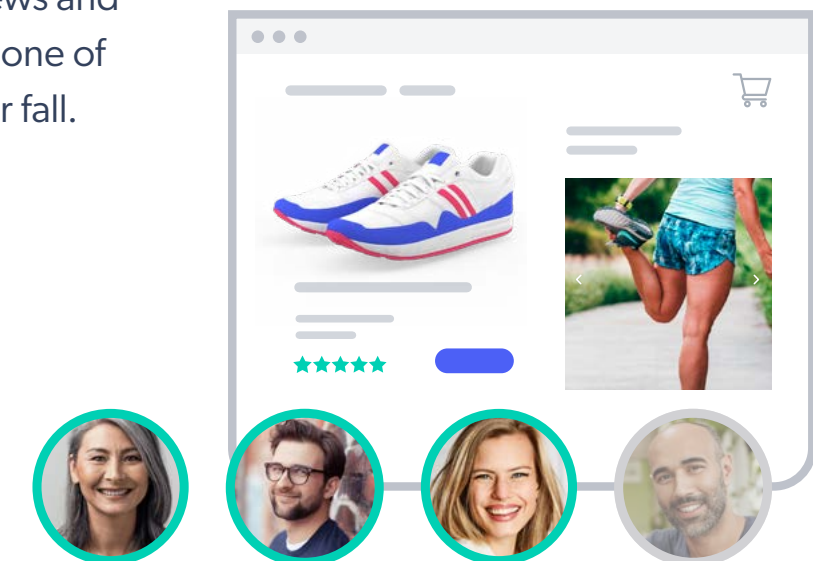
- ✓ As you're identifying gaps, take note of where reviews and questions have not been responded to. Because if you don't, shoppers will. Be it positive or negative, shoppers expect a response from you.



April

Nobody wants to return from their summer holidays and jump into peak trading season planning and executing. Prepare now so you can relax over the summer.

- ✓ With so many people traveling over the summer, make sure your website is mobile-friendly. People should be able to browse, shop, and buy from your store on their mobile devices, regardless of location.
- ✓ Make sure to add the social content you've collected from previous sampling campaigns to your site. This is proven to increase conversion, and is what shoppers want to see – **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 fall.



May

May the 4th be with you

Whether they're preparing the first BBQ of the season or celebrating Star Wars, your customers are getting ready for summer and shopping for swimsuits, sunscreen, and outdoor gear.

- ✓ Start running promotions ahead of the summer season as shoppers get into a summer mindset.

June

Dive into summer

- ✓ Learn from your successes and failures during May. 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 throughout this period is crucial.



Starting early will lead to the best summer sea-son ever!

And Bazaarvoice is here to help. From sampling campaigns, to on-site photo galleries, to retail syndication, we've got you covered.

[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.