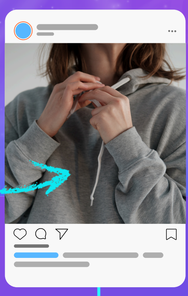
bazaarvoice

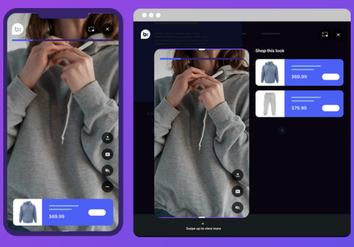
THE 2025 CONTENT SUPPLY CHAIN GUIDE

One authentic moment can capture attention, drive consideration, and move shoppers to action.

Here's how to transform a single piece of content into five high-impact holiday formats.



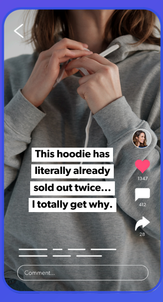
Start with a piece of awesome creator or customer content



Shoppable social post

Feature creator video clips or real customer photos with VSN integration. Add stickers, CTAs, or countdowns to create urgency.

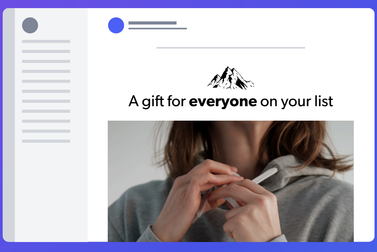
Messaging Tip:
"Gifted by real shoppers. Shop now before it's gone."



In-feed holiday ad (Meta, TikTok, Pinterest)

Use top-performing creator content with urgency-led, trust-based messaging, like "trusted by thousands". Include UGC reviews or reactions for social proof.

Messaging tip:
"This creator-approved gift is flying off carts."



Email gift guide

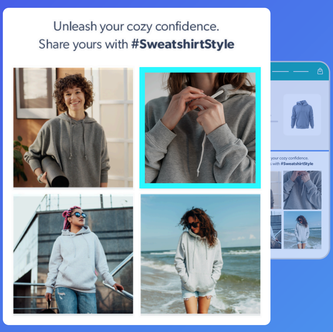
Curate creator picks or review snippets into themed gift guides like "TikTok-loved gifts under $50" or "Last-minute crowd-pleasers." Use standout subject lines to drive opens.

Messaging tip:
"The most-loved gifts of the season, chosen by real shoppers."

PDP UGC integration

Embed top UGC (visuals or social content) directly on product pages. Use trust badges, star ratings, or review quotes. Place above or below reviews near the Add to Cart button.

Messaging tip:
"Loved by shoppers like you."





Holiday highlight reel

Stitch together top creator clips, testimonials, and reviews into short-form video. Use in social ads, YouTube pre-roll, or TikTok Spark Ads.

Messaging tip:
"What real shoppers are loving, and why it belongs on your holiday list."

Make it repeatable

WEEK 1 Launch a creator or sampling program

WEEK 2 Watch the content flow in

WEEK 3 Identify top content by engagement and conversion

WEEK 4 Sweat the assets, repurpose creatives for owned + paid channels

WEEK 5 Launch holiday-ready UGC rollout with tracking

UGC drives holiday discovery, decision, and delight. By repurposing one authentic moment, marketers can stretch their holiday budget, meet consumers where they shop, and build lasting trust through authentic voices.

Learn more