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bazaarvoice

2013

Holiday Guide to Social

Drive Holiday Sales and Plan for a Great 2014



Are you optimized for social success this holiday season (and beyond)?

It's well known that social content increases traffic, engagement, and sales – more than ever during the holidays. But did you know that optimizing social now will help set your business up for a phenomenal 2014?

This step-by-step guide shows you how to win big by engaging consumers across channels and at every point along the purchase path. Whether you're currently a Bazaarvoice client or exploring ways to more effectively integrate user-generated content into your marketing mix, we'll outline some of the most critical things to be doing with social today and in coming months. Supported by examples from the world's best brands, you'll learn everything there is to know about successfully marketing with user-generated content and be well setup to drive unprecedented sales this holiday season and into the new year.

Now



STEP 1:

Drive breakthrough holiday campaigns, enhanced with the voice of your customers

Engage shoppers everywhere they shop, integrating user-generated content into marketing campaigns across channels.

Shoppers trust one another, and **84% will research online before making a purchase.** Let them hear from other consumers like themselves by soliciting their feedback starting today, and in months and weeks leading up to the holiday season.

Spread the authentic voice of the consumer across all marketing touch points to let consumers know you're listening. This trusted content will drive breakthrough marketing campaigns – and infuse your brand with the voice of the consumer wherever they are shopping – online, in stores, and via mobile.

Highlight the voices of your biggest advocates.

Promote your top-rated products, highlighting star ratings and authentic review snippets, on your site and in marketing materials. These featured opinions will not only increase click-through rate and on-site engagement, they'll give your visitors the confidence to make a purchase based on positive feedback from previous owners.



Sweden: Lexus features consumer ratings on TV ads.

MOST-WANTED
YOUR FAVORITES FOR A REASON

1 ORIGINAL SPF 15 Foundation >
"THIS IS THE BEST FOUNDATION OUT THERE."
Jackie (Warren, OH)

2 Prime Time™ Foundation Primer >
"...HELPS FOUNDATION LAST LONGER."
Jessica (Round Rock, TX)

3 Mineral Veil® finishing powder >
"IT'S THAT PERFECT FINISHING TOUCH AFTER MAKEUP."
Kate (Lawrence, KS)

4 Purely Nourishing Moisturiser Combination 24h >
"I NOTICED IMMEDIATELY THAT MY SKIN FELT SOFTER AND FIRM."
[Name obscured]

5 bareMinerals READY™ Eyeshadow 4.0 The Truth >
"THE COLORS GO ON AMAZINGLY SMOOTH AND TRULY STAY ON ALL DAY LONG."
Penny (Colorado Springs, CO)

6 Flawless Definition™ Volumizing Mascara >
"IT SEPARATES MY LASHES ONE BY ONE, AND MAKES THEM FULL AND LONG WITH VOLUME."
Mariana (Manchester, CT)

8 [Product obscured]

Smartphone display: bareMinerals READY Eyeshadow 4.0

Bare Escentuals includes consumer reviews across print, mobile and in store displays.



IDEA:

Do a keyword search through your current reviews to find words that work well with the theme of one of your promotions and incorporate those review snippets into an email.

CLINIQUE

Allergy Tested. 100% Fragrance Free.

SKIN CARE MAKEUP STORES + EVENTS WHAT'S NEW FORWARD TO A FRIEND



Yes, it is possible to have a more even skin tone.

Look what our customers are saying about NEW Even Better Clinical Dark Spot Corrector. No offer code needed.

"This product does what it says and more. I love it."

"...thanks to this product, I'm beginning to love my skin"

"...for the first time in my adult life...I wore no foundation to work today."



...as dark spots fade wonderful things surface.

We know, because you've shared. You've had your confidence energized... you were told you looked younger... you've gone out without makeup for the first time... you think you look beautiful again. You've called it the next best thing to a dermatologist. You've called it magic in a bottle. You've promised to use it until the day you die. Here's news: you can. We gave you a skin care treatment for visible dark spots, age spots and acne scars. Interesting... as skin gets better, life does too. Many, many more of your stories shared in reviews always unedited at clinique.com

CLINIQUE

Allergy Tested. 100% Fragrance Free.

Engage consumers everywhere they shop.

Today's consumer shops everywhere and in more than one channel at a time. To capture these consumers, brands must deliver the right information, at the right time, in the right places. Deliver user-generated content (UGC) across channels, online and off, to give shoppers the confidence to buy — wherever they're shopping.

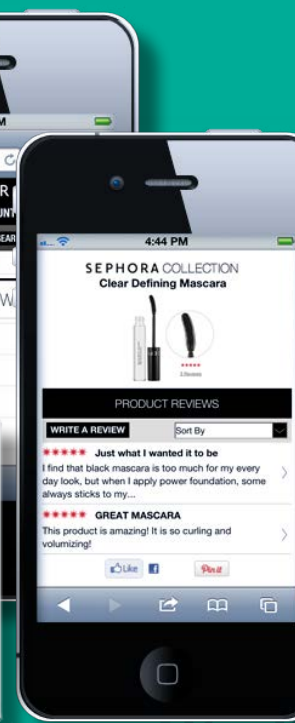
With lead times for printing and in-store coordination, planning for cross-channel consumer content integration should happen as soon as possible. Consider the following best practices for incorporating UGC across channels to avoid missing the opportunity to get this valuable content into your holiday marketing materials:

1. Integrate consumer content into your mobile site and apps.

2. Display product ratings and total review count on product shelf tags in-store.

3. Highlight top-rated items using in-store signage, product stickers, hang tags, display necks, etc.

4. Add star ratings and consumer-written feedback to circulars, print and magazine ads, and catalogues.



Sephora encourages shoppers to access reviews while shopping in its stores with mobile signage.



LEGO® Stores feature ratings on shelf tags to promote top-rated toys.



IDEA:

Reach out to the consumer at the point of sale by drawing attention to the fact that the product is top-rated by other consumers. Consider printing QR codes on the labels that customers can scan with their mobile devices to get detailed product information and reviews right in the palm of their hand.



United Kingdom: Boden helps guide shopping decisions by featuring reviews from real customers who have "been there, done that."

Boden

Decisions, decisions. Get help from customers who've been there, done that, bought the t-shirt and the skirt and the...

Don't forget
10% OFF
 plus FREE shipping & FREE returns

Printed Cotton Top - W435

"This top looked even better than in the catalogue. The colors are vibrant and the fit was absolutely perfect. I couldn't wait to put it on... and I didn't!" -Satisfied customer, New York

Average Customer Rating: ★★★★★

Printed Cotton Skirt - W629

"This is a classic. The A-line shape makes anyone look good. The floral pattern is fun yet subtle enough to go with everything. Actual 28" long in another quality Boden brand! Great value!" -Sue's's mom, Washington

Average Customer Rating: ★★★★★

Favorite V-neck Cardigan - W648

I ordered this along with the oop-neck version. Both are super soft and well made. LOVE the color selection! May have to order more.....! -Easha, Jackson

Average Customer Rating: ★★★★★

Rainbow Jacket - W618

"I bought the Rainy Day Jacket for my sister who lives in Houston, TX. They get a lot of rain there, which can be quite depressing. Not anymore! The card was for 0 to start packing! She has the heavy sporty jacket with the hood. It is not too heavy and the fit is perfect, even with more bulky sweaters or clothing underneath." -Ada, Austin

Average Customer Rating: ★★★★★

» **Wideleg Sailor Trousers - W3239**

"These were my favorite trousers last year. I bought them in two colours, and will buy more this year. I love the back flap pockets, and I love the fabric, drape and how well they look with everything. they are a loose fit, so the 33" inseam is fine and I usually have a 34". I love how they look nautical without going overboard!" (Pun intended.) -CSCI, Ohio

Average Customer Rating: ★★★★★

» **Fabulous Wooden Heels - AR350**

"They aren't kidding when they say fabulous! I am loving these! I wear an 9.5 US sizing and ordered a 40...maybe could have gone up a size, but worried they'd be too big. Enjoy!" -Monica, Texas

Average Customer Rating: ★★★★★

These are just a few examples of what customers have to say about our products with our new, and super popular, ratings and reviews feature. I hope you find your fellow customer's comments as useful as we do and why not join in and leave a review too? [Find out more](#)

Johnnie Boden

» [Get your offer here](#)



See what everyone's raving about

Check out thousands of camera reviews now at BestBuy.com/topratedcameras. Research before you buy or tell us what you think today.

"Tremendous"

"...tremendous camera with lots of capabilities..."

★★★★★ 5.0 Customer Rated!

"Stunning"

"Very easy to use and the pictures are stunning."

★★★★★ 4.5 Customer Rated!

"Awesome"

"...awesome features for someone just wanting to take some easy and creative pictures..."

★★★★★ 4.7 Customer Rated!

Optical image stabilization ensures blur-free pictures

RAW mode provides creative control, while 6X optical zoom gets you close to the action.

Focus detection technology automatically keeps faces in crystal-clear focus.

Canon SAVE \$50 INSTANTLY 12 MP PowerShot™ (691) 833199	Canon SAVE \$50 INSTANTLY 8 MP PowerShot™ (588)745) 8449212	Nikon SAVE \$70 INSTANTLY 8 MP Coolpix™ (551) 8469747
PHY™ 4GB SD High-Capacity Card Stores Tons of Photos and Videos (758)404) 823) 8310847	Wenger™ Pradoid Nylon Case for Compact Cameras (786)707) 02190) 8277192	Digipower™ Extra Li-ion Battery for Nikon® S51 (818)464) 7220508

*Reflects the average customer rating of each camera as of 12/27/10. See BestBuy.com® for the most current information. Book Club price. Book Club price. Book Club price. Book Club price. Book Club price. Book Club price. Book Club price. Book Club price. Book Club price. Book Club price.

Best Buy leverages star ratings and customer quotes to promote featured items in a holiday circular.

real- Einmal hin. Alles drin.

Suche

Onlineshop | Wochenprospekt | Frische | Unsere Marken | Specials | Mein real-

Bitte wählen Sie Ihren Markt: Markt direkt wählen | nach PLZ oder Ort suchen | Deutschlandkarte mit allen Märkten öffnen

Alle real- Aktionen anzeigen

TESTEN SIE real- QUALITY

Einfach eins der über 2.500 real- QUALITY, real- BIO oder real- SELECTION Produkte kaufen, testen, online bewerten und tolle Preise gewinnen! Von Montag, 10.10. bis Sonntag, 06.11.2011 haben Sie u.a. die Chance auf einen 2.000 €-Reiseutschein, einen 51"-Plasma-Fernseher oder ein iPad.

Testen Sie real- QUALITY | Onlineshop. Aus dem Wochenprospekt | Anmelden und gewinnen | Wochenprospekt. Blättern Sie online

Germany: Real features ratings and reviews throughout their site experience to highlight top products and give shoppers the confidence to buy.

CLICK TO LEARN MORE ABOUT BAZAARVOICE CONVERSATIONS + FEATURED CASE STUDY



STEP 2:

Boost ROI all year long by encouraging (and incenting) consumer contributions

Build consumer content volume now and reap the rewards throughout the holiday season and well into the coming year.

Driving a healthy amount of user-generated content (UGC) to your site is paramount to success and — most importantly — measuring a positive ROI.

Generating content volume will:

- Drive sales by widening your product coverage and increasing reviews per product.
- Power SEO with real consumer language.
- Decrease returns when shoppers find the right products for their needs.
- Uncover actionable insights by increasing the depth of reviews per product.

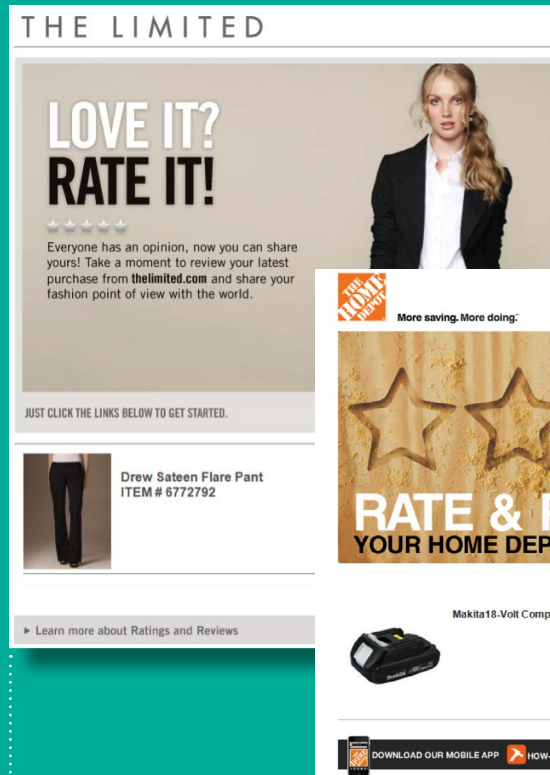


Implement an automated follow-up email program.

Post-interaction emails (PIE) and post-purchase or post-registration emails (PPE) are three proven methods to drive ongoing content volume.

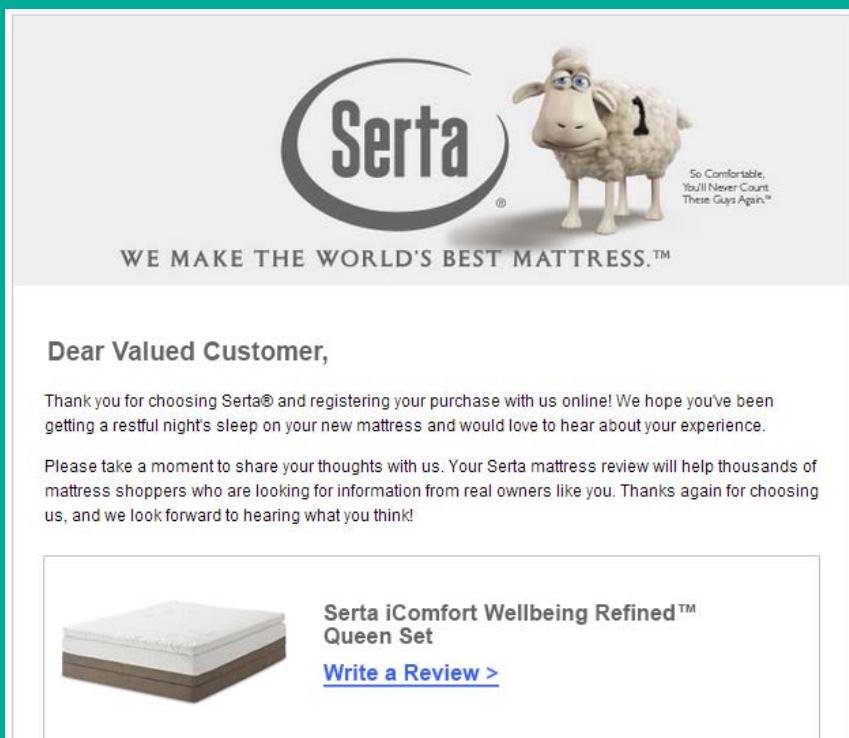
What are they? A PIE is an email that is automatically sent shortly after a consumer visits your site, making it easy for your customers to return to the site to leave their feedback. Similarly, a PPE is an automated email sent 7-14 days following a purchase.

What results can I expect? On average, implementing PIE **raises daily review volume by 205%!**



The Limited asks customers to share their fashion point of view with the world through its PIE.

The Home Depot encourages consumers to share their valuable opinions through its PIE.



Serta asks customers to share their mattress experience with "thousands of future mattress shoppers" in its PPE.

Run contests, sweepstakes, and promotions.

Spur consumers to action by launching a contest or sweepstakes across multiple channels to build UGC volume. Creating an opportunity to win a prize for submitting content is an extremely effective way to **drive a burst of review volume by 75%-500%**. Promote the sweepstakes in all your channels – on your site, in email campaigns, on Facebook and Twitter, in the store, etc.

Consider running promotions just before peak sales seasons and holidays to ensure you have plenty of content to help influence purchases and maximize your sales. You can also capture a significant amount of review volume by running a sweepstakes campaign after the holidays to gather content from consumers who received gifts and gift cards, as well as post-holiday bargain hunters.

CB2 sent an email campaign to its customers, encouraging them to share their product reviews and make their voices heard.

The Land of Nod ran a shopping spree contest to boost review volume during the holidays.

let's talk. we want to hear all about your last CB2 purchase.

CB2

view text only
view with images

new furniture lighting accessories rugs/pillows dining office storage bed/bath sale

MAKE YOUR VOICE HEARD.

Tell us what you like, what you love and what we need to do to make CB2 better. Whatever you have to say, we want to hear it.

Now through September 10, share your CB2 product review online and you could win a \$500 CB2 Shop Card.

ALL YOU HAVE TO DO (IT'S REALLY VERY LITTLE):

1. visit the cb2.com product page of the item you want to review
2. click "write a review"
3. write your review. rate the product. click submit

write a review

Shop Registry Search *The Land of Nod.* Outlet Gift Cards Sto

WIN A \$1,000 GIFT CARD from The Land of Nod! (Sure beats a partridge in a pear tree.)

We're in the giving spirit at landofnod.com. But instead of 12 days of birds and maids a-milking, we're giving you the chance to win a holiday shopping spree at The Land of Nod. Just write a product review of your most recent purchase and you'll be automatically entered to win a \$1,000 gift card. (That ought to cover 12 days and then some.) The more reviews you write, the greater your chances, but only one review per product, please. Don't let the days get away from you, contest ends December 2, 2008.

[Click here to write your review \(and for more rules\) →](#)

The Land of Nod.

Artwork that's a shoo-in to be her favorite.

Featuring a funky saddle shoe design, this contemporary wall art is the perfect finishing touch for your little girl's nursery or bedroom. Personalize it with a kid's name, then step back and admire it on your wall.

[Shop Feet on the Ground Art →](#)

Storage Solutions We've got lots of new ways to help your kids clean up their act. >

SALE! Visit our outlet to save up to 80% off select items. >

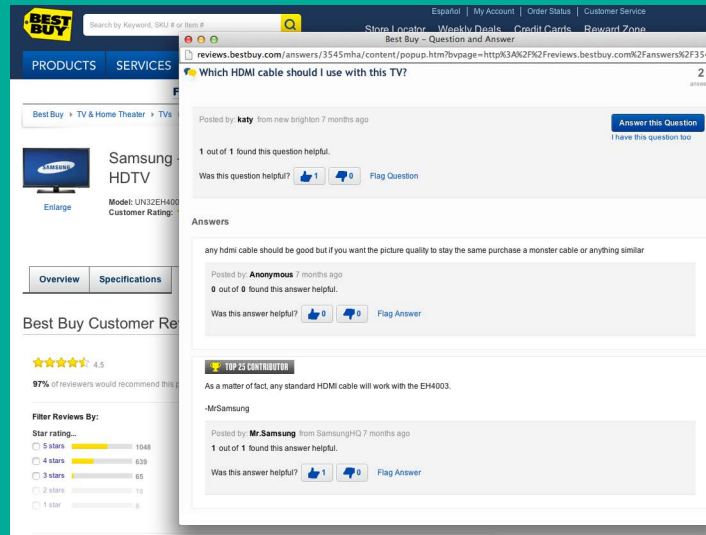
Free shipping on select baby. Order any crib, stroller or diaper bag online and receive free shipping. Offer good only for ground shipping with Continental United States.



Encourage consumers to engage with your brand beyond ratings and reviews.

Capture their questions, answers, and experiences, too. Through questions and answers, you can help close any information gaps and give consumers the information they need in order to buy now. Q&A communities not only drive contributions from consumers but also from people who aspire to be customers and have unanswered questions, or are passionate about the topic.

Consumers also want your answers to their questions. Online shoppers find answers from brand experts 66% more helpful than answers from other types of consumers. Brand answers are badged by the brand to build credibility, and brands can recommend additional products alongside expert input.



Samsung actively answers questions on partner retail sites, such as Best Buy, to close information gaps and give consumers the confidence to purchase.



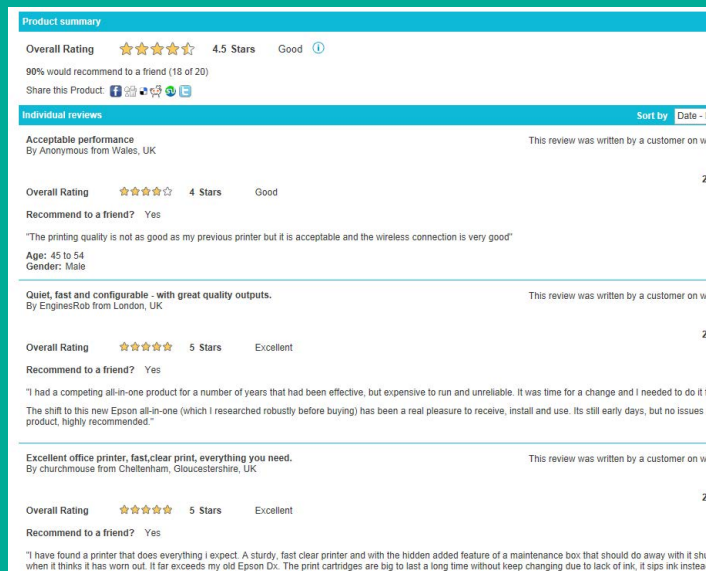
IDEA:

Place inserts in shopping bags at checkout or with shipments to encourage consumers to give their feedback.

Connect with brand and retail partners to supercharge content effectiveness.

For Retailers: Bring credible brand voices onto your site by automatically surfacing ratings and reviews collected on brand sites alongside your own. Furthermore, allow top brand partners to respond to reviews and consumer questions on-site to give shoppers that last bit of information they need to make a purchase decision.

For Brands: Increase sales and loyalty by joining consumer conversations, wherever customers are shopping. Partner with top retailers across the Bazaarvoice network to share product reviews collected on your own site and answer shoppers' questions when they need you most.



United Kingdom: Epson shares reviews collected on Epson.com to top retail partners, such as Argos, to influence sales - wherever consumers are shopping.

CLICK TO LEARN MORE ABOUT BAZAARVOICE CONNECTIONS



Now

October/November



STEP 3:

Help shoppers find the perfect gifts for everyone on their list

Pose key questions to customer contributors today to guide shopping decisions tomorrow.

Use UGC to help shoppers find the perfect gift for everyone on their list this holiday season. Select key questions to integrate and highlight on your review submission forms now, which can be used as filters by future shoppers when browsing for gifts for their loved ones.

Ask the right questions.

To start, think about whom your customer could be shopping for, and what about that gift recipient you would need in helping the customer select an appropriate product. Develop product-specific questions to add to your review submission forms that can eventually be used to help shoppers in the research process. For instance:

- 1. Basic Demographics:** Age, gender, or location
- 2. Level of Expertise:** Is the reviewer a novice, intermediate, or expert as a user of the product?
- 3. Length of Ownership:** Has the reviewer owned the product long or recently unboxed it?
- 4. Product-Specific Questions:** For example:
 - **Cosmetic Product:** What is your skin tone? (e.g., Fair, Light, Medium, Bronze/Tan, Dark, etc.)
 - **Photography Product:** What is your primary subject? (e.g., Nature, Sports, Portrait, etc.)
 - **Children's Toy:** What age group is this toy best for? (e.g., Infants, Young Children, Teens, All ages, etc.)

France: Bonobo Jeans allows shoppers to filter by fit.





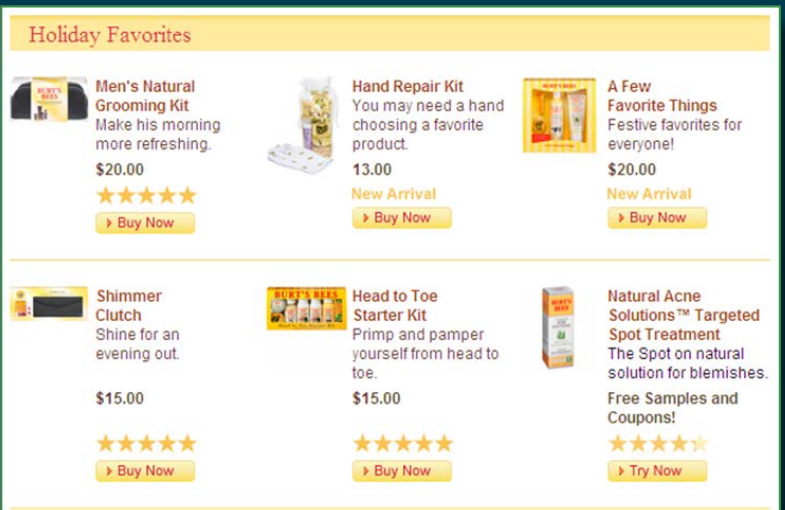
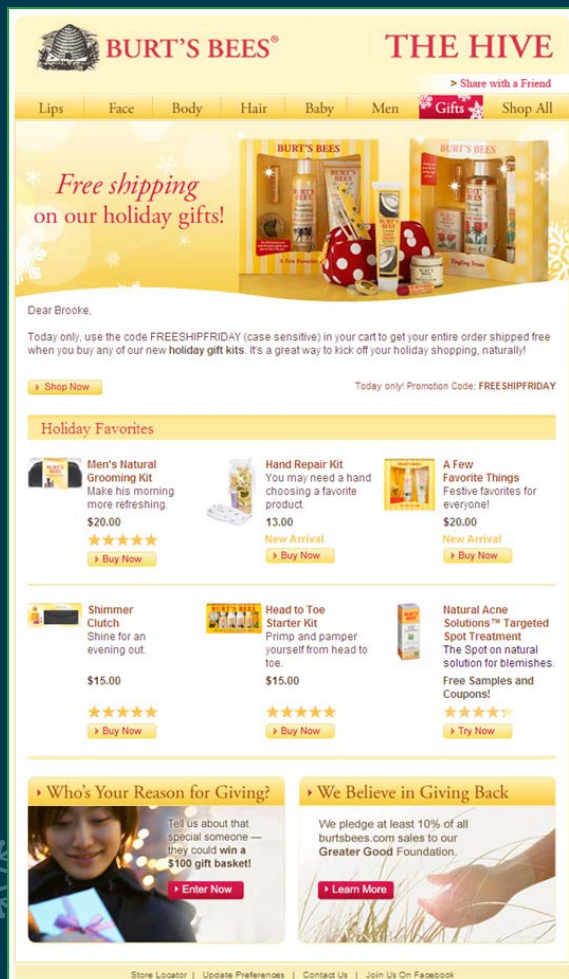
Integrate top-rated guides throughout your shopping experience.

Create top-rated guides to help narrow down gift ideas by highlighting “customer favorites” within a given category based on average star rating. Use top-rated products and categories throughout your digital experience — home page, email campaigns, and social solicitations — to help guide shoppers, wherever they’re accessing your brand.

Furthermore, you can use the product-specific information gleaned from reviews to create social navigation features, allowing shoppers to navigate to products by selecting very specific criteria. As long as you’re collecting the right, product-specific questions up front, the possibilities are truly endless.



..... Helzberg Diamonds highlights customers' top-rated products as gift ideas, as well as by price point.



Burt's Bees helps guide gift decisions by highlighting “Holiday Favorites” throughout its site experience.

CLICK TO CONTACT BAZAARVOICE TO LEARN MORE ABOUT ENHANCING YOUR MARKETING CAMPAIGNS WITH SOCIAL CONTENT.

2014 and beyond

STEP 4:

Use real-time social data analysis to inform business-critical decisions

Make smarter decisions in every area of your business by intelligently analyzing your archive of ratings, reviews, questions, answers, and more.

Customers are telling you what they want, right now. Take advantage of this valuable feedback and use real-time data and intelligence to guide big decisions in the coming year. Consider all the ways in which social data analysis can help your business.

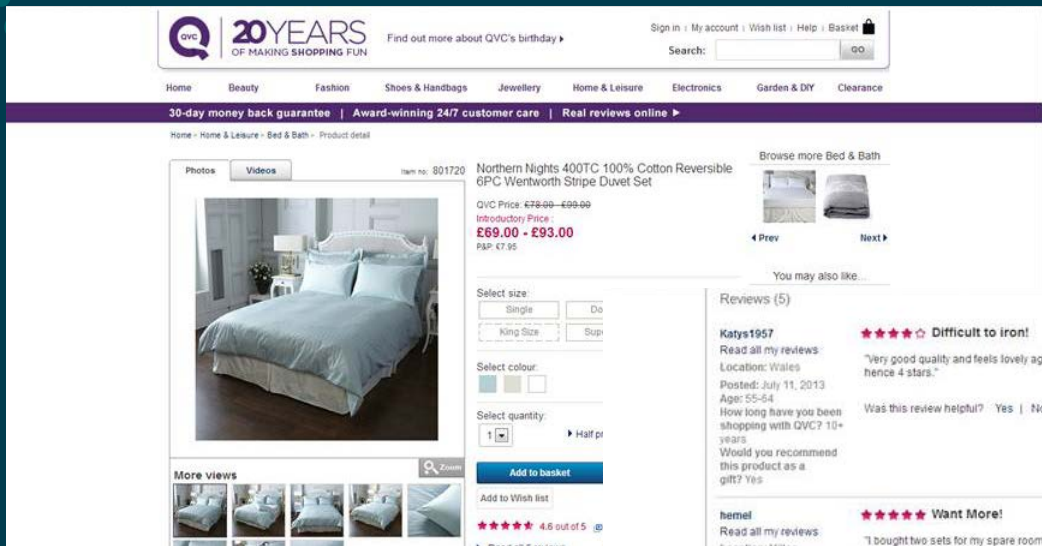
Inform portfolio management, R&D, marketing, and more.

Insights into people's behaviors, preferences, and product feedback inform your teams about which products to stock or discontinue, which features to add in your next iteration, and what words to use in your marketing.

Cabela's uses word of mouth content to deepen their understanding of segments and personas. Through social data analysis, the company identified a pair of pants that was under-performing with an older demographic, and work with product development to create a new version that appealed to the older persona's needs.

The screenshot displays the Cabela's website interface. On the left, a product page for 'Cabela's Untined Trailhiker II' is visible, showing an overall customer rating of 3.6 out of 5 stars, based on 199 reviews. Below the product image, there are sections for 'Product Questions and Answers' and 'FREESHIPPING TO STORE • EVERYDAY'. On the right, a list of five products is shown, each with a social data analysis chart. The products and their associated charts are:

- Mosquito Annoyer:** Income (i) chart with 14 reviews and 85 views.
- Umpqua Flexament:** Age (i) chart with 13 reviews and 8 views.
- Cortland Line-Leader Loop Connector:** Income (i) chart with 33 reviews and 42 views.
- Cabela's Double Retractor:** Score Value Rank (i) chart with 23 reviews and 7 views.
- Cabela's Knotless Tapered Leaders by ...:** Income (i) chart with 57 reviews and 56 views.



United Kingdom: QVC used information gleaned from customer-contributed content to identify a problematic bed linen and correct the issue.

Enhance technology with human analysis.

The Bazaarvoice moderation team of native speakers wades through colloquialisms, sarcasm, and hyperbole that software alone can't interpret. Moderators read all content and tag it with insights like product suggestions, accolades, and criticisms for deeper understanding.

Correlate sentiment with buyer traits.

Why do thirty-somethings love a new product but teenagers return it? Bazaarvoice Intelligence combines product ratings with reviewer characteristics like gender, age, and persona. Visualized trends show you which people to target with which products.

Identify promoters and detractors.

Discover your most satisfied and vocal fans to delight with recognition or invite to virtual focus groups. Recognize any dissatisfied consumers so you can address their concerns directly and turn an unpleasant experience into a pleasing solution.

Listen to conversations across social networks.

Intelligence's social listening feature analyzes your brand mentions on Twitter, Facebook, and other social networks. Combining this social data with insights from reviews, questions, and stories produces a more complete understanding than social network data alone.

CLICK TO LEARN MORE ABOUT BAZAARVOICE INTELLIGENCE + FEATURED CASE STUDY



Let us help you turn social into success for 2014.

We understand that our clients have the last word in whether we drive real value or not. Here are some real-world case studies shared by top brands and retailers.

Increasing conversion

Chico's achieves over 200% increase in conversion with Bazaarvoice Conversations

Enhancing the shopping experience

Bare Escentuals sends sales soaring with the voice of the consumer

Skechers races to provide key answers, adds powerful social tool to drive onsite conversion

Room & Board links online and offline conversations to increase sales and improve customer experiences

Driving customer engagement

Bazaarvoice Conversations gives Dillard's a fresh look, drives traffic and conversion

Building trust

Lexus Sweden builds brand trust through customer conversations

LG engages directly with consumers in the retail channel to get them the product information they need

Driving innovation

Dell uses reviews to help build a more customer-centric business

Customer opinions drive new product designs for Urban Outfitters' Decorative Home

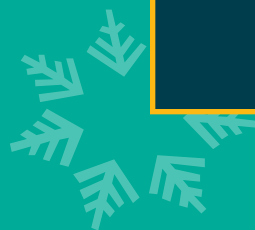
Powering growth

Urban Decay consumers review 93% of its products, increasing online sales, engagement, and new products

Start the conversation.

It's never too late to start the conversation with consumers. Bazaarvoice helps you engage with consumers everywhere they shop. We're the only solution that gives you structured data from social that helps drive breakthrough marketing and meaningful product innovations.

Contact Bazaarvoice today to see how you can turn this holiday season into the most successful yet!





We're Bazaarvoice

Bazaarvoice connects businesses to amplify the authentic voices of people where they shop. Each month, more than 400 million people view and share opinions, questions, and experiences 20 million products in the Bazaarvoice network. The company's technology platform channels these voices into the places that influence purchase decisions, helping businesses gain access to a wider audience of shoppers and trusted consumer content to improve sales and marketing. Headquartered in Austin, Texas, Bazaarvoice has offices across North America, Europe, and Asia-Pacific.

For more information:

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