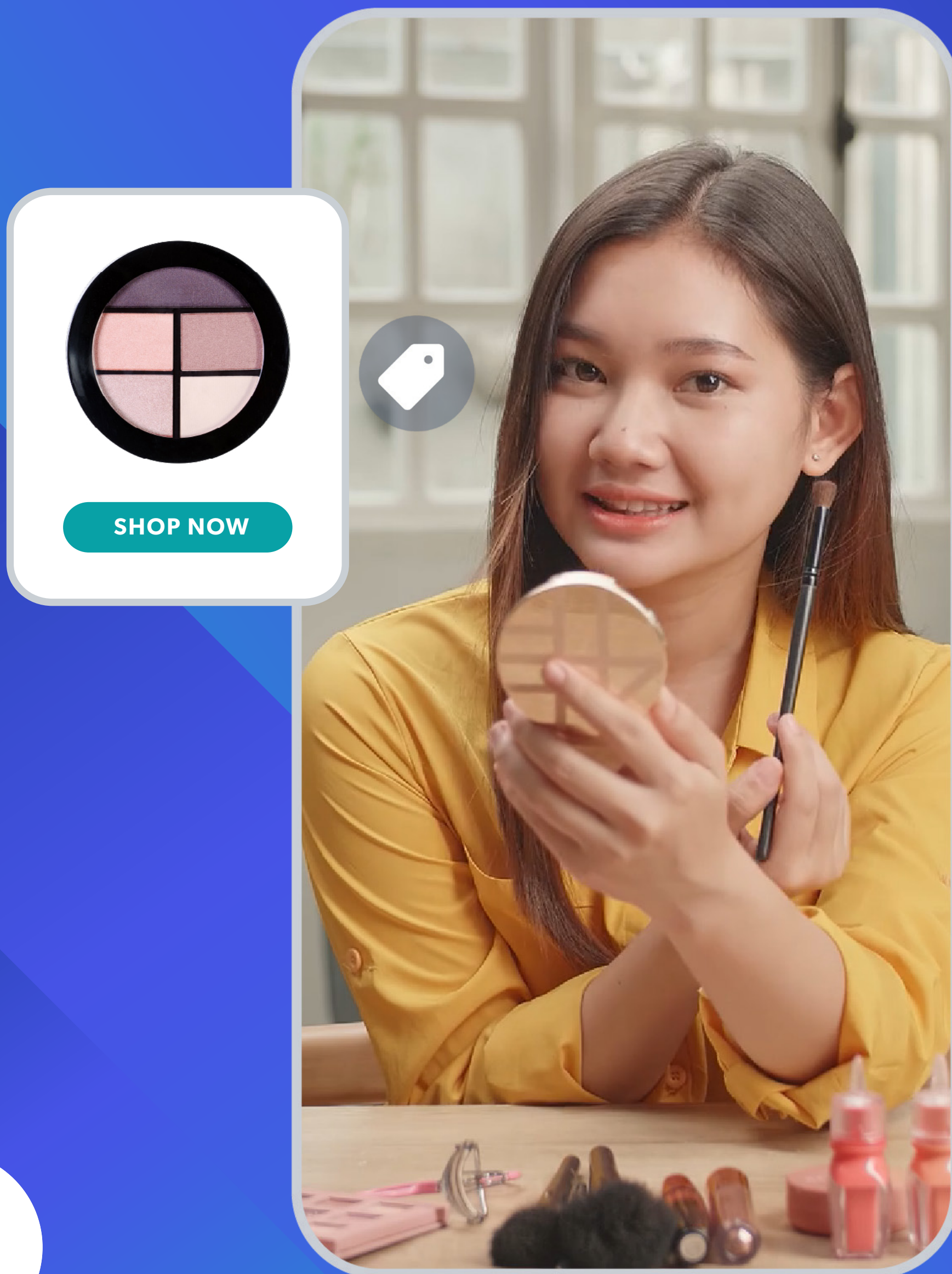


The ultimate guide to

SOCIAL COMMERCE CONVERSION



How to turn
social content
into shoppable
experiences
that drive sales
— **wherever
shoppers are.**



bazaarvoice™

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- 5** Build a social-driven commerce strategy
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Introduction

Acquisition costs are rising.

Competition is heating up for those dollars.

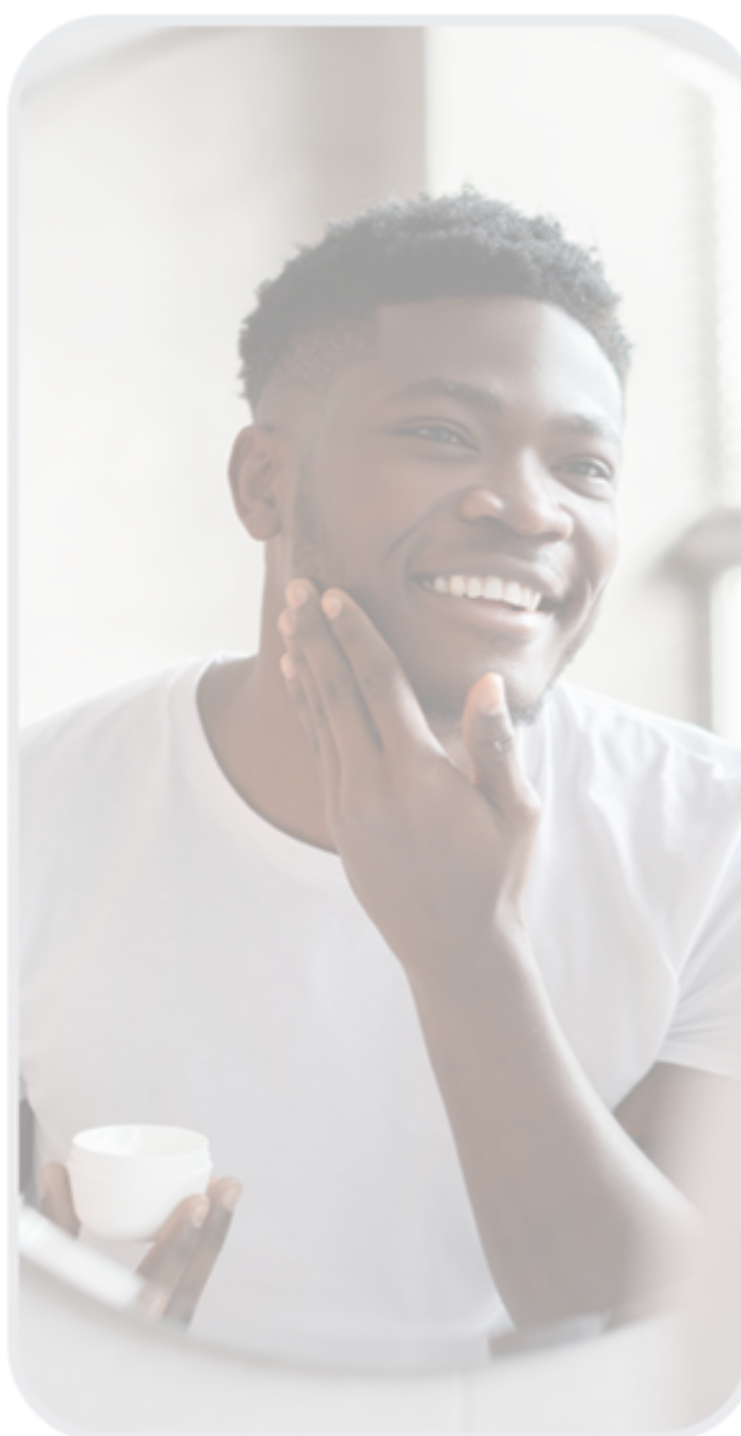
Consumers' wallets are shrinking.

With increasing competition for your target buyers' attention, maximizing every interaction with your brand is crucial. Connecting your paid, earned, shared, and owned (PESO) efforts into a unified framework can help nurture those customer-to-customer connections.

According to our Channel Mix Study, 82% of respondents are moving or considering moving paid media budgets to owned and earned content creation. It could be significant, with 4% considering moving 6%-10% of their paid budget and another 47% planning to re-allocate more than 10%.

Social marketing and e-commerce managers can team up to create shoppable social experiences that drive sales everywhere shoppers are with shoppable social content. Our research shows it will help your brand improve:

- ↑ Revenue per e-commerce session
- ↑ Time on site
- ↑ Social commerce conversions
- ↑ Average order value



Did we mention social commerce conversion is measurable?

You can prove that your social commerce efforts drive revenue for your business — and elevate your value in your organization.

This guide covers the essential elements of driving conversions by weaving social content throughout the shopper journey. It will also arm you with actionable tips on how to create inspiring and confidence-building shopping experiences.

You'll learn how to:

- Create high-converting shopping experiences with lifestyle content
- Supercharge commerce everywhere with shoppable content — on social, retail, e-commerce, and marketing channels
- Tap into your existing goldmine of inspiring, authentic social content
- Generate social content from creator campaigns
- Connect the dots between social, marketing, and e-commerce teams
- Inspire social browsers to become loyal brand buyers
- Manage everything you need to win on social from one place



SOCIAL COMMERCE

The integration of social media and e-commerce, where social experiences blend with e-commerce transactions to create the best of both worlds on social and e-commerce channels. Core to social commerce is authentic social content from communities and creators.



SOCIAL COMMERCE CONVERSION

Social commerce conversion drives revenue. It's about creating shoppable social content with creators, influencers, and followers alongside your branded content—and optimizing it for conversion across your marketing channels.

Build a social-driven commerce strategy

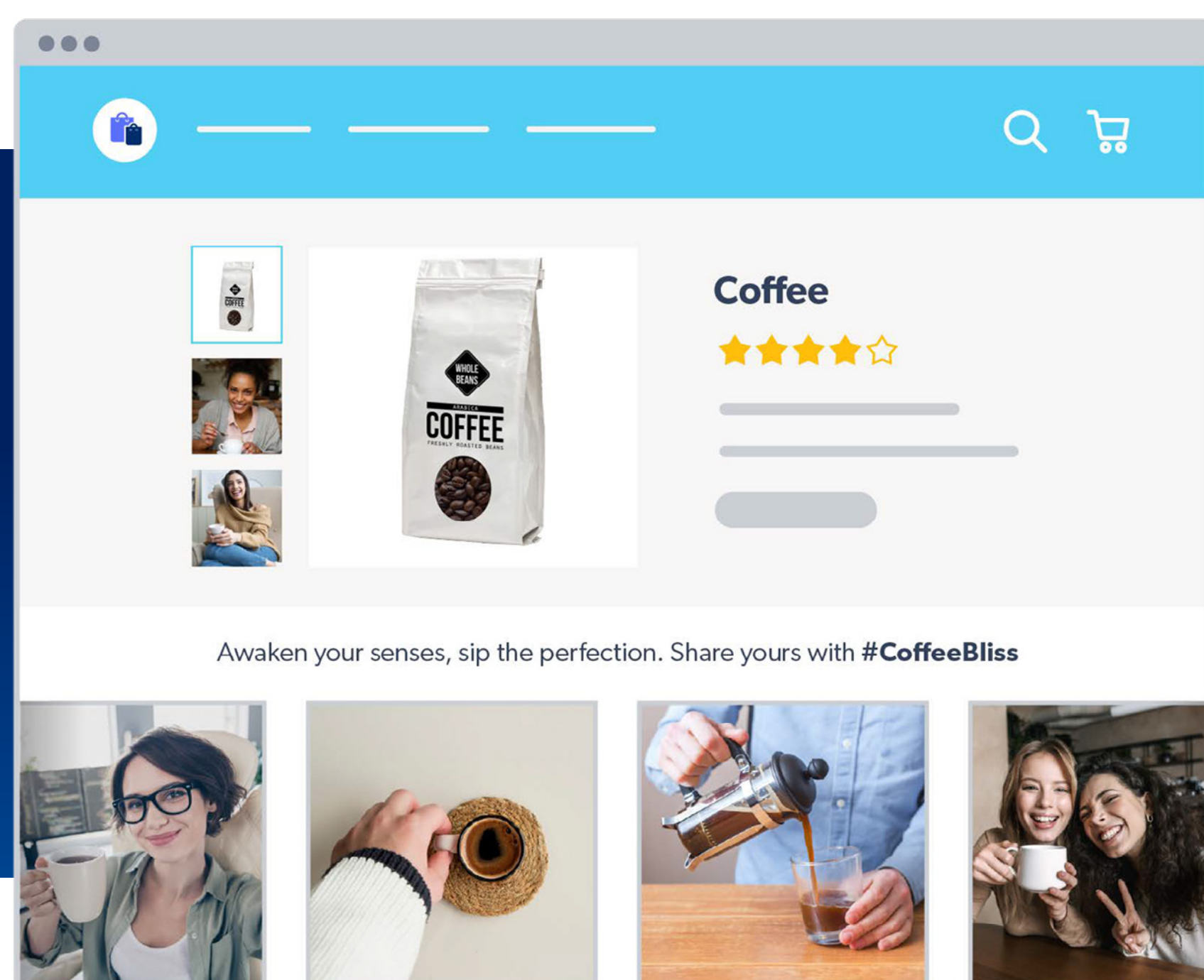
Data shows consumers are looking to social not only for entertainment, but for shopping inspiration, with 97% of Gen Zers saying they use social media as their top source of shopping inspiration.²

But did you also know that 54% of shoppers say they'd be more likely to buy a product on social media if they could click the post and get product info right on the platform?³

Consumers want more than just inspiration from their social experiences — they want social experiences to also include the information they need to feel confident about making a purchase. Consumers crave social content not only for inspiration and entertainment, but also to convince them to buy.

And they want to find this content outside of social, too.

Social is shaping consumer preferences and expectations on the type of content they want to experience everywhere they shop.



97% of Gen Zers
use social media as
their top source of
shopping inspiration

Nearly three quarters (74%) of shoppers expect to see social content on your website.³ From your home page to category and product pages, they want to see people like them using the product to feel confident enough to buy.

Interestingly, 64% of shoppers want to see other shoppers' content shared on social media, proving that consumers have an even greater desire for shopper content on your website than on your social channels.

Thankfully, meeting this shopper demand is worth it. Our research shows a 172% increase in revenue per e-commerce session when shoppers interact with social content on site.⁴



Bringing social content to e-commerce has resulted in

140%

increase in
conversions

15%

increase in average
order value

308%

increase in
time on site

So, how do you make it happen?

At its simplest, implementing a social-driven commerce strategy takes three steps.

1

Curate and share authentic lifestyle content

2

Earn attention

3

Make it shoppable

1. CURATE AND SHARE AUTHENTIC LIFESTYLE CONTENT

The first step is to identify where in the shopper journey you have content gaps — whether it's your social feeds, your product pages, or your retail partners' properties — and fill them. But you need to make sure you're using a multi-source strategy to obtain that content.

If you're waiting for your corporate brand departments to create all of your content, you're severely limiting your scale, and you're missing out on cost savings from organically-created shopper content.

Relying solely on brand-owned content also limits your authenticity.

This may seem counterintuitive — brand-owned content should be highly authentic to your brand, right? That may be true, but you need to be asking what is most authentic to your customer (and how you can let the authentic voice of your customers sing your praises in more places).

The answer is user-generated content (UGC) that shows off your products in real-life settings. Shoppers want to be inspired. They want to see the lifestyles they could achieve using your products.

They want to see everyday people incorporating your products into their lives — people that love your products and brand so much that they want to show it off on social for the world to see.

And this kind of inspiring lifestyle content comes from other shoppers — not your brand. This is the content that's authentic to your shoppers and gives them the additional social validation they need to say yes.

If you have a lot of curating to do, consider focusing your efforts on your products that have the highest engagement rates first. Prioritize curating social content for these products so that your work will have an immediate, measurable impact.

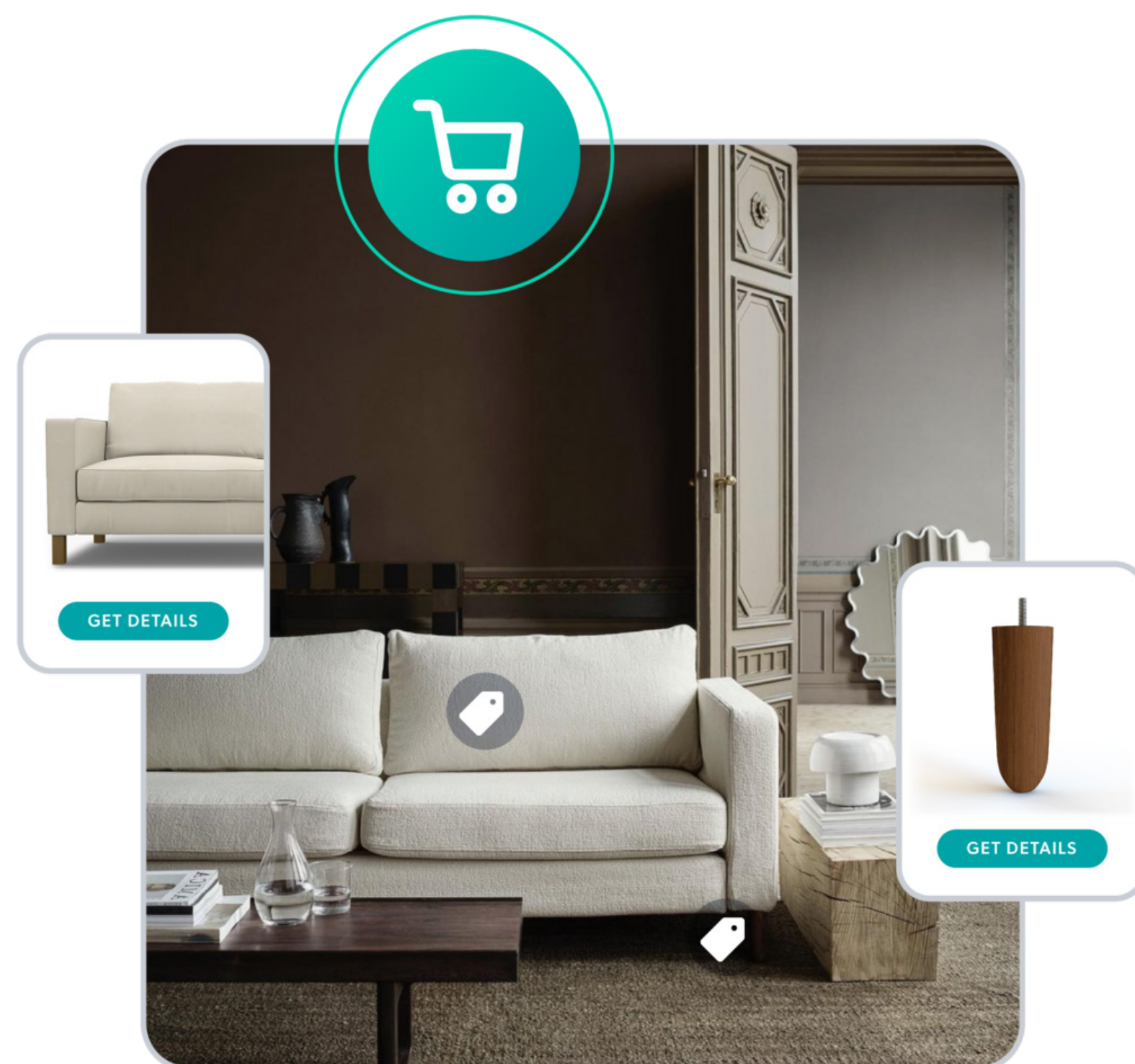


SUCCESS STORY

Bemz

Interior design company Bemz was looking to increase site conversions, improve the customer journey across all channels, reach new customers, and boost shopper confidence in its products.

Bemz implemented a combination of social commerce tools — including shoppable Galleries and influencer support — to curate and showcase authentic lifestyle content. They achieved:



270%

lift in time
on site⁵

290%

lift in conversion
rate⁵

34%

increase in average
order value⁵

\$1.6M

increase in
revenue⁵



Customers are always requesting to actually see what the product looks like in a real living room setting, and UGC is really useful to illustrate what our covers look like in peoples' homes.

Annie Karlsson, Chief Commercial Officer at Bemz

2. EARN ATTENTION

Authentic content won't do much for your brand if no one sees it. The next step to social commerce conversion is getting eyes on and engagement with that content.

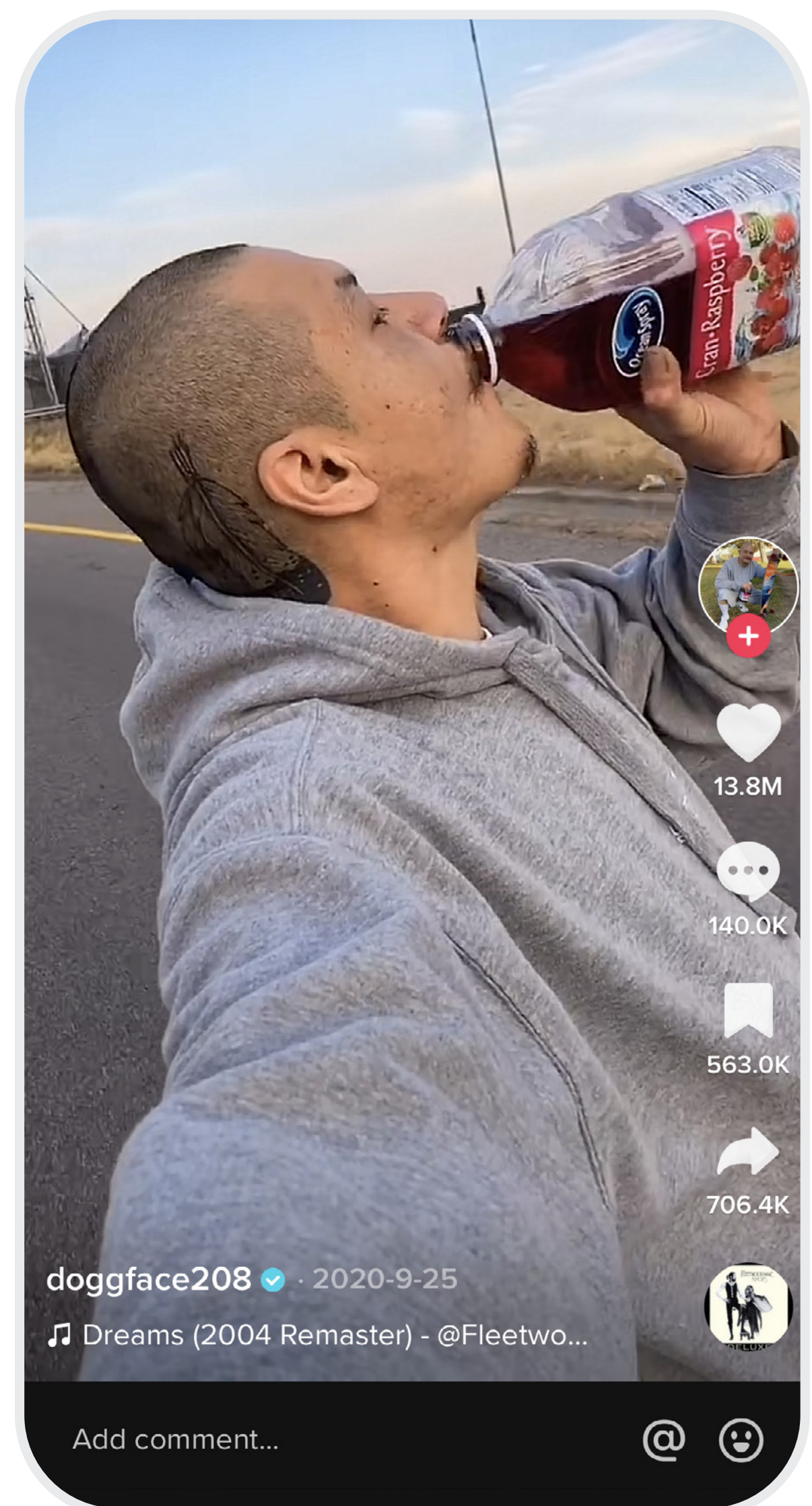
We're in the era of entertainment marketing, where the best marketing doesn't feel like marketing. Your brand needs to feel authentic to the content versus the content feeling authentic to the brand. After all, the best brands build their image around their customers. What better way to bring your customers into your brand than by celebrating their use of your products in their lives?

When you accomplish this, your brand becomes easier to relate to, and you're more likely to earn attention.

Perhaps the oldie-but-goodie epitome of entertainment marketing comes from Nathan, also known as [TikTok user 420doggface208](#). After Nathan's truck broke down on his way to work, he hopped on a skateboard, grabbed a jug of Ocean Spray, and recorded himself completing his commute with the tasty beverage in hand.

90 million views later, Nathan is TikTok famous.

His swig of Ocean Spray was likely a lot more relatable than a brand-owned video advertisement would have been.



We have about 15 billion media impressions now.... We have seen overall great sales, and I expect to see cran-raspberry sales to pick up next quarter.⁶

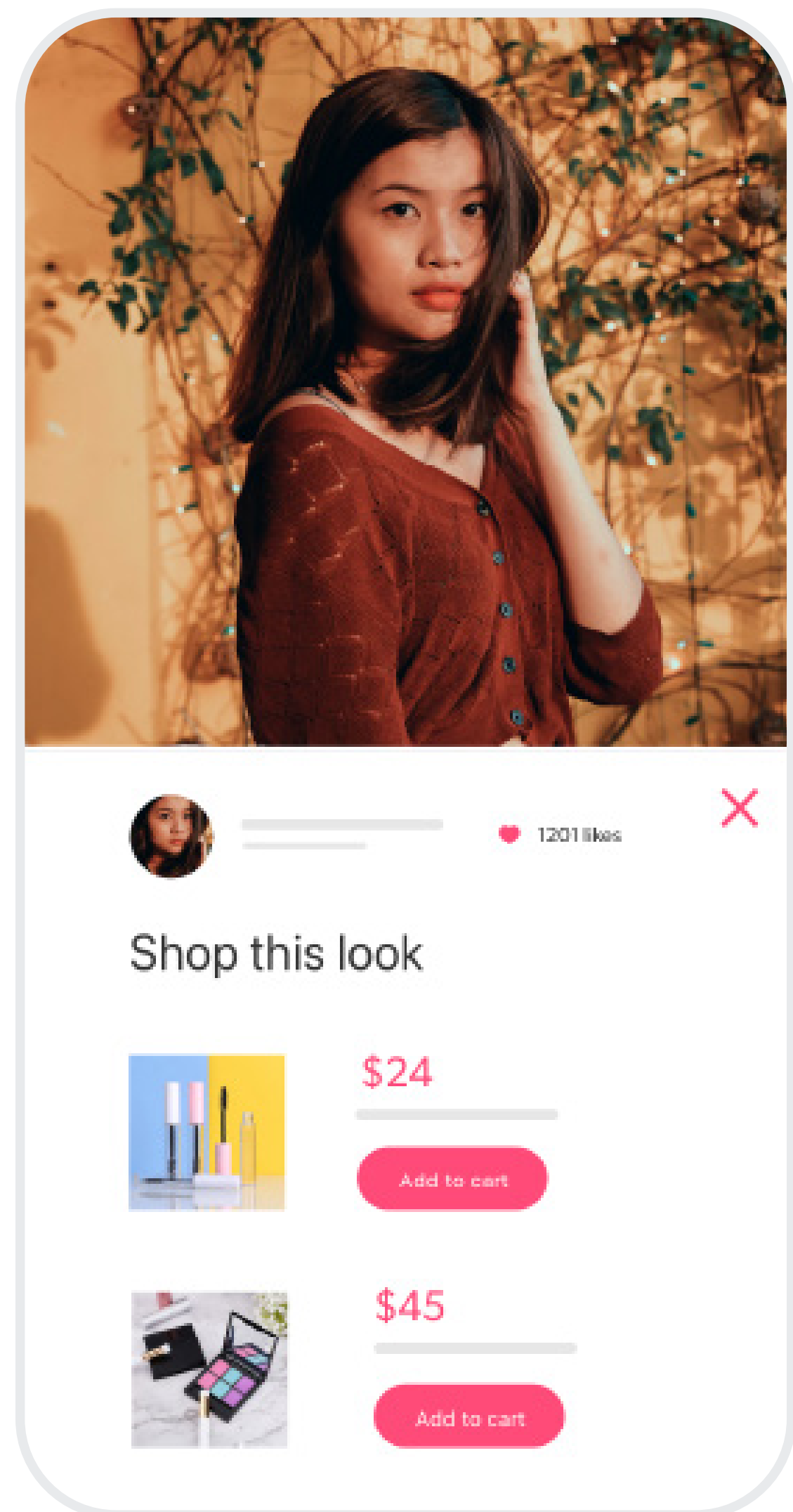
Tom Hayes, Tyson Foods CEO

3. MAKE IT SHOPPABLE

Once you've inspired your shoppers with authentic content, you need to make it as easy as possible for them to find the products featured in that content. People are busy. People are easily distracted. They shouldn't have to comb through your site — or worse, Google — to find the products you've just piqued their interest in.

Whether using Instagram's link in bio, a shoppable on-site gallery, or anything in between, all of your content should be seamlessly linked to buy functionality.

This is the crux of social commerce conversion and the key to driving revenue.



Make it easy for shoppers to find your products

69%

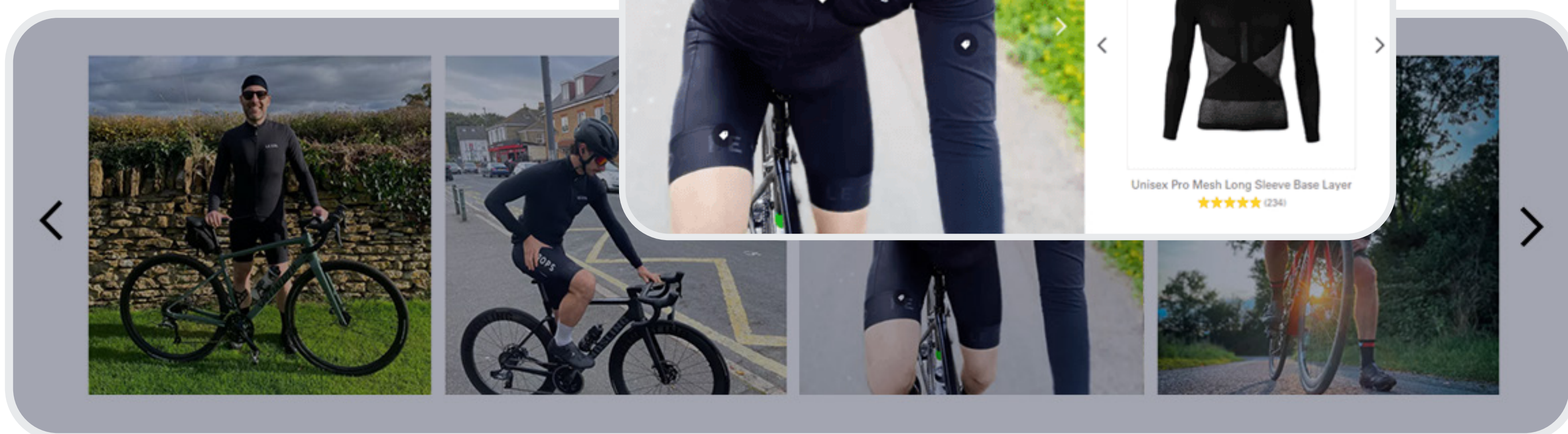
have been inspired by social media to make a purchase through another channel³

54%

say they'd be more likely to buy a product on social if they could click the post and get product info right on the platform³

SUCCESS STORY

Le Col



Premium cycling gear company Le Col was looking to reach new customers by using a shopper content strategy that promotes advocacy and loyalty from expert cyclists. The team cleverly integrated expert reviews and quotes with authentic shopper imagery in a shoppable on-site gallery to help shoppers feel confident about their purchases.

Results of the unique gallery include:

12%

higher average order value⁷

5x

higher conversion rate⁷

25%

higher than average uplift
in site metrics⁷



Our reviews provide social proof to new customers who are discovering the brand for the first time. It gives them confidence that the products are the highest quality and we believe reviews are as important to new customers as our own product claims.

Andrew Longley, Head of Digital at Le Col

Drive sales with a goldmine of social content

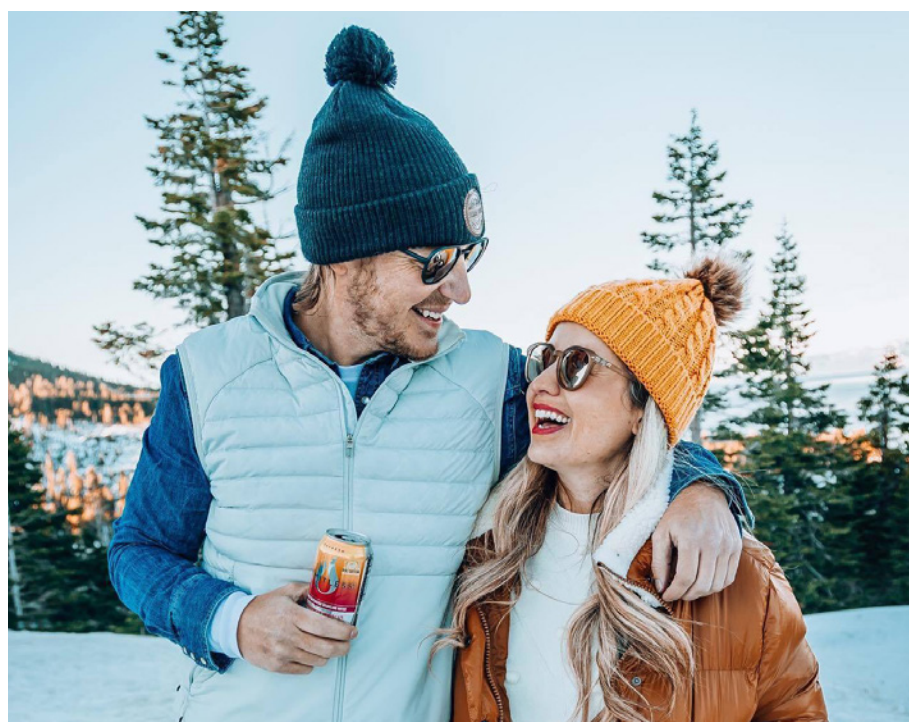
It might seem daunting to think about supplying all of this content across all of your brand touchpoints. Keeping a pulse on everything social alone can feel chaotic with the social media landscape continuously shifting.

Thankfully, you're not creating all of that content yourself (remember curation?).

Your brand is likely sitting on an untapped goldmine of rich and inspiring social content, and it's free content from your most passionate customers.

How do you mine that goldmine? The good news is that most shoppers are happy to provide you with content — you just have to ask for it.

4B+ pieces
of content shared
by Facebook
users daily⁸



4M pieces
of Instagram
content uploaded
per hour⁹

1B monthly
active TikTok
users¹⁰



6 WAYS TO BOOST SOCIAL COMMERCE CONVERSION

1

Tell a compelling story

2

Follow trends

3

Incorporate humor

4

Create a hashtag campaign

5

Partner with reliable creators

6

Turn your customers into your creators



What is the best way to incentivize shopper content?

60%

of consumers said they would take a picture if they were asked to¹³

53%

of shoppers want brands to tell them the kind of content they want¹⁴

1. TELL A COMPELLING STORY

Yeti is one of the greatest brand storytellers and most powerful community builders. Their ethos is all about getting out into the wild, adventuring, and learning from others who are also doing amazing things in the great outdoors.

It's all brought to life in the story section of their website: Brand-made videos from fascinating locations around the globe; short, cinematic YouTube films in their Yeti Presents series; and survival stories that can be submitted from anyone, anywhere.

One such story features a Yeti cooler that survived a boat fire — with contents still cool and intact.

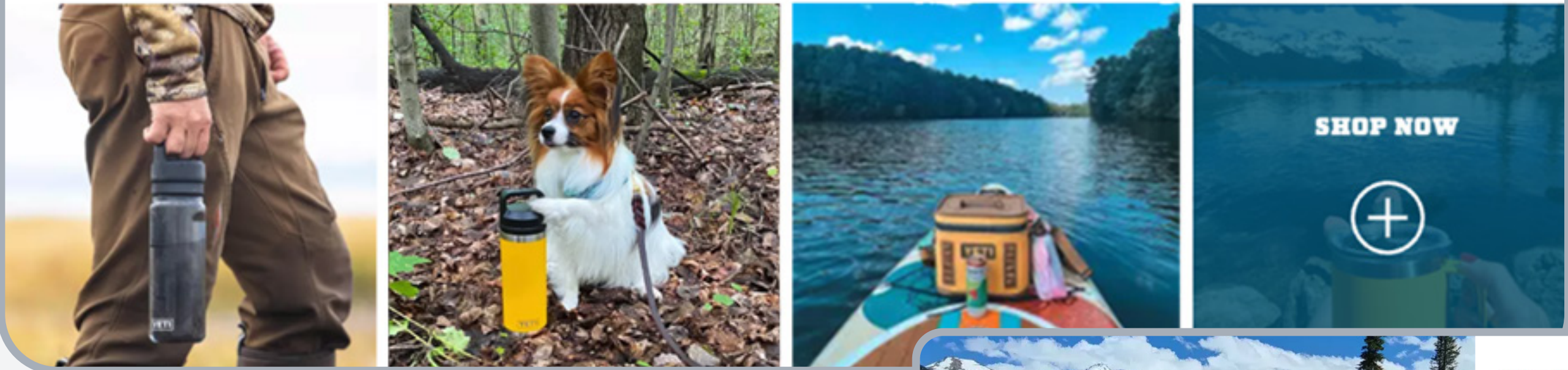
The Yeti website also features a gallery of shopper content, inviting visitors to “show us what you got” using the hashtag #BuiltForTheWild. The Yeti gallery is filled to the brim with compelling UGC.

Click on any image, and you can see exactly which Yeti products are featured.

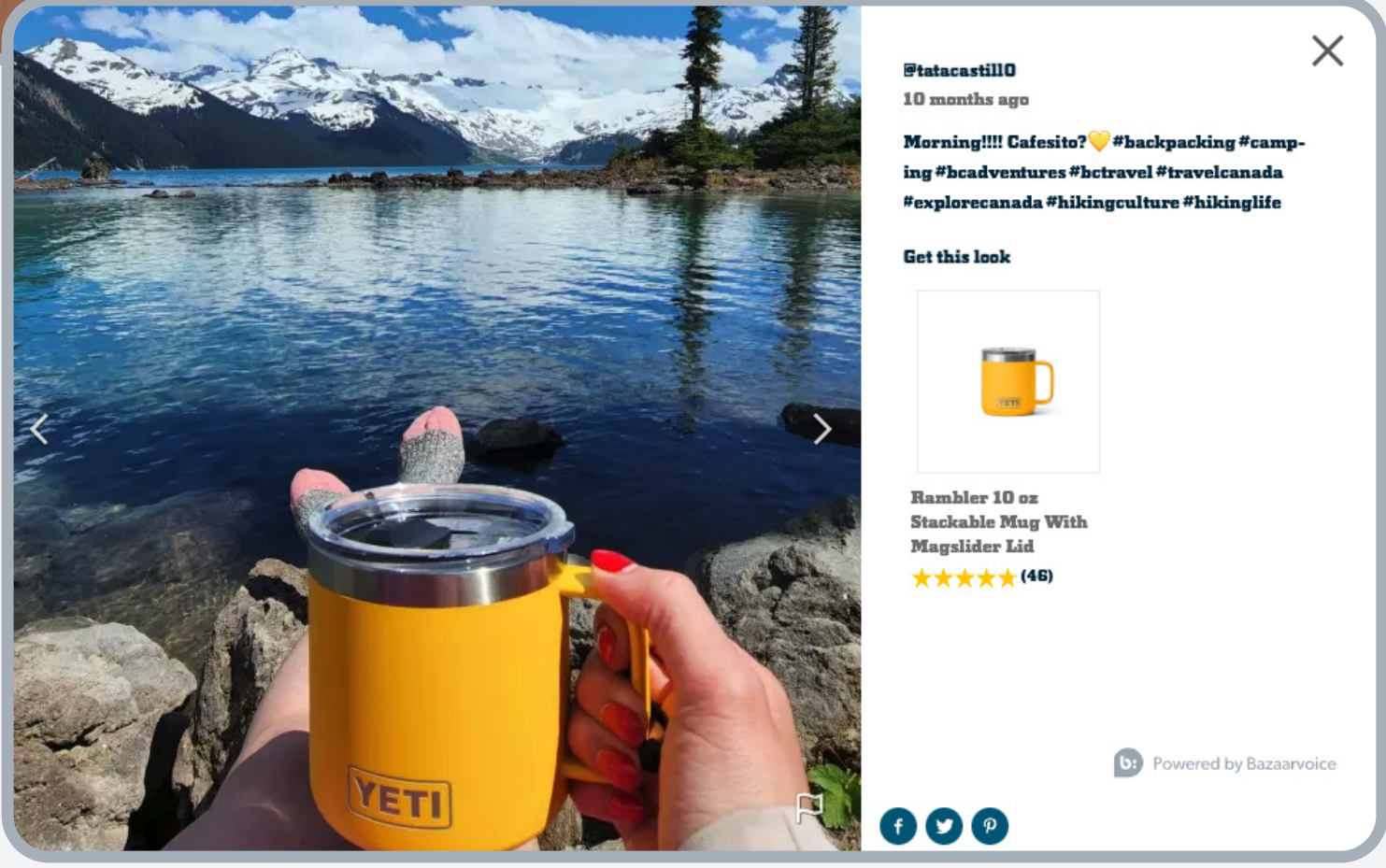
FOLLOW US @YETI

The next time YETI makes the cut in one of your epic shots, tag us on Instagram or Twitter using #BuiltForTheWild. You keep us inspired.

[See terms for details](#)



Yeti makes the story of the brand crystal clear (and at the heart of their story is real Yeti customers' stories). The authentic shopper content helps other shoppers visualize how Yeti products will enhance and inspire their outdoor lifestyle.



2. FOLLOW TRENDS

We know that brands that engage in trending topics are more likely to end up on Instagram's Explore page or TikTok's For You page, so it may be worthwhile for your brand to keep an eye out for popular conversations, sounds, and themes (just make sure your content is still authentic to your brand).

Duolingo is an excellent example of a brand that always seems on top of their trend game. For example, there were many conversations happening regarding the 2023 Met Gala, and Duolingo made sure to hop on the trending topic, amassing nearly 344,000 views and 67,000 likes on their video. They're also a top brand when it comes to using trending sounds (such as [in this video](#)), making them relatable — and ultimately, more likable — to their audience.

And here's another motivator for following trends:

61% of TikTok users say they view brands more positively when they participate in a social trend

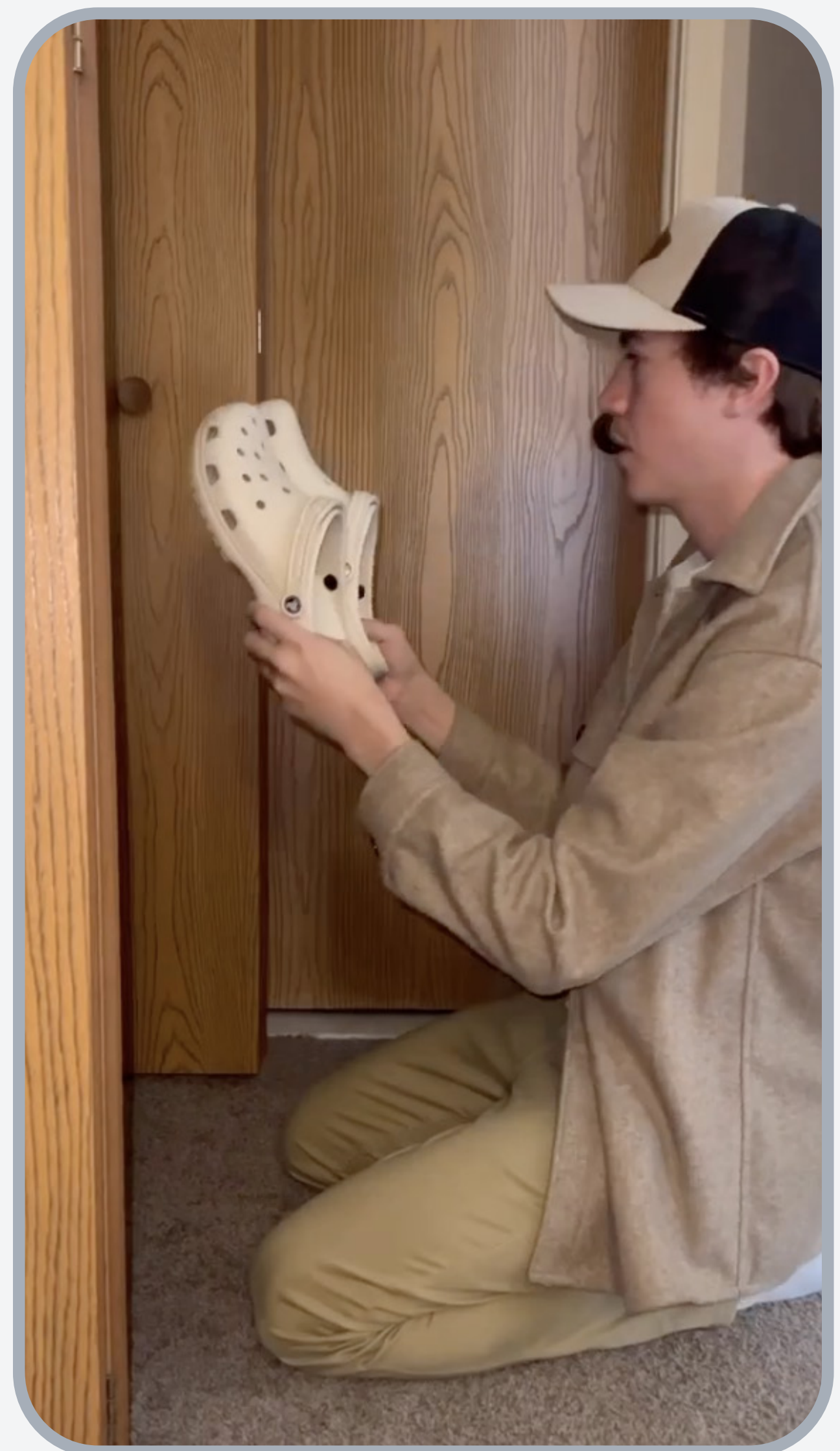
3. INCORPORATE HUMOR

Humor makes your brand more memorable, makes you more relatable to your audience, and in a crowded marketplace, it helps you stand out. According to recent research, "emotional connection — particularly humor — is still the strongest factor influencing marketing effectiveness." Some of the best humor is authentic, raw, and unapologetically not polished.



Crocs shares a variety of humorous content to connect with their audiences, including both branded content and curated social content. On the brand side, for example, Crocs asks if you'd wear their shoes on a date, citing features like "Holes to peek at toesies" and "Easy to take on and OFF."

The humorous tone set by the brand encourages users to share their own humorous Crocs content. One Crocs fan would, in fact, wear the clogs on a date — a first date, at that — and created a video expressing his preference. [The brand reshared it as an Instagram Reel.](#)



4. CREATE A HASHTAG CAMPAIGN

Running a hashtag campaign is another effective tactic to curate and boost shopper-generated content.

Travel accessory giant Samsonite makes fabulous use of both unbranded and branded hashtags on Instagram. Samsonite put social media to work, using the #takewhatsyours campaign to gather UGC and influencer content and get their brand in front of a broader audience.

Creating their own hashtag and encouraging fans to create content for them has generated a treasure trove of shopper videos that have garnered millions of views. In addition, Samsonite created a summer travel-themed giveaway for the best out of office reply and encouraged followers to compete for \$2,500 worth of Samsonite goods. With over 27K posts, they were able to collect enough visual UGC to expand their product imagery and drive more traffic to product description pages.



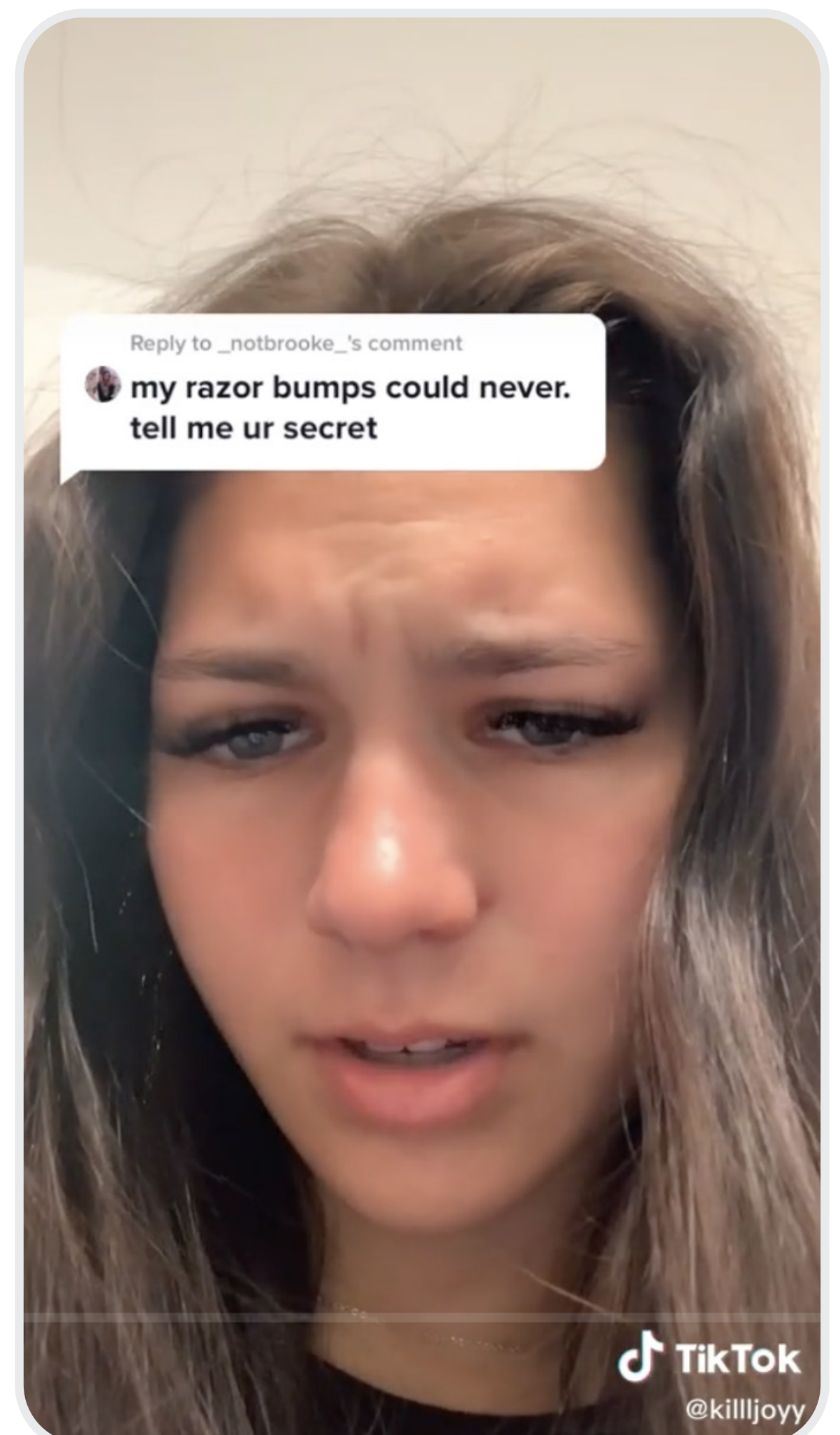
5. PARTNER WITH RELIABLE CREATORS

Nowadays, celebrities or influencers can't just hold up a bottle of branded shampoo, endorse it, get their check, and call it a day. As the sentiment around large influencers and social platforms like TikTok change the way we think about effective UGC, it's important to consider partnering with creators in a creative way that goes beyond standard product placement, captivating your audience with authentic content and convincing them to buy.

Let's talk about one of our favorite creator marketing campaigns: Content creator [Carly Joy posted an organic video on TikTok](#) authentically praising beauty and skincare company EOS's shaving cream and shared her tips and tricks. EOS caught wind of the video, which was gaining a lot of attention.

Noting the positive reaction from users, EOS capitalized on the video's popularity by creating a cheeky, ultra-limited edition that put Carly Joy's memorable phrases front and center. The bottles even came printed with her directions for achieving a "smooth hoo-hah." She was gifted with the creams, and fans could get some for themselves by DMing EOS on TikTok.

TikTok's US General Manager of Global Business Solutions, Sandie Hawkins said, "The magic of TikTok isn't just the chance to create but also to discover new people, products, and communities, and we're seeing the platform become a discovery engine for commerce."¹⁵



6. TURN YOUR CUSTOMERS INTO YOUR CREATORS

You can activate communities to be your advocates through the diverse UGC they create, post, and share. Sampling is a great way to encourage production of social content for your products. This approach gets your products into the hands of engaged consumers.

But you'll want to make sure to deliver an Instagrammable unboxing experience.



The right sampling partner can help you boost your unboxing experience using tactics like:

**Brand-forward
box design**



**Customized
swag**



**Custom postcard
inserts**



Okay, we hear you — what if the content we get from sampling isn't good enough quality? At Bazaarvoice, we're championing the 3Cs education — clarity, center of attention, and context — in our 7.5M+ Influenster creator community to ensure that UGC quality is top-notch.

The 3Cs, guided tutorials that appear across the Influenster journey, teach members how to create strong photos, while in-app guidance helps them create richer text reviews. Through the power of AI, members receive a cumulative score based on the quality of their content. We've seen some amazing results.

INFLUENSTER MEMBERS' CONTENT QUALITY IS SCORED, RESULTING IN IMPROVED CUSTOMER EXPERIENCES SUCH AS:

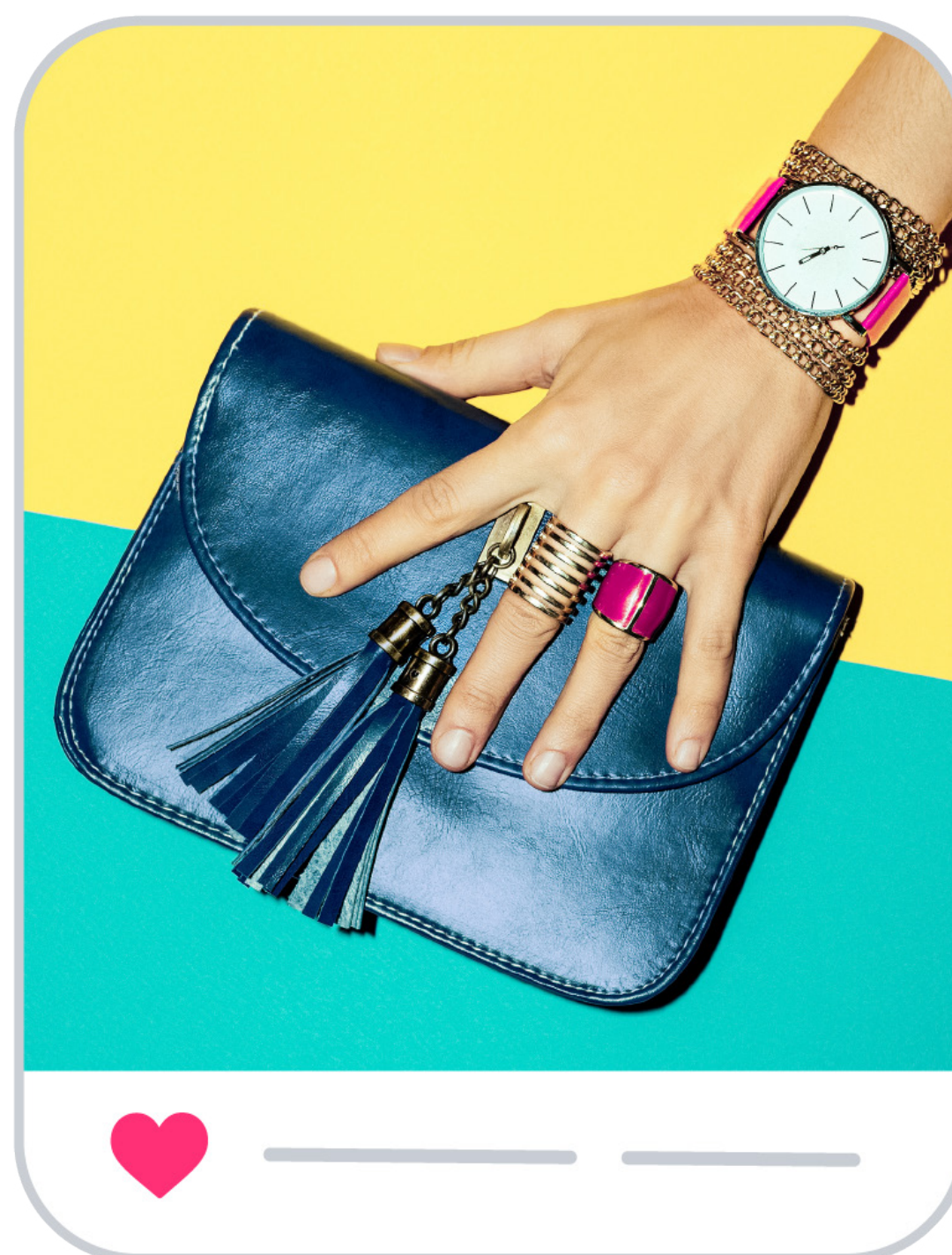
3x more reviews with photos
than network benchmarks¹⁶

2x longer reviews
than industry benchmarks¹⁶

5% average social engagement
from sampling participants¹⁶

3x lower rejection rate
than competition¹⁶

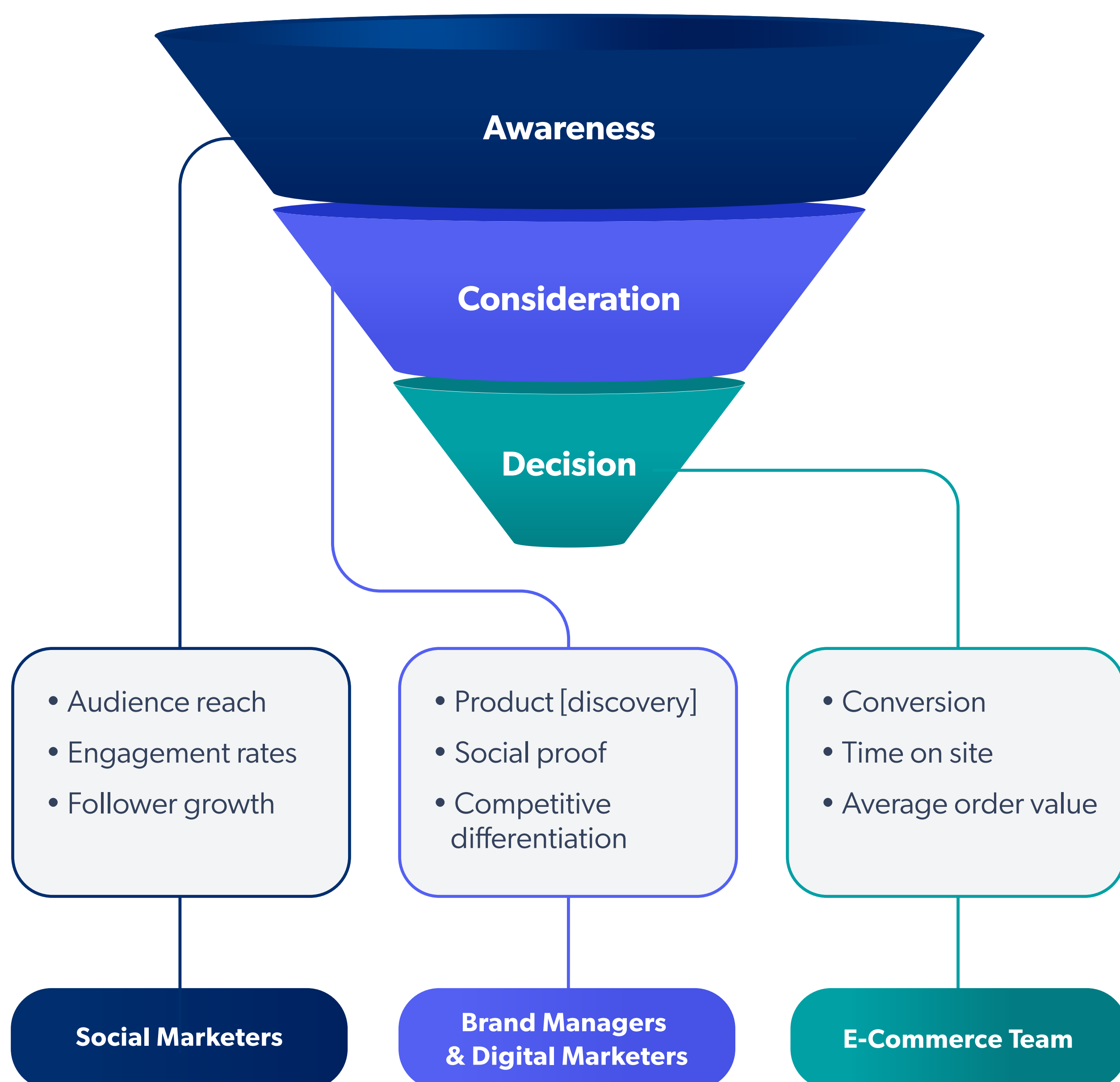
Paramount to a social commerce strategy is attention on social, so here's the icing on the cake: Not only will a sampling program help you curate social content, but it will help you get noticed on social in the first place. Take advantage of sampling content and make it shoppable across multiple channels to get people talking. You can get some extra buzz on social to get conversion-lifting content from communities and creators with sampling campaigns — an ideal companion to any social commerce program.



Drive results by aligning your social and e-commerce teams

For most brands, there are organizational silos between social and e-commerce teams. And these separate teams have differing KPIs. Social is held to reach, awareness, engagement and followers, while e-commerce is measured on traffic, average order value, time on site, and revenue.

The result of these traditional silos is that social is blind to the bottom of the funnel, and e-commerce has little control over how the brand's social communities drive traffic to the site.



By working together, social and e-commerce teams unlock an amazing opportunity to drive the greatest social commerce conversion. In doing so, you'll be able to more effectively collect, curate and create high-performing, authentic social content that drives revenue across all channels — and measure performance.

Imagine for a moment, social marketing professionals, the authentic content you've been advocating for years can now be brought to more places and actually drive revenue. And imagine, e-commerce professionals, the social experiences everyone's talking about and organization leadership is prioritizing can be brought to your e-commerce experiences. Ultimately, the key to creating shoppable experiences where conversion rates soar and revenue skyrockets is uniting these two teams.

Tie social commerce efforts to revenue

Measuring your social commerce program comes down to using the right partner and platform.

Bazaarvoice is the leader in empowering shoppers to create and share authentic product experiences that inspire and provide the confidence to buy. Our holistic platform helps brands generate, curate, distribute, and learn from authentic UGC at scale to drive growth and efficiency.

The Bazaarvoice Social Commerce solution helps you collect content, request rights, and store all your photos and videos for all the types of content you work with today:

- UGC
- Brand-owned content
- Creator content
- Partner content
- Influencer content

Then, tagged against your product feed, the platform allows you to make any content shoppable — and distribute it to all the places your customers hang out. Integrating all of these pieces into a single platform gives you a single place to manage — and measure — social commerce conversion.

- Social media (blogs, influencer posts, digital ads, and email)
- E-commerce site (product pages and galleries)
- Marketing channels (blogs, influencer posts, digital ads, email, etc.)
- Visual [syndication](#) network (Retailers like Target, Argos, and more)



Forrester

As proven by the independent study conducted by Forrester Consulting,
Bazaarvoice social commerce customers see, on average:

Increase in conversion on purchase
3x

ROI
200%



“

Beyond ratings and reviews, this social content is the most important. It’s a critical avenue for our shoppers to find out more about products.

Director of product content, retail

This is a great way for us to gather photos from customers wearing our clothes without having to go to studios or without having to get big photo shoots to do it. Customers are wearing our products that show how much they loved it and we can get that sentiment across. It’s very much seen as improving our online experience as a whole.

Site optimization manager, retailer

”

Key takeaways

The way people shop has changed, and brands and retailers must change, too. Consumers crave authentic, shoppable content in all the places they hang out — so give it to them and multiply your social commerce conversions.

An effective social commerce conversion strategy gives shoppers the content they want — while helping social media marketers prove the path to revenue and e-commerce teams build experiences that drive sales. It's a win-win.

Remember:

- **Build a social commerce conversion strategy**
by curating authentic lifestyle content that earns attention — and make it all shoppable.
- **Align your social and e-commerce teams**
to collaborate on full-funnel engagement to succeed with social commerce conversion.
- **Win the digital shelf by incorporating social content**
at all touchpoints in the buyer's journey — social, email, e-commerce, syndication networks, retail, you name it.
- **Prove social commerce ROI —**
and elevate your value to the brand — by bringing all of your programs and program data into a single social commerce platform.

See how you can get started with social commerce conversion today

Get started

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bazaarvoice®

Thousands of the world's leading brands and retailers trust Bazaarvoice technology, services, and expertise to drive revenue, extend reach, gain actionable insights, and create loyal advocates. Bazaarvoice's extensive global retail, social, and search syndication network, product-passionate community, and enterprise-level technology provide the tools brands and retailers need to create smarter shopper experiences across the entire customer journey.

bazaarvoice.com

Supercharge your commerce engine