



# INFLUENCE WITH RATINGS AND REVIEWS

BOOST BRAND LOYALTY  
AND DRIVE SALES WITH  
USER-GENERATED CONTENT



User-generated content gives you a lucrative opportunity to increase your conversion rates and revenue per customer. Research from Forrester Consulting found that 71% of consumers are influenced by ratings and reviews, while 76% say that positive reviews make them more likely to purchase a product.

Here is how to leverage user-generated content to boost loyalty and drive sales.







## START WITH CONSISTENT AND COMPELLING PRODUCT STORIES AND GOOD PLANNING

Users leave reviews and submit questions when they are engaged with your product and brand. To achieve that level of engagement, you need to foster an emotional connection with customers – and that comes from consistent, compelling product stories.

This means going beyond basic manufacturer descriptions, considering the challenges and goals your visitors are looking to address, and offering enriched product content that guides them toward your solution.

Lindex, one of Europe's leading affordable fashion chains, has created a competitive advantage by quickly gathering product information, which has helped the company to easily enter new markets.

inRiver PIM gives Lindex a collaborative way to plan and handle content, campaigns, channels, and marketing activities, providing a full overview of the work to be done.

Staff know that products are always updated with the latest information, which activities are planned, when they are ready for release, which channels they have been made available in, and if the content has been translated or not – unifying product information for all channels.

Since it's easy to find the latest approved material for every need, employees can spend more time on creating compelling stories and ensuring customers get the product experience they expect, consequently building the Lindex brand.

Foster an emotional connection  
with your customers

## MANAGE EXPECTATIONS THROUGHOUT THE CUSTOMER LIFECYCLE


When you tell an effective product story, customers have expectations around the product itself and the service you provide.

A global producer of fashion shoes capitalized on its PIM to enrich its product catalog continually during the day, gaining a reputation for being quick to market with trends and for offering an exceptional customer experience. With features like a sleek, mobile-first check-out process and consistently fast delivery, the company built a loyal, digital-savvy fan base.

To encourage user-generated content you need to fulfill consumer expectations. If there are long lead times for a product,

be clear about it. If you have no home delivery option, say so. Think about what a customer anticipates based on your product description and then address those assumptions.

By being up front, you mitigate the risk of receiving negative reviews on your site and on third-party sites such as e-retailers and review aggregators. Negative reviews do not build loyalty.



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## INVITE REVIEWS

Consider your post-purchase communications strategy and identify touchpoints to encourage reviews. Think about the thank-you page, the confirmation email, and the dispatch and delivery notifications you send to online customers. Send emails to customers following an in-store purchase and consider social media campaigns, competitions, packaging inserts and on-site calls to action.

Customers like leaving reviews. Research from The Economist Intelligence Unit found that 73% of mobile device users share positive retail experiences online. You will increase the percentage of shoppers who provide feedback when you are proactive and make the process easy.



## LEARN FROM REVIEWS, AND THEN LEVERAGE THEM IN YOUR MULTI-CHANNEL MARKETING

User-generated content gives you a valuable refinement loop because you know exactly how people perceive your products and services. When you have this first-hand feedback, you learn what is working, what is not working, and how to generate more attention in a competitive market. You can also pass complaints on to your customer service team, so they are resolved more quickly.

When customers home in on effective marketing messages, features, and benefits, use them in your multi-channel marketing.

Integrate Amazon reviews into your e-commerce sites and catalog. Don't underestimate the importance of user-generated content on in-store sales. Bazaarvoice found that for every \$1 of online revenue influenced by user-generated

content, it influenced another \$6.50 of in-store revenue. Having point-of-sale with reviews next to the shelf can help you take advantage of this strong influence.

Remember to refine your SEO strategy and product descriptions to emphasize the common search terms and keyword phrases customers use in their reviews. This will help boost your search rankings and click-through rates, while also driving more sales once people are on your product page.

When you foster a dialogue with customers, you boost your marketing's authenticity and use your customers to reinforce your product stories.

Fostering a dialogue with customers boosts your marketing's authenticity

Sources: BazaarVoice CGC Index: How the world's best brands and retailers drive business value with consumer-generated content.



## MORE THAN 260 CUSTOMERS WITH 750 BRANDS AROUND THE WORLD RELY ON INRIVER.

inRiver is the market leader for simplifying Product Information Management (PIM)—by putting the power in the hands of the user, we enable multi-channel commerce professionals to visually manage their product information.

inRiver is fast to implement and easy to use, radically facilitating the creation, maintenance, and distribution of product information to multiple sales channels in multiple languages.

Brands around the world rely on inRiver's PIM platform for efficiently controlling the product flow for their globally recognized brands.

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