

*shopify*plus

POWER UP PLUS:

6 TECHNOLOGIES TO ENHANCE YOUR
SHOPIFY PLUS STORE

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**THE CHANGED MODERN COMMERCE
LANDSCAPE & THE RISE OF
USER-GENERATED CONTENT**

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In a world where every commerce vertical is saturated with merchants and products, brands need to stand out from the pack to catch the short-lived attention spans of the modern consumer. This is where user-generated content comes in. While shoppers have become immune to traditional marketing slogans and branded advertisements in their social media news feeds, the best way to stop them scrolling in their tracks is by engaging them with content collected from other shoppers just like themselves.

User-generated content (UGC) - whether in the form of customer reviews, on-site Q&A or shopper-submitted photos - is a powerful way to connect with consumers and advocate for your brand by channeling the authentic, trustworthy voice of your customers. When a potential customer sees a photo of a like-minded shopper wearing a nice dress in their Facebook feed, they can 1) easily imagine themselves wearing it and 2) trust that this dress is worth buying.

This is **[the next frontier of commerce](#)**: consumers no longer want to hear brands talking about themselves, they're turning to fellow shoppers to learn about brands.

In this chapter, you'll learn:

- » Why user-generated content is a 'Power Up' must-have for modern brands
- » How to get more valuable content from your customers
- » Ways to leverage UGC across the omnichannel buyer journey
- » What results you can expect from using UGC in your 'Power Up' toolkit

GET MORE BRAND ADVOCATES BY ASKING INTELLIGENTLY

Most brands know the power of social proof and word-of-mouth but face a challenge in collecting enough user-generated content. Tons of customer reviews and photos have a much bigger impact than a single review.

Generating lots of content is easy - if you ask your customers in the right way, at the right time. The best way to get those reviews is by sending post-purchase emails. Yotpo's suite of AI-powered content generation tools automatically send review requests once the consumer has received their purchase, and intelligently times them according to industry data to yield the highest response rates.

With the rise of mobile, the most important factor for review request conversion is if the process frictionless. By analyzing billions of behavioral data points based on simple online interactions, requests can be personalized by time, device, and email client. Time personalization uses advanced machine learning algorithms to send requests when a shopper is most likely to be active online. For busy shoppers, this proves to make all the difference: An analysis of 4.5 million post-purchase emails **shows a 143% difference** in response rate between the best and worst times.

Having said that, dozens of reviews that just say "Great!" or "Loved it!" are much less valuable than a single review that answers a specific customer's concerns and provides details about all aspects of the purchases - from the service to the price and quality. That's where AI comes in: Using AI, brands can detect which topics are most popular among shoppers and automatically prompt customers to write about those topics in review request emails. Prompting reviews can lead to **a 61% uplift** in review topic prevalence. Meaning, not only are you collecting reviews the right way, you can collect detail-rich reviews that provide relevant information for the next shopper.

Ask intelligently to maximize content collection and display UGC both on your site and across your social channels to increase trust in your brand and sales. Your customer reviews, photos, and Q&A should be showcased on your homepage, category pages, product pages, social ads, email marketing, and more.



POWER UP TIP:

Shoppers want to hear from other shopper like them, not from your brand. The most relatable, authentic, and trustworthy content about your brand is from your existing customers. Tap into your customer base and ask them for their feedback - they are happy to share!



PUT THE PSYCHOLOGICAL PRINCIPLE INTO PRACTICE

Your happy customers are your best advocates on your site - just like peer-to-peer recommendations, glowing shopper reviews and photos can powerfully influence new site visitor purchase decisions. On average, **55% of customers engage with UGC** before making a purchase. So, many people who visit your site will engage with UGC, but the ones who end up purchasing almost certainly have. When a shopper visits a store, they are **161% more likely to make a purchase**, on average, if they see on-site UGC, including reviews, photos, and Q&A, versus if they don't.

That's why stores need to put all their customer content front and center: Showcase reviews on the homepage, product pages, and category pages, display and curate happy customer photos, and easily enable past customers to answer hesitant shopper questions with community Q&A on site.

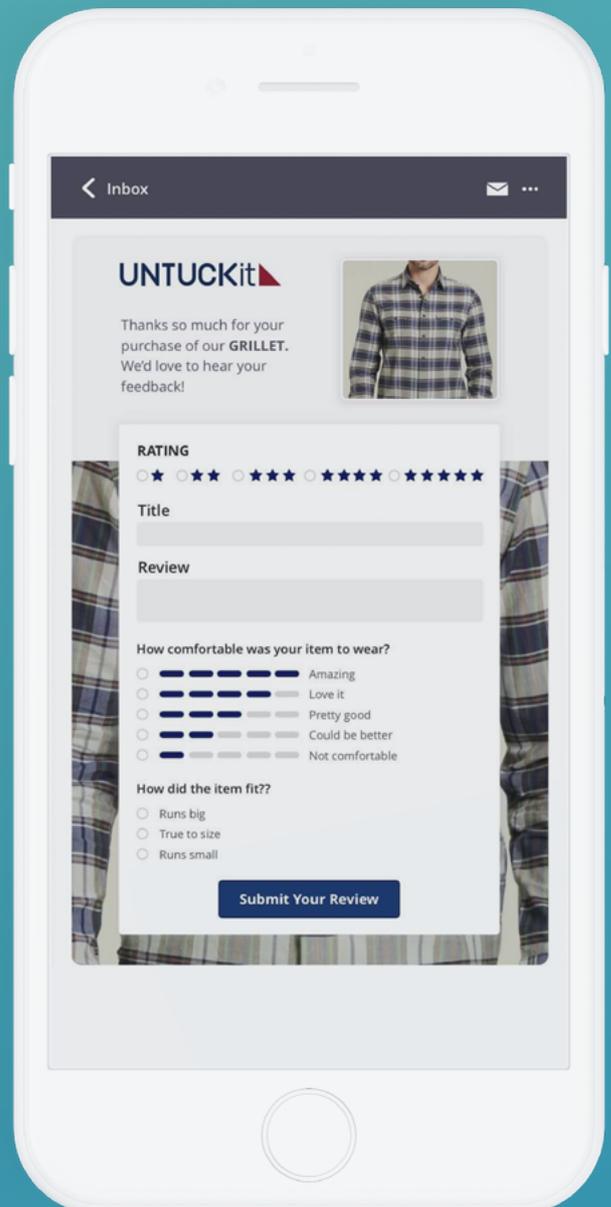
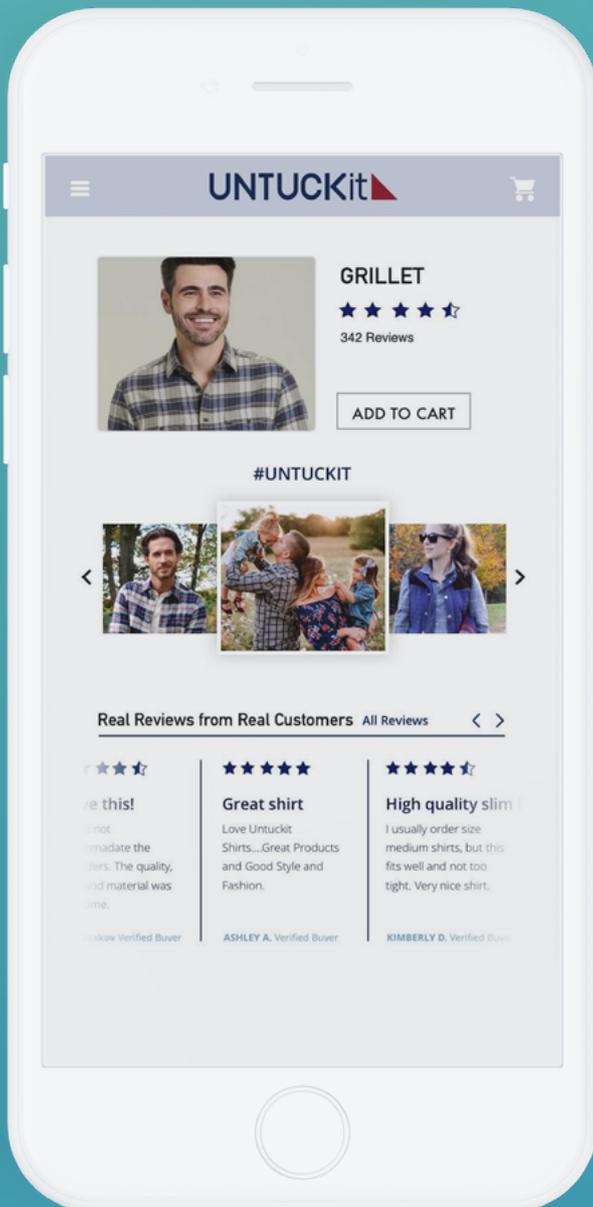
On-site customer content greatly influences conversion rates. For example, once Shopify Plus & Yotpo customer, UNTUCKit, increased their order-to-review response rate by 53% and got upwards of 10,000 reviews in a year, they showcased their reviews alongside customer photos they curated from Instagram. As a result of this combination, **shoppers that engaged with UNTUCKit's on-site customer photos had a 20% higher CVR** than those that didn't.



POWER UP TIP:

Your website is the most crucial part of the conversion process. Creatively customize your UGC into shoppable customer photo galleries and review carousel displays to fully eliminate shopper doubt and increase inspiration to make a purchase.

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LEVERAGE OMNICHANNEL USER-GENERATED CONTENT

Beyond on-site display, there are other ways you can leverage the power of your UGC. For today's consumers, the omnichannel purchasing experience is practically an expectation. This means that shoppers expect your brand to be consistent, engaging, and device-adapted wherever they are - be it on mobile or desktop, Facebook or Instagram, and even offline or online. Once you have your golden marketing material - raving customer reviews and authentic photos - you can show it off, everywhere: Blend into shopper news feeds by baking UGC into your Facebook ads, catch consumers' attention on Instagram by posting customer photos with your products, and retain customers by engaging them with reviews & photos in your email marketing.

Another Shopify Plus & Yotpo customer, [Blenders Eyewear, saw exceptional results](#) from incorporating UGC into their Dynamic Product Ads on Facebook. Blenders were able to take their best customer reviews and star ratings, and combine them with relevant product photos into effective ads. They used these FDPAs to retarget visitors with the exact product they had been browsing on site. By adding social proof, these highly targeted ads show hesitant shoppers just the right review of that product and bring them back to the site to checkout. The ads with UGC versus the regular FDPAs results speak for themselves: 38% decrease in cost per acquisition, 62% increase return on ad spend, and a 2x higher click through rate.



POWER UP TIP:

Channel the power of social proof where it matters most - on social media. If you're going to spend money on social ads, make sure they feature a relevant review and even a customer photo of your product to maximize cost efficiency, click through, and shopper confidence to make a purchase.

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Blenders Eyewear

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We saved this for you! Get 20% off with code 'Get20' plus enjoy Free Shipping on ALL orders over \$40!



"Fit amazing!" ★★★★★

TOM C.: "I get so many compliments on these shades!"



Shop Now

Like

Comment

Share

3,242

CREATE LOYAL BRAND ADVOCATES AND KEEP THEM COMING BACK

Nothing is more powerful than word of mouth. If a shopper hears from a trusted friend that your brand's products are "must-haves" then that shopper will undoubtedly go and check it out. In a 2018 Yotpo-run survey, we found that **79% of shoppers refer friends** to brands they love. Like with most things, people are more likely to feel comfortable buying from a recommended brand. Making it easy for your customers to share their reviews and recommendations, and incentivizing them to do so, will allow you to reach new, relevant audiences that already trust your brand.

This is why user-generated content and loyalty & referrals go hand in hand. Merchants should reward customers for writing reviews, incentivize the uploading and sharing of photos, and re-engage past customers with this content.

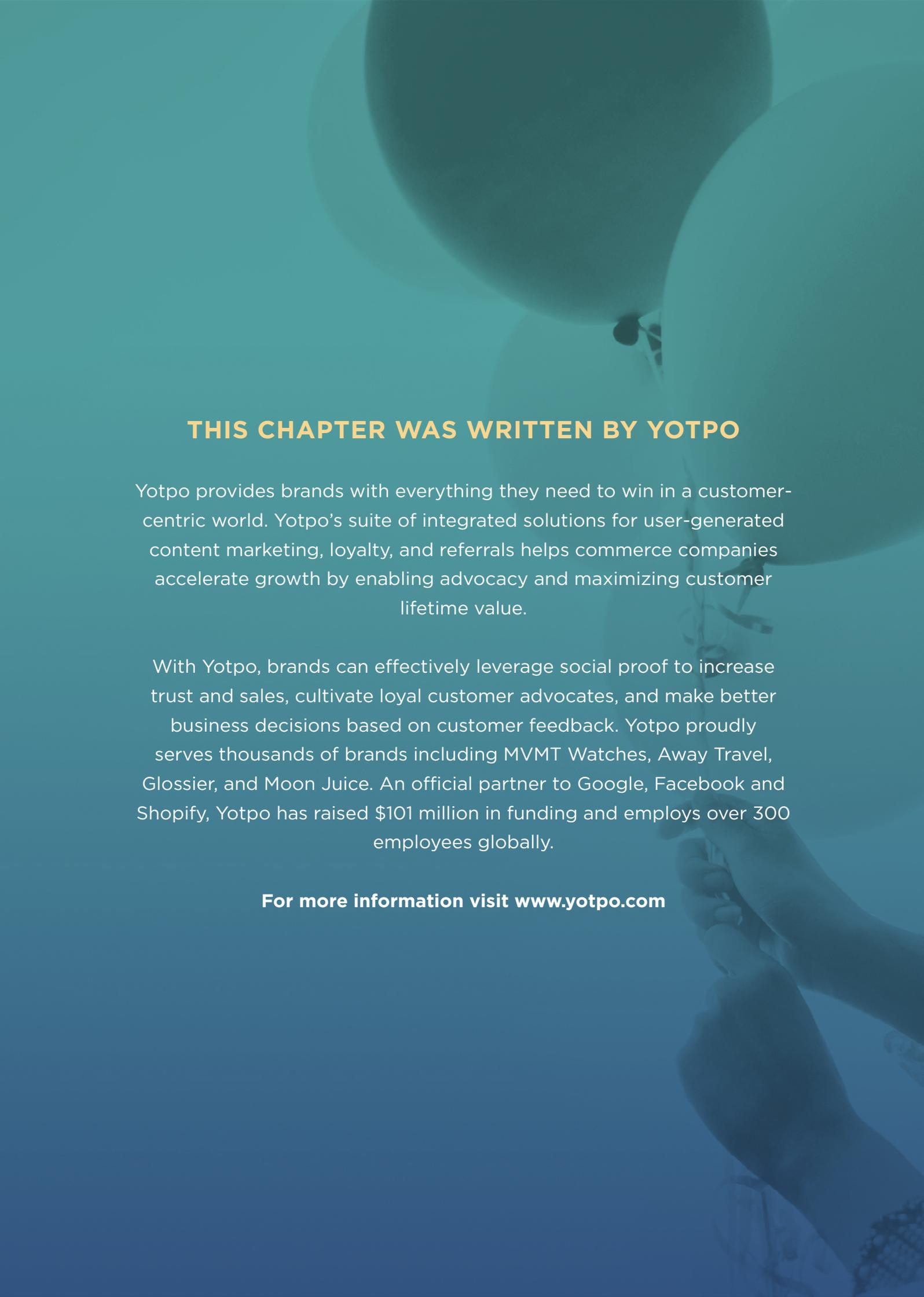
Nearly **15% of all online shoppers are repeat customers**. While that's a relatively small percentage overall, these returning customers actually make up about 33% of all online shopping revenue, spending 3x more than one-time shoppers on average. Beyond that, it actually costs less to bring back a previous customer than to acquire a new one. Brands should focus their efforts on customer retention strategies — whether by community building with UGC, or optimizing lifecycle emails — is key to eCommerce success.

FINAL THOUGHTS

The power of user-generated content as a marketing tool cannot be ignored. Make sure that every part of the buyer journey showcases your best UGC and puts your customer advocates at the forefront of your brand marketing strategy.

Building a strong brand community provides businesses with a wealth of rich content to source marketing creative, on-site social proof, and a bank of product & service feedback to laser focus improvement. Not only can brands strengthen their emotional connection with customers and inspire trust in new shoppers through this authentic content, it also gives new brands the opportunity to scale and focus on customer experience without stretching their budget.

In this new eCommerce landscape, only the brands that are collecting detailed, helpful feedback and authentic, relatable content from their customers will be able to cut through the noise of online retail and reach success.



THIS CHAPTER WAS WRITTEN BY YOTPO

Yotpo provides brands with everything they need to win in a customer-centric world. Yotpo's suite of integrated solutions for user-generated content marketing, loyalty, and referrals helps commerce companies accelerate growth by enabling advocacy and maximizing customer lifetime value.

With Yotpo, brands can effectively leverage social proof to increase trust and sales, cultivate loyal customer advocates, and make better business decisions based on customer feedback. Yotpo proudly serves thousands of brands including MVMT Watches, Away Travel, Glossier, and Moon Juice. An official partner to Google, Facebook and Shopify, Yotpo has raised \$101 million in funding and employs over 300 employees globally.

For more information visit www.yotpo.com