



Recession Proof Your Marketing Ten Ways to Integrate User-Generated Content Into Your Ecommerce Ecosystem

Luke Iseman
Partnerships Director

Who and Why

» I manage integrations for Bazaarvoice

Enablement

Evangelization

» Integration Philosophy

Social Commerce Data

+ Your Existing Solutions

= Recession-Proof ROI

» Crawl, Walk, Run (Quickly!)



Idea #1: Solicit Content From Your Customers

Be a ★ Star!

IT'S YOUR TURN TO SHINE

Write a review at BathandBodyWorks.com

Have you fallen head over heels for a fragrance or product? Or found something you simply can't live without? We'd love to hear what you have to say!

IT'S AS EASY AS...

- 1 Visit our website and select your favorite product.
- 2 Click "Submit Your Review."
- 3 Share your thoughts.
- 4 Come back to see your review. It will be posted within two to four days.*

► [WRITE YOUR REVIEW NOW](#)



Idea #1: Solicit Content From Your Customers

Dear Brian Allen,

Thank you for your recent purchase from Vitacost.com on Tuesday, September 25, 2007.

We invite you to submit a review for the product you purchased. By rating and reviewing products, you can share your experiences while helping others make decisions about the best products for their needs.

Writing a review is fast and easy - just click on the "Review Product" button next to the product image.



[NSI Glucosamine Chondroitin MSM -- 120 Capsules](#)

REVIEW PRODUCT >

Idea #2: Send Thank You Notes



Thank You for Submitting a Product Review to Sears.com

We have provided a status on your submission(s) below:

[25cc Gas Blower with Vac Kit](#)



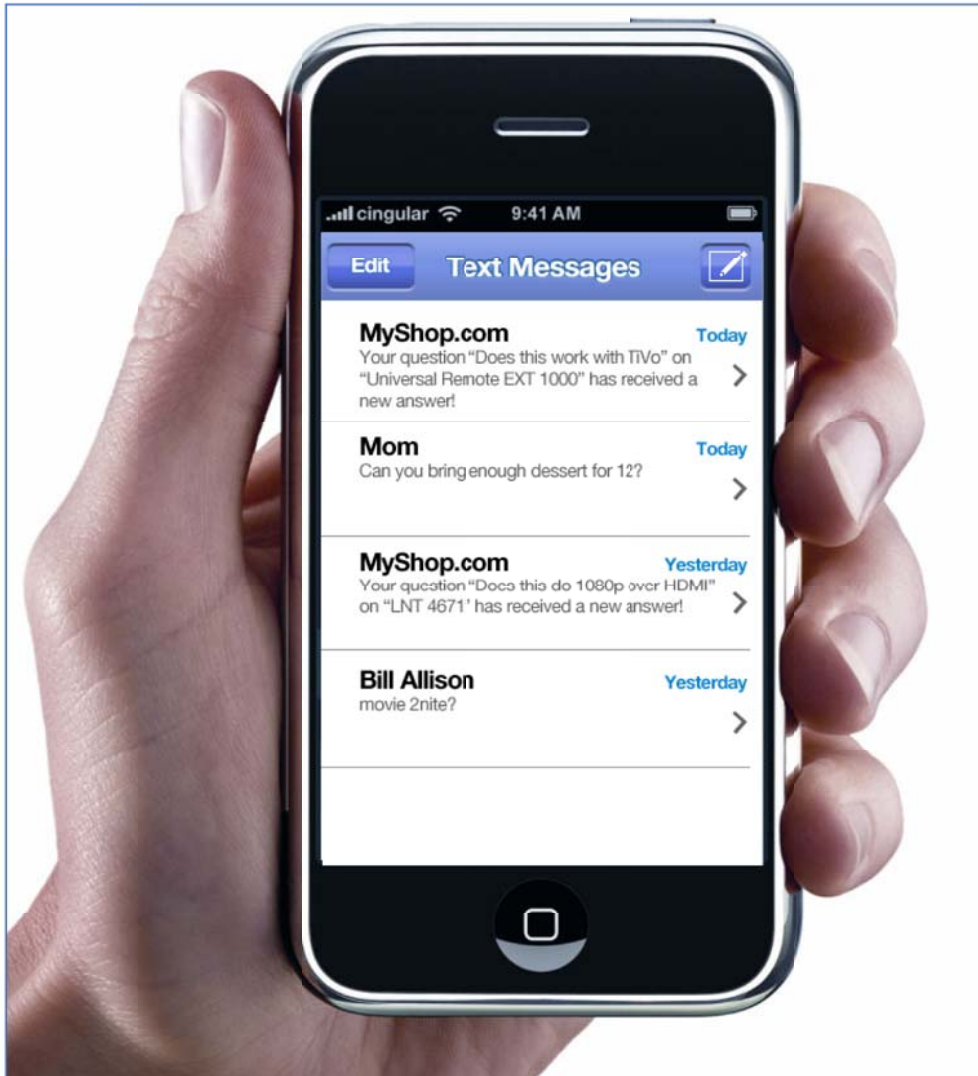
It has been posted to the site, so please take a look and be sure to share it with your friends and family!

[24.8 cu. ft. TRIO French Door Bottom Freezer Refrigerator](#)






Unfortunately, **we were unable to post your review on the site** because it did not fully meet our review submission guidelines. Please re-submit your review with these [guidelines](#) in mind.

Idea #2: Send Thank You Notes



MyShop.com Today
Your question "Does this work with TiVo" on
"Universal Remote EXT 1000" has received a
new answer! >

Idea #3: Navigate With Ratings

List View		Grid View	◀ Prev [1 2 3 4 5 of 10] Next ▶ Last ▶
Description	Sort:	Rating (Highest First) ▼	Price
 <p>TaylorMade TP Black LDP Customer Rating: ★★★★★ ✓ 3 Months No Payment and No Interest ✚ See all TaylorMade Golf Balls</p>		Rating (Highest First) Brand (A - Z) Brand (Z - A) Price (Lowest First) Price (Highest First) Rating (Lowest First) Rating (Highest First) Best Sellers (Lowest First) Best Sellers (Highest First)	Now: \$39.99 CHOOSE OPTIONS
 <p>Srixon Z-URS 2007 Customer Rating: ★★★★★ ✓ 3 Months No Payment and No Interest ✚ See all Srixon Golf Balls</p>		In-Store Pickup Available	Now: \$39.99 CHOOSE OPTIONS
 <p>Volvik Crystal Soft Feel Pink Customer Rating: ★★★★★ ✓ 3 Months No Payment and No Interest ✚ See all Volvik Women's Golf Balls</p>		In-Store Pickup Available	Now: \$19.99 CHOOSE OPTIONS

» Golfsmith: 319% higher sales per unique visitor

Idea #3: Navigate With Ratings

WALMART
Save money. Live better.™

Free shipping with **site to store**

Sign in or create a new account.
Cart | My Account | Track Order | Help
Registry | Wish List | Gift Cards

SEARCH Entire Site FOR vacuum FIND See all departments

Apparel | Baby | Electronics | Entertainment | Home | Jewelry | Pharmacy | Photo | Sports | Toys | In Stores Now

228 items found for "vacuum"

NARROW SEARCH RESULTS

Departments

Electronics

- Auto (1)
- Computers (1)

For the Home

- Appliances (210)
- Kitchen & Dining (6)
- Storage & Organization (7)

Toys

- Creative Play (1)
- Learning Toys (1)

Sports & Fitness

- Camping (2)
- Hunting (6)
- Team Sports (1)

Shop Floor Care
From vacuums to deep cleaners, find everything you need to get sparkling clean floors.

Items 1-24 of 228 total
Skip to Page 1 2 3 4 5 6...

Sort by:

- Featured Items
- Price High to Low
- Price Low to High
- Top Rated
- Top Seller
- New
- Alpha A-Z
- Alpha Z-A

Show 48 items on one page
Next Page

Eureka Boss Smartvac Upright Vacuum, 4870GZ
Powerful upright vac with 15-foot headlight, plus sealed HEPA filter

★★★★★

\$148.87

Options

ADD TO CART

site to store
Free shipping to your store.

--UK--

In Limited Stores

FIND IN STORE

Idea #3: Navigate With Ratings

2 items found for "vacuum"

NARROW SEARCH RESULTS

Price

- [\\$350 - \\$400](#) (1)
- [\\$450 - \\$500](#) (1)

Special Offers

- [97 Cent Shipping](#) (1)
- [As Seen On TV](#) (1)

Expand Search Result

Remove Filter

Price

- [\\$250 - \\$500](#)

Customer Rating

- [4 - 5 Stars](#)

Vacuum Features

- [Bagless](#)

Cleaning Function

- [Large Area](#)

Departments


- [Bagless Uprights](#)

[See All Results](#)

Shop Floor Care

From vacuums to deep cleaners, find everything you need to get sparkling clean floors.

Items 1-2 of 2 total Sort by: [Featured Items](#)

 **Dyson DC14 All Floors HEPA Bagless Upright Vacuum**
Engineered to reach high places, the Dyson's telescope-reach wand instantly releases and expands 17 feet at the touch of a button

★★★★★

AS SEEN ON TV

\$398.88

Options


[ADD TO CART](#)

site to store
Free shipping to your store.

--OR--

In Limited Stores

[FIND IN STORE](#)

 **Dyson DC07 Animal Bagless HEPA Upright Vacuum**
The most powerful upright vacuum cleaner for pet hair.

★★★★★

97¢ SHIPPING

\$498.97

Options

[ADD TO CART](#)

Idea #4: Offer Me What Others Like Me Like



ENLARGE

AVERAGE CUSTOMER RATING



[READ REVIEWS](#) | [REVIEW THIS PRODUCT](#)

Share this Product:   

Ryobi

Ryobi Reciprocating Saw

- Model: P510
- Internet/Cat #: 940513
- Store SKU #: 427004
- 0-3000 SPM for easy starts and smooth cutting
- Tool-less blade clamp for quick and easy blade changes
- Variable speed trigger with electric brake
- Overmold on front grip and handle for added user comfort
- Cordless convenience
- The 18V battery and charger - SOLD SEPARATELY - can be used with other Ryobi 18V tools.

\$79.97

QUANTITY:

[Add to Cart](#)

[Check Inventory](#)

 [This item qualifies for Free Shipping with minimum purchase.](#)

Idea #4: Offer Me What Others Like Me Like

The screenshot shows a Facebook profile for Luke Iseman. The profile includes a cover photo of Luke holding a Ryobi reciprocating saw. The profile information lists: Networks: Austin, TX, UPenn Alum '05; Sex: Male; Interested In: Women; Relationship Status: In a Relationship with Amanda May; Looking For: Friendship; Birthday: March 23, 1983; Hometown: austin, TX; Political Views: Very Liberal.

The Mini-Feed section displays a post from Luke: "Luke posted a link, 4:42pm". The link is titled "Home Depot Ryobi Reciprocating Saw Ratings & Reviews" with the URL <http://reviews.homedepot.ca/19...>. The post text reads: "Home Depot customers' reviews and ratings for Ryobi Reciprocating Saw. Read and compare experiences rea customers have had with the Reciprocating Saw." Below the text is a quote: "best battery-powered sawzall ever!". There is an image of the saw and a "Share" button.

Below the post, a notification states: "Luke and Eric Brach are now friends. 7:58am".

On the left side of the profile, there is a sidebar with a search bar, application links (Photos, Groups, Events, Marketplace, The Compass, Virtual chumby, Pandora), and a "Sign up today and give the gift of points!" advertisement.

Idea #4: Offer Me What Others Like Me Like

Enter your Review

* Review Title

* Detailed Review

Your review must contain between 50 and 10,000 characters.

How to create a great review

Tips for writing a review:

- ◆ Focus on the product and your individual experience using it
- ◆ Provide detail on why you liked or disliked a product
- ◆ All submitted reviews are subject to the terms set forth in our Terms of Use

Reviews that contain the following types of content will not post:

- ◆ Obscenities, discriminatory language, or other language not suitable for a public forum
- ◆ Advertisements, "spam" content, or references to other products, offers, or web sites
- ◆ Email addresses, URLs, phone numbers, physical addresses or other forms of contact information
- ◆ Critical or spiteful comments on other reviews posted on the page or their authors

For customer service issues, please contact [Customer Service](#).

Tell Us About Yourself

Location (Example: New York, NY)

What is your level of technical expertise?


Professional
Beginner
Home Handyman
Professional

not be posted. [Review Guidelines](#)


Idea #4: Offer Me What Others Like Me Like

27 Products Items/Pg: 21 Sort by: Most Popular


TOP RATED BY Weekend Warriors



Milwaukee 4-Tool Combination Kit — 28 Volt, Model# 0928-29
Item# 3300928
Only \$699.99




FREE SHIPPING — DEWALT Cordless Combo Tool Kit — 6-Pc., 18 Volt, Model# DC6PAKIA
Item# 399502
Was \$649.99
Sale \$629.99



DEWALT 9-Pc. Combo Kit — 18 Volt, Model# DC9PAKIA
Item# 399554
Was \$1049.99
Sale \$999.99

Most Popular
Most Popular
Brand
New Items
Price
Top Rated by Weekend Warriors
Top Rated by Contractors/Pros


Idea #5: Make Product Recommendations Resonate






Ghirardelli's Greatest Hits Gift Basket


Straight from picturesque Ghirardelli Square in San Francisco comes this amazing array of world famous chocolates. Feast on 3 chocolate bars (mint, almond and dark chocolate), chocolate squares, chocolate mints, hot cocoa mixes, a gift box of 9 chocolate truffles and two delicious 3 ounce bars of melt-in-your-mouth chocolate.


#AK-513d35 **\$54.99**


ADD TO CART 


- ▶ ADD TO WISH LIST
- ▶ TELL A FRIEND
- ▶ GIFT REMINDER


ZOOM  IN  OUT  RESET


Overall Rating ★★★★★ 4.8 out of 5 

Appearance & Packaging  4.5 out of 5

Flavor  5 out of 5




Freshness  5 out of 5

Quality  5 out of 5


Value  4 out of 5

4 of 4 (100%) customers would recommend this product to a friend.


[Read all reviews](#) [Write a review](#)

Share this Product:   


People who viewed this also viewed



Classic Ghirardelli
\$52.99
★★★★★



Grand Ghirardelli Gift Basket
\$43.99
★★★★★



Say it with Chocolate Gift Basket
\$40.99
★★★★★

1 Select Options: 2 Send this item to:

Idea #5: Make Product Recommendations Resonate

FEATURED PRODUCTS

HOIST-A-TOP KIT



Most items will ship within 24 hours

Retail: ~~\$234.20 - \$495.50~~

Our Price: **\$144.99 - \$339.99**

You Save: \$89.21 - \$155.51

[Info / Buy](#)

REPLACEMENT DOORS



Most items will ship within 24 hours

Retail: ~~\$132.99 - \$270.29~~

Our Price: **\$76.99 - \$179.99**

You Save: \$56.00 - \$90.30

[Info / Buy](#)

INNER CAB CORNERS



All items will ship within 24 hours

Retail: ~~\$29.04 - \$37.89~~

Our Price: **\$16.99 - \$21.99**

You Save: \$12.05 - \$15.90

[Info / Buy](#)

NEW PRODUCTS

DOOR SEAL WEATHERSTRIPPING



Items will ship within 24 hours

Retail: ~~\$16.15 - \$204.47~~

Our Price: **\$8.99 - \$125.99**

You Save: \$7.16 - \$78.48

[Info / Buy](#)

ALL-WEATHER REAR RUBBER FLOOR MATS



Retail: ~~\$70.67 - \$70.99~~

Our Price: **\$41.99**

You Save: \$28.68 - \$28.91

[Info / Buy](#)

CUSTOM-FIT BRAS



Most items will ship within 5 to 7 days

Retail: ~~\$64.99 - \$117.00~~

Our Price: **\$64.99 - \$69.99**

You Save: \$47.01

[Info / Buy](#)

Idea #6: Engage Customer Support

The screenshot displays the Bazaarvoice Workbench interface. At the top left is the Bazaarvoice logo, and to its right is the word "WORKBENCH". Below the logo is a navigation menu with sections: Home, Reports, Admin, Manage Contributors, Manage Content, and Client Response Tool. The "Alert Details" page is active, showing the following information:

- General Settings**
 - Name:** Rising Ratings, New Questions
 - Recipients:** luke@bazaarvoice.com
 - Email Frequency:** Daily
- 2 Items Included in this Alert (15 maximum)**
 - A&A:** Category Alerts | Most New Questions | No more than 25 items
 - R&R:** Product Alerts | Rating Rising | Risen above 3.0 stars | No more than 25 items

A "Back to Alerts" button is located at the bottom of the alert details section.

Idea #6: Engage Customer Support



Q&A Answer Depot (50 Questions : 66 Answers)
Tools & Hardware > Power Tools
Ask questions. Share answers. Problem solved! [Learn More](#)

All | All Sort by Recent Q's Recent A's ▼ No. of Answers

▶	How to remove broken chuck from Dewalt Drill	3 answers
▶	Does a grout sander exist?	2 answers
▶	Do lithium batteries have a limited recharge life?	1 answer
▶	Tool Rental Equipment (Stump remover)	2 answers
▼	Why aren't Ryobi Lithium ion Power tools listed on your site?	1 answer

3 month, 1 week ago
by jagged - Brighton [ANSWER THIS QUESTION](#)

Answers

[THE HOME DEPOT CUSTOMER CARE](#)

A: They are in the works and will be on the site shortly.
3 months ago
by FL2007 - Tor, Ontario Was this answer helpful? 3 [Yes](#) ✓ 0 [No](#) ✗ [Flag This](#)

[<< Previous Page](#) 2 of 10 [Next Page >>](#)

[ASK A NEW QUESTION](#)

Idea #7: Use UGC Offline

See what everyone's raving about

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

"Tremendous"
"...tremendous camera with lots of capabilities..."
★★★★★ 5.0 Customer Rated!

"Awesome"
"...awesome features for someone just wanting to take some easy and creative pictures..."
★★★★★ 4.7 Customer Rated!

"Stunning"
"...Very easy to use and the pictures are stunning..."
★★★★★ 4.5 Customer Rated!

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

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

Optical image stabilization ensures blur-free pictures every time.

Canon
SAVE \$50 INSTANTLY
12 MP PowerShot™
\$499^{MSRP}
\$449^{Best Buy}

Canon
SAVE \$50 INSTANTLY
8 MP PowerShot™
\$349^{MSRP}
\$299^{Best Buy}

Nikon
SAVE \$70 INSTANTLY
8 MP Coolpix™
\$179^{MSRP}
\$109^{Best Buy}

PWT™ 4GB SD High-Capacity Card Stores Tens of Photos and Videos
\$29^{MSRP}
\$24^{Best Buy}

Wings™ Padded Nylon Case for Compact Camera
\$9^{MSRP}
\$5^{Best Buy}

Repower™ Extra Li-Ion Battery for Nikon™ S51
\$19^{MSRP}
\$14^{Best Buy}

BEST BUY

Idea #7: Use UGC Offline

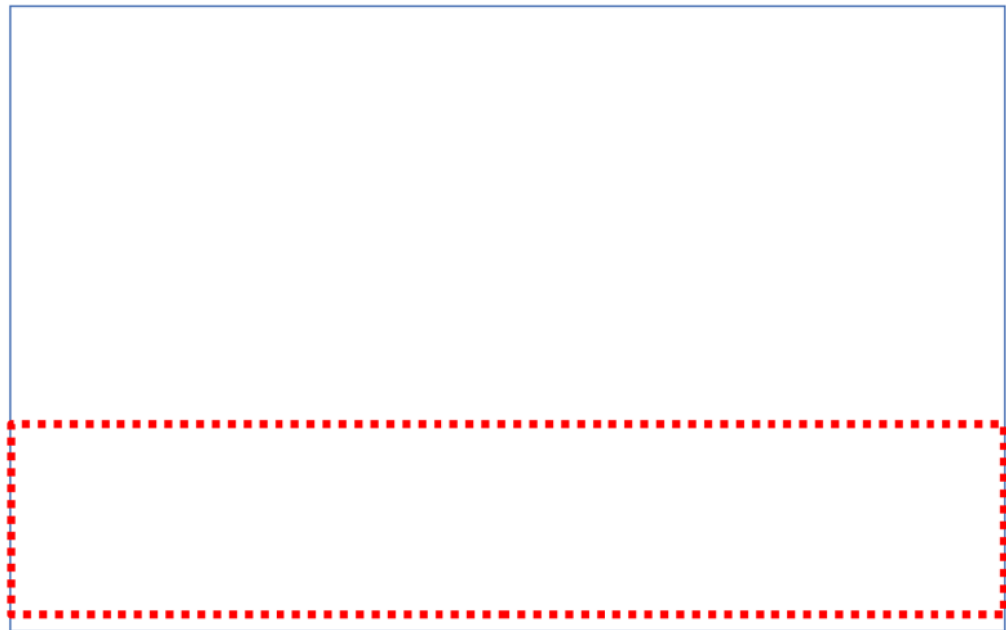

D Recorder/160 GB Hard Drive

age
DTVs
d

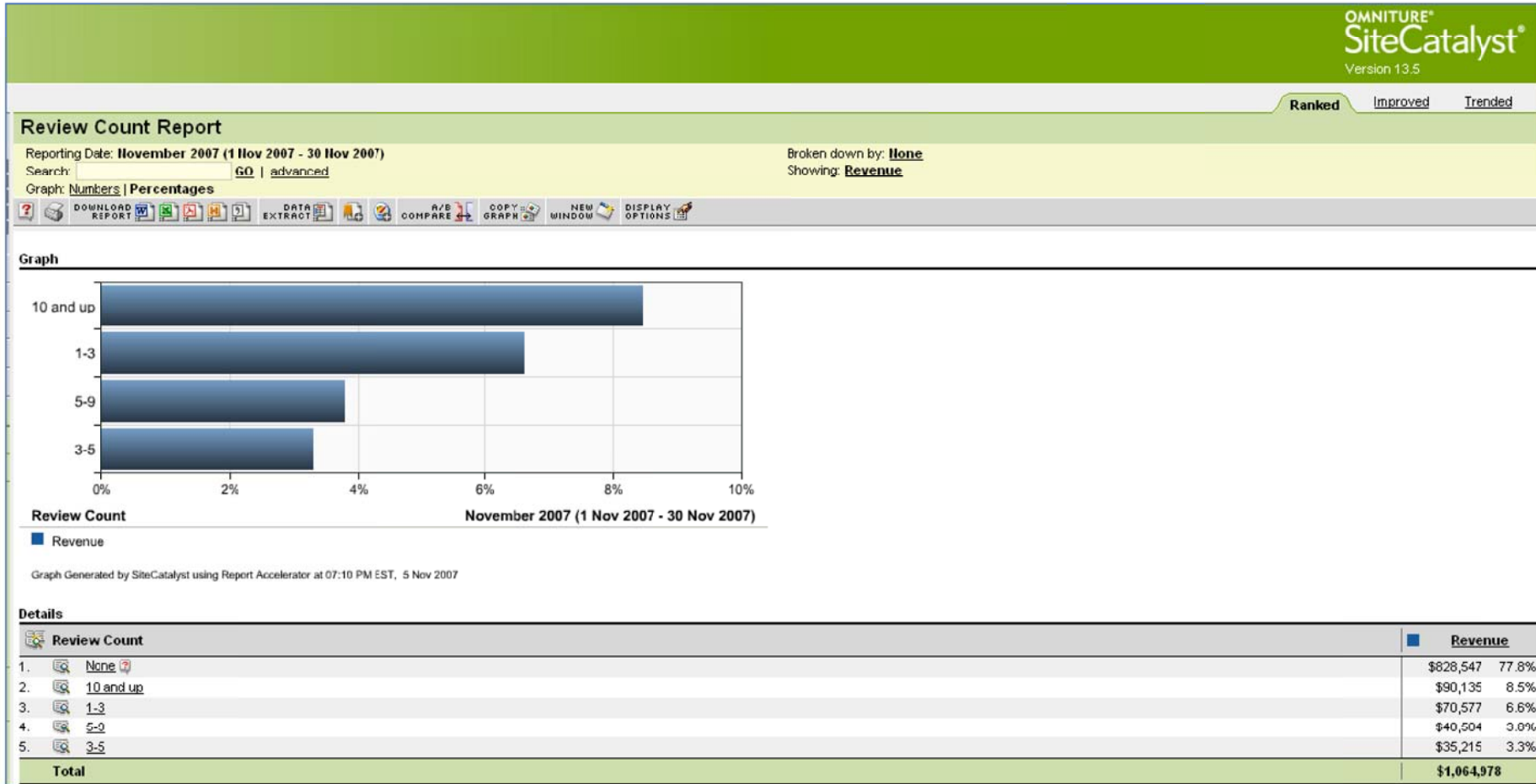
Remember

- Additional 2-Year Service Plan \$17.88
- Blank DVDs in +R/+RW or -R/-RW Format

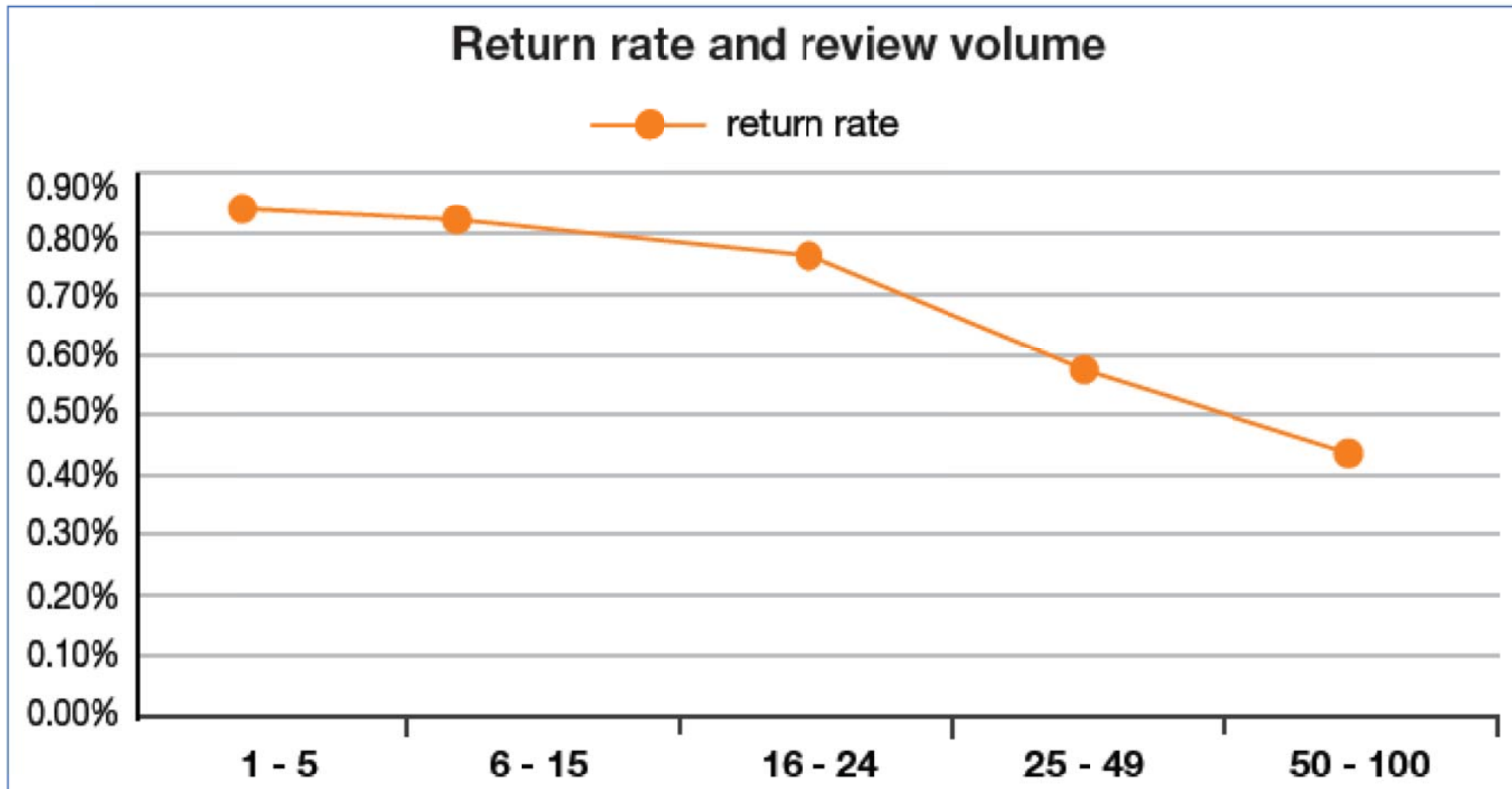
Rate our electronics at Walmart.com/ratings



Idea # 8: Analyze, Then Optimize




Idea # 8: Analyze, Then Optimize



» PETCO: 20% fewer returns on products with 1+ reviews

Idea #9: Know When To Call

CUSTOMER SNEAK PEEK



Nintendo Wii V

in stores **NOVEMBER 19th 2008**

Now there is **NO** competition!

"The console wars are over! Wii have a winner. The original Wii was a hit despite its lack of cutting edge hardware, this will be hit largely thanks to its cutting edge hardware. Full 1080p resolution, 10.2 THX Surround Sound, NVIDIA's new GFX3009 processor, and 4 Intel CoreDualPlus CPUs, this thing is smoking hot! But Nintendo has not forgotten what made us fall in love with the first Wii. The full body controllers are sick, like magic. The play is so intuitive, so immersive that you forget you are playing a game."


★★★★★ **5** out of **5**

MYSHOP

reviewer stats		
reviews	answers	thumbs up
37	183	1,979

Read all of TonyGrant23's reviews and answers at www.myshop.com

by **TonyGrant23**



Idea #9: Know When To Call

Subject: Your MyShop.com Review

Hi Luke,

We received your review on Widget Master 1000, and we are sorry to hear you were unhappy with your customer service experience.

[Click here to call a customer support agent who will be happy to address your concerns.](#)

We value you as a customer and want to do our best to make things right.

Thanks,

MYSHOP

The MyShop.com Customer Support Team

Idea #10: Top-Rated Campaigns Achieve Top Results

**TOP-RATED ★★★★★
FAVORITES!**

TaylorMade r7 460cc Ti Driver **BUY NOW!**
Average Customer Rating: **★★★★★ 4.8 out of 5** **\$299.99 Save: \$100**

Product	Price	Save	Rating	Action
TaylorMade Rescue Mid w/Graphite Shaft	\$99.99	\$80	★★★★★ 4.9 out of 5	BUY NOW!
TaylorMade V Steel FW w/Graphite	\$99.99	\$130	★★★★★ 4.9 out of 5	BUY NOW!
Nike SasQuatch Driver w/Graphite Shaft	\$199.99	\$100	★★★★★ 4.6 out of 5	BUY NOW!
Callaway X20 Iron Set 3-PW w/Steel Shafts	\$699.99	TOP-RATED!	★★★★★ 5 out of 5	BUY NOW!

» +42% revenue per email in A/B test

Idea #10: Top-Rated Campaigns Achieve Top Results

Hi Luke,

We thought you'd like to know that customers who bought Product X gave it an average overall rating of 4.8, with a perfect 5 for durability and 4.2 for battery life.

This is the review users ranked as most helpful:

Overall Rating:  5 out of 5

Portable DVD Player

November 10, 2006

By Sherryerry from Topeka, KS

"Finally...My kids have entertainment besides fighting over the radio stations in the car. Movies/videos are the best for a quiet peaceful road trip."

Shop at Myshop.com **Frequently**

Gender **Female**

[Click here to see other DVD players your fellow customers ranked highly](#), and thanks for stopping by!



UNIQUE

JUST BECAUSE YOU ARE UNIQUE DOES NOT MEAN YOU ARE USEFUL

Next steps



partners@bazaarvoice.com

luke@bazaarvoice.com