



**α** feedalpha®

Guide to

# **USER-GENERATED CONTENT**

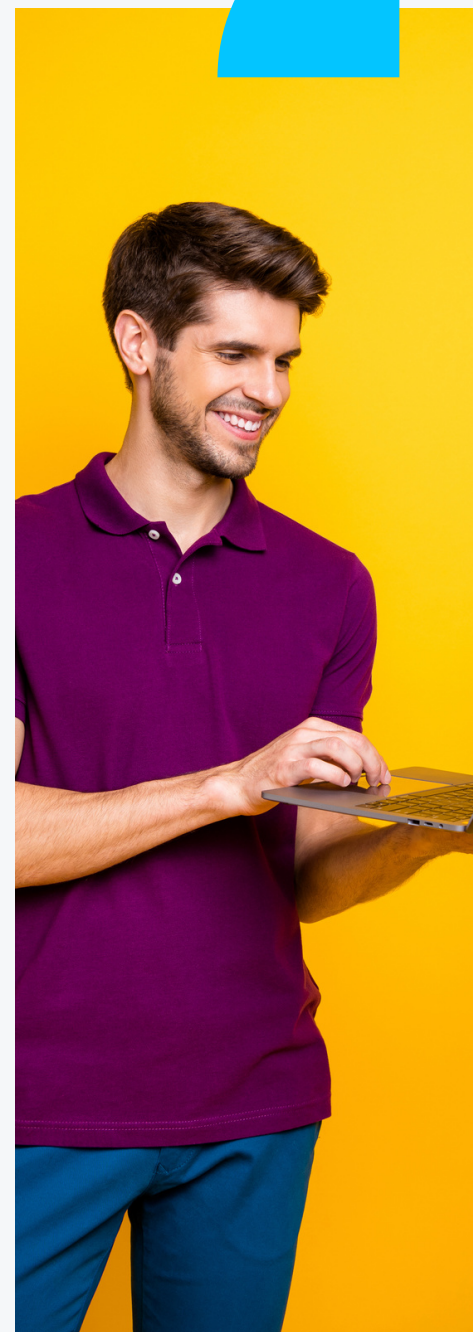
# Introduction

Do you want people to be willing to pay more for your goods? According to new research, utilizing user-generated content to promote it might help.

According to a TurnTo Networks study, 90 per cent of consumers believe that user-generated content has a more significant effect on their purchasing decisions than promotional emails and even search engine results.

User-generated content can influence a variety of important performance indicators in both positive and negative ways. That's why you must take the time to effectively understand how to use UGC in your marketing strategy.

In this guide, you'll learn everything you need about user-generated content marketing to start using it to improve your business today.



# What is User-Generated Content?

**User-generated content is any form of content, such as images, videos, testimonials, or reviews, created by someone other than your company or brand.**

It's often created by customers or fans who want to share their experiences with others. For example, a customer might take a photo of themselves using your product and post it on Instagram with a positive review.

Or, a fan might make a YouTube video about how much they love your brand.

User-generated content can be a valuable asset for your business because it provides a level of authenticity that's difficult to replicate with other marketing strategies.

**People are more likely to trust and be influenced by content created by someone who is just like them rather than by a faceless corporation.**



# User-Generated Content Examples





# Social Media Content



Seeing is believing—especially when it's people you know and trust who demonstrate the products.

People take and share thousands of photographs and videos daily on social networking sites, with a large portion of them engaging with some brand. This type of natural visual UGC is sweeping across the internet.

## Top Tip

Any time someone posts a message about you on social media, whether it's a Tweet or an Instagram update, that's UGC.

# Reviews and Testimonials



Customers love to share their experiences, both good and bad. If you're providing a great product or service, encourage your customers to leave reviews and testimonials on your website or social media pages.

These can be incredibly valuable in swaying potential new customers who might be on the fence about using your business.

## Top Tip

If you're getting negative feedback, take the time to respond to the customer and try to resolve the issue. This will show potential customers that you're committed to providing an excellent experience for everyone.

# Blogs and Forums



Being a blogger is more popular than ever before. So many fashion bloggers on social media, Instagram, and Facebook, are brimming with them.

Consider how some bloggers will advertise your fashion label on social media, along with films and postings. It would come as no surprise that your brand's popularity will increase.

## Top Tip

Bloggers often publish content about their “how to use” instructions and videos for altering one's appearance. Such material provides the company exposure and lends credibility to your brand among a large audience of people.



# Podcasts and Webinars



Podcasts and webinars are another great way to engage in the UGC conversation.

You can host your podcast or webinar or participate as a guest on someone else's show. Either way, you'll be able to share your expertise and build trust with potential customers.

## Top Tip

Podcasts and webinars are a great way to build thought leadership and establish your brand as an authority in your industry.

# Video Content

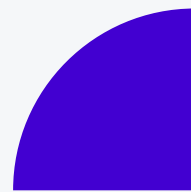


Regarding videos, the most common form of UGC is content from platforms such as Instagram and YouTube.

Youtube has over 2 billion unique users every month, and Instagram has over 1 billion. Because these sites have become quite popular worldwide, they've become one of the most significant sources for generating UGC.

## Top Tip

Imagine if you could take advantage of even a fraction of that traffic and use it to help promote your business.



**MAKE YOUR  
CUSTOMERS THE  
HERO OF YOUR  
STORIES.**

Ann Handley








# Where does UGC come from?

User-generated content can come from anywhere. It can be created by customers, employees, fans, or anyone with something to say about your brand.

## Customers

Customers are often the best source of UGC because they're the ones who are using your products or services daily. If you have happy and loyal customers, encourage them to leave online reviews, testimonials, or social media posts about their experience. You can also run contests and campaigns to generate customer-created content.





# Employees

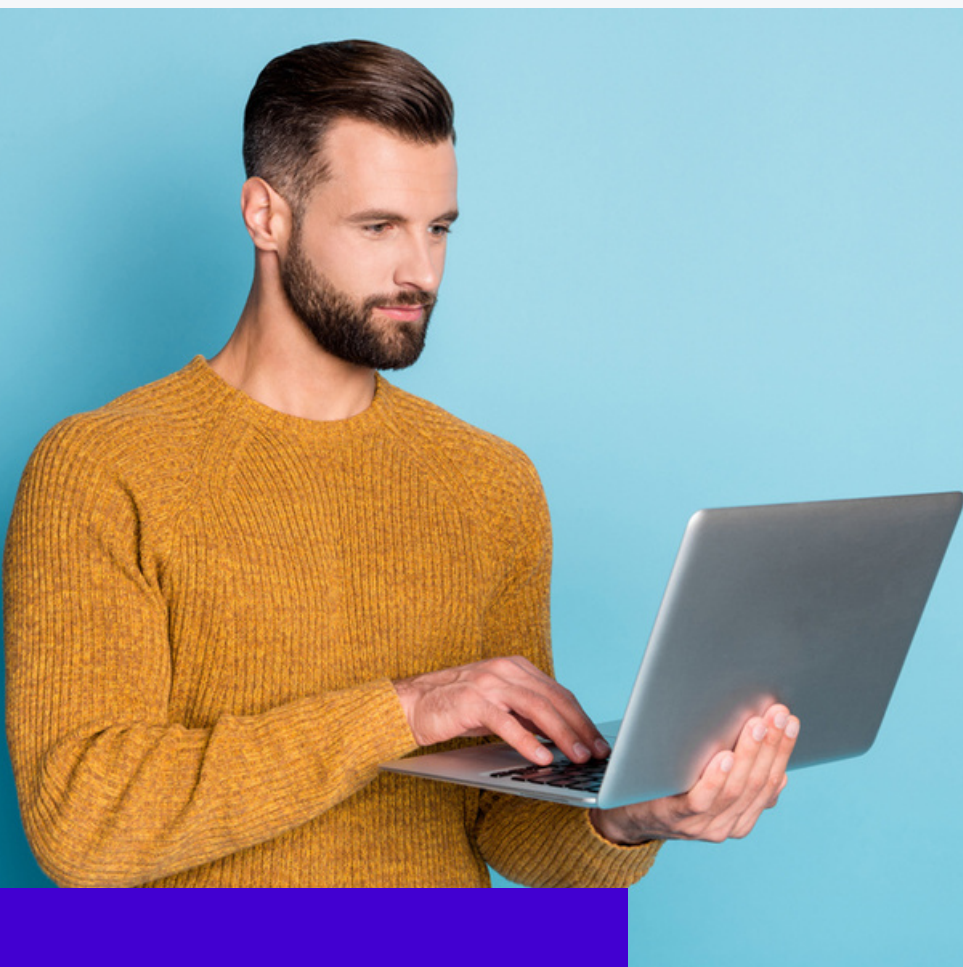
Your employees are another great source of the UGC campaign. After all, they're the ones who are out there representing your brand daily. Encourage your employees to share photos and videos of using your products or services in their everyday lives. You can also use employee-generated content in your marketing materials, such as on your website or social media pages.

# Fans and Brand Loyalists

Your fans and brand loyalists are some of your most dedicated supporters. They're the ones who are always talking about you online and sharing your content with their friends. Encourage your fans and brand loyalists to create UGC by running contests, giving away prizes, or simply asking them to share their experiences with your brand.



# What are the benefits of UGC?







# It's authentic



One of the best things about user-generated content is that it's authentic. This is because it's created by real people using your product in their everyday lives.

Consumers trust content created by end-users.

This authenticity is something that customers value, and it's one of the main reasons why UGC is so influential.



# It helps you connect with your target audience

When you use authentic user-generated content, you can connect with your target audience on a much deeper level. You're no longer simply selling them a product; you're offering them a solution to a problem they're facing.

By connecting with your target audience and understanding their needs, you'll be able to serve them in the future better.



# It builds trust and credibility

One of the most significant advantages of user-generated content is its trustworthiness. People can connect with others who share their interests. Similarly, customers aren't interested in a brand but in finding a product that makes them happy.

UGC sends out numerous signals regarding a product. The item isn't any longer alone; it's been joined by others. Consumers see someone similar to them in the UGC, someone who has the same problems and uses a particular asset to overcome them.





# It's constantly evolving

Another great thing about user-generated content is that it's constantly evolving. There's always new content being created, which means there's always something new for your audience to see.

This keeps things fresh and prevents people from getting bored with your brand.



# It's cost-effective

Creating UGC is often more cost effective than traditional marketing methods such as influencer marketing because it doesn't require a lot of resources. All you need is a group of people willing to create and share content about your brand.

In comparison, traditional marketing methods can be very costly and time-consuming.



# UGC simplifies purchasing decisions at first glance

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This keeps things fresh and prevents people from getting bored with your brand.





# It provides insights into what your customers want



When you use user-generated content, you're able to get a better understanding of what your customers want. This is because UGC provides an honest look at how people use your product.

By understanding what your customers want, you'll be able to serve them in the future better.



# It helps you rank higher in search engines

Another benefit of user-generated content is that it can help you rank higher in search engines. This is because the UGC strategy is often keyword-rich, which helps search engines index your content more easily.

Additionally, UGC often contains links to your website, which can help improve your website's link popularity.





# It increases engagement and social shares

User-generated content is more likely to be shared than traditional marketing content. This is because people are more likely to share something they feel connected to.

Additionally, UGC increases engagement because it allows customers to interact with your brand more personally.



# When you share user-generated content it builds a community

When you use a user-generated content campaign in your marketing strategy, you can build a community around your brand. This is because people are more likely to engage with and share content they feel connected to.

By building a community, you can create advocates for your brand to help promote your business to their friends and followers.



# UGC is better at converting leads than professional imagery

Professional imagery is often staged and doesn't accurately represent what the product is like. This can lead to customers being disappointed when they receive the product because it's not what they expected.

User-generated content, on the other hand, is more likely to represent the product accurately. This is because it's created by people who use the product in their everyday lives.

As a result, using UGC in digital marketing campaigns is better at converting leads than professional imagery.




# User-Generated Content (UGC) Best Practices for marketing strategy

Now that we've gone over some of the benefits of user-generated content, let's look at some best practices for creating and using UGC.

## **Make it easy for customers to submit their content.**

The first step is to make it easy for customers to submit their content. This can be done by providing a simple form or using a hashtag. Creating a hashtag is the simplest way to create user-generated content and a great way to increase engagement and make it easy for customers to submit their content.





## **Use customer testimonials in your marketing.**

Customer testimonials are valuable user-generated content and a great way to show potential customers the benefits of your product. These can be used on your website, email marketing, or social media. Share user-generated content on social media platforms and use it in your marketing campaigns to increase brand awareness.

## **Choose the most effective social network for your brand.**

Not all social media channels are created equal. Some are better for promoting certain types of content than others. For example, Instagram is an excellent platform for sharing images and videos, while Twitter is better for sharing news and updates.





Add RSS Feed

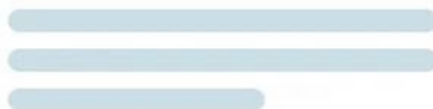
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### 10 Social Media Marketing Tips for Health Coaches



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# Round Up

User-generated content is a valuable asset for any business. Not only does it help to build trust and credibility, but it also has the potential to increase sales and conversions.

UGC can be a powerful marketing tool that should not be overlooked when used correctly.

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