SEO Template for new content

Target keywords: why is user-generated content important

Page title

• Optimal title length: **55 characters**

• Add at least one of your target keywords to your <title> tag, don't use each target keyword more than 1 time: **why is user-generated content important**

Meta description

• Optimal meta length: **160 characters**

H1

• Add all your target keywords at least one time: **why is user-generated content important**

Text

• Try to acquire backlinks from the following domains: [deputy.com](http://deputy.com), [definir-tech.com](http://definir-tech.com), [reputation.com](http://reputation.com), [akia.me](http://akia.me), [techlib.fr](http://techlib.fr), [duck.news](http://duck.news), [hostinger.in](http://hostinger.in), [computerconsulting101.com](http://computerconsulting101.com), [demandgenreport.com](http://demandgenreport.com), [mobillegends.net](http://mobillegends.net), [hostinger.com](http://hostinger.com), [biztoolspro.net](http://biztoolspro.net), [home.blog](http://home.blog), [viidigital.com](http://viidigital.com), [affiliatepal.net](http://affiliatepal.net), [frasesdemoda.com](http://frasesdemoda.com), [hostinger.co.uk](http://hostinger.co.uk), [buff.ly](http://buff.ly), [nichesblog.com](http://nichesblog.com), [hashtagpaid.com](http://hashtagpaid.com)

• Enrich your text with the following semantically related words: **digital marketing, marketing strategy, social networks, ugc isn, user generated content ugc, ugc campaign, social proof, marketing campaigns, cost effective, types of content, social media marketers, social platform, benefit of ugc, images videos, social media platforms, real people, content marketing, branded content, potential customer, brand awareness**

• Focus on creating more informative content. Recommended text length: **961.0**

• Make sure that your text is easy to read with the Flesch-Kincaid readability test. The readability score should be: **53.88515736342806**

• Add at least one of your target keywords: **why is user-generated content important**

When your content has been published, [launch a SEO Ideas](https://www.semrush.com/features/seo-ideas/?utm-source=sct&utm-medium=template) campaign to check if your content complies with all on-page SEO factors and discover what else can be done to give your content a SEO boost.

Analyzed top-10-ranking rivals for your target keywords

why is user-generated content important

1. [https://www.socialpilot.co/blog/guide-to-user-generated-content-ugc#:~:text=User-generated content is the most appropriate solution to increase,comes to buying products/services.](https://www.socialpilot.co/blog/guide-to-user-generated-content-ugc#:~:text=User-generated%20content%20is%20the%20most%20appropriate%20solution%20to%20increase,comes%20to%20buying%20products/services.)

2. <https://blog.hootsuite.com/user-generated-content-ugc/>

3. <https://crowdriff.com/resources/blog/the-top-benefits-of-user-generated-content-why-ugc-is-important-for-your-brand>

4. <https://www.shortstack.com/blog/12-reasons-your-brand-should-be-using-user-generated-content-ugc-infographic/>

5. <https://www.mediatoolkit.com/blog/user-generated-content-why-is-it-important/>

6. <https://www.adsmurai.com/en/articles/4-benefits-of-user-generated-content>

7. <https://www.storyprompt.com/blog/why-your-company-needs-ugc-and-how-to-capture-it>

8. <https://www.sprinklr.com/blog/user-generated-content/>

9. <https://www.isahit.com/blog/7-reasons-user-generated-content-is-essential-in-ecommerce-in-2022>

10. <https://www.hortongroup.com/blog/user-generated-content>

See how competitors write about targeted keywords:

**why is user-generated content important**

**1.** [https://www.socialpilot.co/blog/guide-to-user-generated-content-ugc#:~:text=User-generated content is the most appropriate solution to increase,comes to buying products/services.](https://www.socialpilot.co/blog/guide-to-user-generated-content-ugc#:~:text=User-generated%20content%20is%20the%20most%20appropriate%20solution%20to%20increase,comes%20to%20buying%20products/services.)

We have no data for this page, because it isn't accessible for our crawler.

**2.** <https://blog.hootsuite.com/user-generated-content-ugc/>

Measure your results across all social networks.
How a Social Media Makeover Helped a Small Business Drive a 108% Increase in Sales Read case study.
Blog.
Resource Library.
Answers to all your questions about Hootsuite.
What is User-Generated Content? And Why is it Important?
Claire Beveridge January 13, 2022.
Got some cool new clothes that you’re ready to show off to the world? Chances are you’ll snap a pic and post it on your social profiles. Or maybe you’ve received a fancy new product, and you post an unboxing video to your YouTube channel? Whether you know it or not, both of these examples are user-generated content (UGC).
Not clued in just yet? Don’t worry, we’ve got you covered.
In this article, you’ll learn what user-generated content is, plus a few other things:.
understand the benefits of using UGC in your campaigns,.
see how big and small brands execute UGC,.
User-generated content tools.
What is user-generated content?
User-generated content (also known as UGC or consumer-generated content) is original, brand-specific content created by customers and published on social media or other channels. UGC comes in many forms, including images, videos, reviews, a testimonial, or even a podcast.
Customers.
Think unboxing videos shared on TikTok or praise-filled posts on Instagram. Your customers are usually the most prominent cohort you’ll look to gain UGC from, either because you’ve asked for it or because they’ve organically decided to share content about your brand.
Brand loyalists.
Loyalists, advocates, or fans. However you label your most dedicated customers, they’re typically the group that’s most enthusiastic about your business. Since loyalists are so passionate about worshiping at the alter of the brand, this audience segment is ripe to reach out to and ask for specific UGC content.
Employees.
Employee-generated content (EGC) shows the value and story behind your brand. For example, photos of employees packing or making up orders or a video of your team talking about why they love working for your company. This behind-the-scenes content helps establish brand identity and works across social and ads to showcase authenticity.
Why is user-generated content important?
UGC is used across all stages of the buyer’s journey to help influence engagement and increase conversions. The customer-centric content can be used on social media and other channels, such as email, landing pages, or checkout pages.
Nowadays, brands have to fight to be seen online, and competition is fierce for audience attention. As a result, buyers are more selective about the brands they interact with and purchase from, especially the notoriously fickle Gen-Z.
And it’s not just consumers who are passionate about authentic content. 60% of marketers agree that authenticity and quality are equally important elements of successful content. And there’s no other content type that’s more authentic than UGC from your customers.
Don’t be tempted to fake your user-generated posts or campaign. Audiences will quickly sniff out the false sentiment, which could seriously damage your brand reputation. Instead, always ensure that your UGC comes from one of three cohorts: your customers, brand loyalists, or employees.
And with consumers 2.4 times more likely to view user-generated content as authentic compared to content created by brands, the time to invest in an authenticity-driven social marketing strategy is now.
Helps establish brand loyalty and grows community.
UGC gives customers a unique opportunity to participate in a brand’s growth instead of being a spectator. This influences brand loyalty and affinity in a big way because people thrive off being part of something greater than themselves, and creating UGC allows them to be part of a brand’s community.
UGC also opens up conversations between a brand and consumer, and this level of brand interaction helps build and grow an engaged community.
Remember when Fyre Festival was marketed as an “ immersive music festival over two transformative weekends,” but the event was actually rain-soaked tents in a field with no electricity or food? This is why people don’t trust marketers or advertisers.
In fact, only 9% of Americans trust mass media “a great deal,” which is no surprise given the influx of fake news since the 2020 global pandemic.
Brands need to work harder than ever to establish themselves as trustworthy. And with 93% of marketers agreeing that consumers trust content created by customers more than content created by brands, this signals that UGC is the perfect format for businesses to level up their trust score.
Audiences turn to UGC as a trust signal in the same way they’d ask their friends, family, or professional network for an opinion. Over 50% of millennials base their decision to buy a product on recommendations from their family and friends, so this is where UGC can shine since it is precisely that: a personal recommendation.
User-generated content is incredibly influential in the final stages of the buyer’s journey , where you’re looking to convert your audience and influence them into making a purchase.
UGC acts as authentic social proof that your product is worthy of buying. For example, your audience sees people just like them wearing or using your product, which influences them to decide to buy.
You can even show your non-human customers using your product, as Casper does in this UGC post of Dean the Beagle.
UGC can be used off social in other marketing campaigns, making the strategy an omnichannel approach.
For example, you could add UGC images in an abandon cart email to help nudge the prospective buyer to make a purchase or add user-generated content to key landing pages to help increase conversion rates.
Calvin Klein even created a landing page just for UGC content. By showing real examples of customers styling their Calvins, shoppers see other consumers endorsing the brand and showcasing how the products look on actual humans instead of overly styled models.
The average cost of hiring an influencer can run into millions of dollars. The average cost of asking your customers to share posts of them enjoying your product? Next to nothing.
UGC is a cost-effective way to scale your business and introduce a new marketing strategy to the mix. There’s also no need to invest dollars in hiring a flashy creative agency to produce brand assets or content for your campaigns.
Simply connect with the most important people in your business: your audience. Most will be excited to be featured on your channel.
For smaller brands or those just starting out, UGC is cheaper and easier to manage than investing in larger-scale brand awareness campaigns.
The future of online shopping is social commerce , a.k.a shopping directly on your favorite social channels. The main draw of social commerce is that it allows audiences to convert natively within a social media app, rather than going off-network to complete a purchase.
Let’s say you’re scrolling through Instagram and pause on a cute new bathrobe. You tap to learn more about the product, decide to purchase, and complete the transaction in the app. That’s social commerce in action.
UGC and social commerce work well together because UGC is influential in driving conversions. Nearly 80% of people say that UGC impacts their decision to purchase, making user-generated content and social commerce a match made in heaven.
User-generated content is this season’s must-have strategy for social media marketers, and it comes in many styles and formats to help you find the right fit for your brand.
Best user-generated content examples.
No matter their size, brands use user-generated content to drive awareness, increase conversions and social engagement, expand their reach, and cost-effectively grow their business.
Video equipment company GoPro uses UGC to sustain its YouTube channel, with its top three videos all originally filmed by customers. As of December 2021, those three videos have racked up over 400 million views combined.
In fact, UGC for the company got so big, they now run their own awards show and promote daily photo challenges to inspire their consumers to get creative.
Not to be confused with multi-level marketing company LuLaRoe , the Canadian athleisure brand LuluLemon is primarily known for its expensive leggings and yoga clothing. To increase company reach across social media, they asked followers and brand loyalists to share photos of themselves in LuluLemon garments using the #thesweatlife.
Not only did this result in a treasure-trove of easily searchable UGC content for LuLuLemon to repurpose, but it also organically expanded the company’s brand awareness and reach across social media as they shared content from brand ambassadors.
In a similar strategy to LuluLemon, sparkling water brand La Croix also uses a hashtag (#LiveLaCroix) to mine for UGC on their social media channels. But, La Croix relies less on brand loyalists and shares content produced by anyone, no matter their follower count.
This makes their user-generated content hyper-relatable because audiences will see themselves reflected in these photos, rather than brand ambassadors or loyalists with higher follower counts.
UGC isn’t just for larger, well-established brands. Smaller companies also use UGC in their social campaigns. Well Traveled is a community-driven travel brand that uses member-generated content to highlight the perks of membership, the quality of property partners, and other exclusive offerings from brand partners.
Well Traveled’s Director of Partnerships & Brand Marketing, Laura DeGomez, says, “as a service in such a visual industry, the “proof” provided by member content is immeasurable. The beautiful trips discovered, planned, and booked on Well Traveled are a phenomenal marketing and retention tool.”.
DeGomez uses UGC to not only visually engage members or prospective members, but also to increase brand awareness, expand reach, and build community.
She goes on to say, “no one tells our story better than our members. The Well Traveled community is the key here, whenever we can let their experiences shine, we do.”.
User-generated content isn’t limited to Instagram. Soccer media company Copa90 used UGC across Snapchat to raise awareness about the 2018 FIFA World Cup held in Russia.
To connect with younger soccer fans, the company connected directly with them on Snapchat by sharing relevant and exciting story-driven UGC that made the audience feel they were present in Russia. They also encouraged their audience to “swipe up,” which drove traffic from Snapchat to other channels.
The result? A massive 31 million unique users over the space of 45 days, with 40% of viewers swiping up to view more.
Consent to share content is mandatory. Always ask before republishing or using a customer’s content.
People may use your branded hashtags without necessarily knowing you’ve tied them to a user-generated content campaign. Unfortunately, re-sharing that content without explicit permission is a surefire way to kill goodwill and annoy some of your best brand advocates.
When you ask permission, you show the original poster that you appreciate their content and get them excited about sharing their post with your audience. You also keep yourself out of hot water regarding copyright concerns.
Credit the original creator.
When you share user-generated content on your social media channels, make sure to give clear credit to the original creator. This includes tagging them directly in the post and indicating whether you’re using their visuals, words, or both. Always give credit where credit is due.
A post shared by Lazy Oaf (@lazyoaf).
If you plan to share user-generated content across social media platforms, check for how the creator wants to be credited on the various channels. For example, if you want to share a photo from Instagram on your Facebook page, ask the original creator if they have a Facebook page you could tag.
Providing proper credit is an important way to recognize the work of content creators and helps make sure they stay excited about using and posting about your brand.
It has the added benefit of making it easy for fans and followers to verify that the content truly was created by someone outside of your firm.
Be clear about what kind of content you’re looking for.
UGC creators want you to share their content. That means they want you to tell them what kind of content you’re most likely to share.
Only 16%t of brands offer clear guidelines on what kind of user-generated content they want fans to create and share, but more than half of consumers want brands to tell them exactly what to do when it comes to UGC. So don’t be afraid to get specific and make it easy for people to share content that fits your needs.
How will you know what type of UGC content to ask for if you don’t know how it fits in with your campaign strategy? Sure, it’s nice when people tag you in pretty pictures, but how can you use that content to support your marketing goals?
Firstly, sit down with your social media strategy document and look for ways UGC aligns with your existing marketing goals. Then, create a simple statement based on that information that tells users specifically what kind of content you’re most likely to feature.
your social channels bios,.
or even on your product packaging.
UGC strategy goes beyond understanding the types of content you need from your customers. You also need to align your UGC campaign with broader social media goals.
Measure the success of your campaigns using a tool like Hootsuite Analytics or a social listening tool such as Hootsuite Insights to understand brand sentiment and trust.
Get a Free Demo.
If you’re serious about scaling UGC, invest in a UGC management platform such as TINT to help uncover relevant user-generated content and insights for your campaigns.
Looking for more tools to help you craft authentic and compelling user-generated content? Here’s our pick of the bunch:.
Chute.
Ready to start displaying authentic user-generated content across your social channels? Use Hootsuite to help manage your campaigns with our advanced Streams, Analytics, Insights, and integrations with TINT and Chute.
Get Started.
Do it better with Hootsuite, the all-in-one social media toolkit. Stay on top of things, grow, and beat the competition.
By Claire Beveridge.
Claire Beveridge is a content marketing consultant who works with innovative B2B companies to help them achieve their growth goals. She loves clever copy, creativity, and talking about herself in the third person.
11 Easy Social Media Optimization Tactics for Faster Growth.
Social media optimization isn’t about your social media strategy as a whole. It's an opportunity to make what you've been doing even better.
14 of the Most Important TikTok Trends to Watch in 2022.
Get inspired by the hottest TikTok trends and learn how to identify emerging trends to grow your business or personal account.
The Complete Guide to Content Curation in 2022: Tools, Tips, Ideas.
Content curation is more than sharing. It’s about finding the best content your audience wants and presenting so that they keep coming back — to you.
10 Instagram Bio Ideas + 13 Tricks to Stand Out [TEMPLATES].
Your Instagram bio gives you 150 characters to explain who you are, what you offer, and why people should follow you.
Well this is awkward.
We could have SWORN you were someone who wanted to grow on social media and beat your competitors. Our bad. We’ll just leave this 60-day free trial here for someone else then….

**3.** <https://crowdriff.com/resources/blog/the-top-benefits-of-user-generated-content-why-ugc-is-important-for-your-brand>

Share.
Coordinate With Your Partners.
Careers.
Webinars.
eBooks.
Customer Stories.
CrowdRiff Blog.
While there are many tools marketers can use to promote their brand, one of the most potent is certainly user-generated content (UGC) .
Boiled down to its essence, user-generated content is a vote of confidence. Your brand’s biggest fans are snapping photos, writing reviews, and publishing blog posts promoting your products or services — often without any prompting.
But how can user-generated content specifically benefit your brand? Don’t worry — we’ve got your back. We’ve done the research and found some solid facts and stats around UGC to unearth the benefits of user-generated content in marketing. .
Benefits of User-Generated Content Every Marketer Should Know.
1 | User-generated content puts your customers front and center.
One of the best benefits of user-generated content is kind of a win-win for both you and your fans.
When you use the content they produce in your marketing:.
You’re letting their voices tell your story for you.
Your marketing messages come from individuals instead of not brands.
You’re not marketing at your audience any more, you’re marketing with them.
As Josh Collins, the Digital Communication Manager from Visit Franklin (and big believer in visual UGC ) says,.
“In our approach, visuals are one of the biggest keys to our success. We are not looking for a transaction between visitors. We want to inspire people to want to visit and ultimately develop a relationship with them.”.
2 | User-generated content provides social proof.
One of the top benefits of user-generated content is that it serves as excellent social proof. Seeing content from real customers increases your credibility and brings your brand’s promises into perspective.
For example, Sydney’s Ovolo Hotel , which went through a recent renovation to become the “ world’s first Instagrammable hotel ,” and invited guests to snap and share pics from inside the establishment:.
Brands make certain promises to their customers or audience. In Ovolo’s case, it’s that their Sydney hotel would be perfect photo-fodder for the social platform. And the user-generated content that resulted (i.e. all the guests Instagramming gorgeous shots from the hotel) was their social proof that they followed through on that promise.
As the folks at Hootsuite say in this article :.
“User-generated content is one of the most powerful tools in today’s marketing arsenal. It’s proof that you have dedicated fans, products worth talking about, and a social network that will appreciate great content.”.
3 | Consumers find user-generated content more trustworthy.
And that’s because it’s created by people who just love your brand. These opinions are seen as unbiased and genuine. In fact, almost half (47%) of millennials and 36% of baby boomers trust UGC whereas only 25% of both demographics say they trust branded content.
People also trust user-generated visuals over any other type of content. The numbers speak for themselves: More than two-thirds (72%) of shoppers are influenced by Instagram photos of a product. User-generated videos on YouTube get 10x more views than branded content. And that’s a boon for travel marketers, whose brands lend themselves well to visual content.
The bottom line here is this: When it comes to content, consumers trust UGC more than regular branded content. It’s more honest, there’s not a sales pitch to wade through, and it’s more — well, human. .
4 | User-generated visuals can supplement branded content (and stretch your budget!).
Marketing budgets are often stretched thin. Resources (and cash) are often limited, so many marketers have to get creative when it comes to getting more visual content.
Fortunately, user-generated content won’t leave a dent in your department budget. Because you’re sourcing images directly from your fans on social media, there’s little to no cost involved.
Not only that, but with millions of people sharing photos and videos on social media, marketers can tap into these resources at scale . UGC is the biggest growing source of visual content that marketers have at their fingertips.
So, marketers can use user-generated content alongside branded or commissioned content. And this combo works well: Brand engagement increased an average of 28% when user-generated visuals and professional content are both used for promotion.
For example, here Love Beverly Hills (the destination marketing organization for Beverly Hills) features a gallery of authentic user-generated photos right underneath their professional photo header:.
Besides prompting conversation among your advocates, brands who highlight UGC from their supporters can build a deeper, more authentic relationship with their customer base.
Your audience wants to be heard — a Bazaar Voice study showed that 64% of millennials and 53% of baby boomers want more ways to share their opinions about brands.
Using user-generated content in your marketing, or simply sharing it on branded social channels, can make the people you’re marketing to feel seen and heard. You’re acknowledging them and their crucial role in your brand’s success — like in Tim Hortons’ “We heard you Canada” campaign:.
We heard you, Canada! Dark Roast coffee is now darker and richer because of you. Try a fresh cup and tell us how we did using #TimsDark pic.twitter.com/p3msNgKwvw.
When marketers encourage customers to share UGC, it provides another forum for customers to share their authentic experience with your brand. And you come off as accountable, open, and authentic.
Because customers are bombarded daily by various ads and promoted content, it can be difficult for a brand to cut through the noise. People adopt what’s commonly referred to as banner blindness — in other words, we learn to shut out the ads.
However, UGC is one tactic to help re-engage your audience without causing their eyes to glaze over. User-generated content isn’t a traditional ad — it isn’t salesy, and is created by a select member of your own target audience. Because UGC isn’t purely promotional content, customers find it more genuine.
Another added benefit of UGC is that it can actually boost the effectiveness of your ads. CrowdRiff customers have found that using user-generated photos in their ads gets them three times the click-through rate.
The numbers don’t lie — a proven method and benefit of user-generated content is to cut through the clutter of other digital ads and information.
Interested in learning more about user-generated content, and the way that other brands are successfully using it?
Read our Guide to UGC for Travel and Tourism Brands, an eBook created in partnership with Skift. It’s full of actionable ideas, tips on getting rights to photos, and examples from global museum, airline, resort, and destination brands.
Previous article.
How Tourism Toronto Captured Its Culture of Diversity in Video (& Went Viral).
Much of what distinguishes Toronto from other major North American cities are completely intangible qualities, making it sometimes difficult to convince people from those other cities that it is...
New! Video Uploading and Auto-Tagging in CrowdRiff.
Ditch the hard drives, say goodbye to siloed cloud storage services and take command of your video content! You can now upload your existing video collection to CrowdRiff, so all your visual...
How Visit Fairfax Uses Localhood to Become the Ultimate Resource for Travelers Near and Far.
Here’s a closer look at all the ways that Localhood is helping Visit Fairfax engage travelers and drive traffic to their website.| CrowdRiff.
Read article.
How Localhood Helps This Small-Town DMO to Save Time, Money, and Reach New Audiences.
How YesMilano Uses CrowdRiff to Increase Engagement and Build Their Brand.
Read article.
How Experience Wakefield Maximizes User-Generated Content to Boost Engagement and Drive Tourism.
Read article.
How CrowdRiff Helps UK & EU Destinations Stay GDPR-Compliant With User-Generated Content (UGC).
Read article.
Harnessing the Power of Short-Form Video: eTourism Summit Session Breakdown with Beril Gutierrez.
CrowdRiff talked to social media powerhouse Beril Gutierrez at eTourism Summit 2022 and we've compiled her top tips for short-form video in this article.
Read article.
DMOs: Here Are 6 Tips To Get Your Destination Ready For The Future of Road Trips.
Let’s run through our six tips for how to make sure your DMO is top of mind when travelers are planning their next road trip.| CrowdRiff.
How Busy Destination Marketers Can Save Time.
Check out these five tips for how you can save time on day-to-day tasks so you can focus on long-term growth and strategies.
4 Ways to up Your DMO’s Automation Game.
It’s time to put your tools and technology to work for you with time-saving automations. Check out this article to learn four ways to save time by automating your workflows.| CrowdRiff.
Read article.
Here’s How Eye-Catching Visuals Power Visit Temecula Valley’s Content Strategy.
We spoke to Ricky Casillas, Director of Digital Marketing, to discuss Visit Temecula Valley's approach to storytelling with the help of the CrowdRiff Visual Marketing Platform and Localhood.
Read article.
DMOs: Here’s How to be an Ally to the 2SLGBTQ+ Community Year-Round.
4 Ways to Work With 2SLGBTQ+ Content Creators Year-Round.
Read article.
6 Ways to Make the 2SLGBTQ+ Community Feel Welcomed in Your Destination.
Learn how to make the 2SLGBTQ+ traveler community feel welcomed regardless of when they visit and how your destination is perceived within the community.| CrowdRiff.
Why 2SLGBTQ+ Inclusivity Should Matter to Destinations.
Get excited to see how this Pride Month should only be the beginning of your DE&I journey with 2SLGBTQ+ travelers.| CrowdRiff.
How VisitDenmark Builds its Unique Visual Identity with UGC.
Keep your Site’s UGC Fresh with CrowdRiff’s Auto-Updating Galleries.
Learn how CrowdRiff’s Auto-Updating Galleries can help you save time while bringing your UGC game to the next level.
3 Little-Known CrowdRiff Features That are Game-Changers for DMOs.
Here are three of the coolest CrowdRiff features you might not know about — and simple step-by-steps on how to use them.
Read article.
How the Croatian National Tourist Board Used UGC to Encourage Tourism in Its Toughest Season.
4 Ways EU DMOs Can Maximize a Small Budget.
Read article.
5 Ways to Promote Sustainable Travel: a Guide for the Small DMO.
SEE 2022.

**4.** <https://www.shortstack.com/blog/12-reasons-your-brand-should-be-using-user-generated-content-ugc-infographic/>

Social Media Contests.
May 12, 2022.
Brands versed in using user-generated content are cashing in on mind-blowing success. This infographic explores the reasons why UGC is so impactful, and how it enables businesses to rake in loads of leads, engagement and ultimately customer conversions. .
If you’re new to the concept of UGC, the folks at Hootsuite wrote a great definition for the term. They define UGC as “any content – text, videos, images, reviews, etc. – created by people, rather than brands.” .
It’s as simple as that! By enlisting the help of your customers, followers, and brand loyalists, you can collect authentic content and use it to further market your business. Without further ado, let’s explore how and why UGC is so impactful. .
Content created by real people, even when prompted by a contest, campaign, or challenge, fosters trust. This is because user-generated content is authentic, and authenticity resonates with consumers. In fact, 90% of consumers say authenticity is important when deciding which brands they like and support . .
When compared to other forms of marketing, UGC still comes out on top. 79% of consumers say UGC impacts their purchasing decisions, whereas only 13% believe branded content has the same impact. Even less impactful is influencer-created content at 8% . .
These numbers prove just how important it is to incorporate authentic content, that is, content created by real people as opposed to influencers or ad agencies, into their marketing. .
UGC by Industry.
Some industries are able to utilize UGC better than others. For example, the travel industry, restaurants, retailers, and those in the health and beauty industry find that their customers post about their experiences more than customers of other types of businesses. In other words, if businesses in these industries aren’t using UGC, they’re really missing out. .
In fact, the percentage of consumers willing to post about a positive experience is high. Here are the numbers by industry: .
(Source).
However, a barrier to utilizing customer content is obtaining the rights to it . It’s essential to get permission from the content owner before using it in a repost or in any form of marketing. On the bright side, there are rights management tools that make the logistics of obtaining permission a bit easier. Additionally, when it comes to rights management, 51% of consumers say that they would be happy to grant permission to a business looking to re-use their content. .
When it comes to comparing UGC to traditional ads, there’s no contest. As I mentioned before, UGC influences 79% of consumers’ purchasing decisions compared to 13% influenced by branded content. There are other stats that prove UGC’s superiority as well. .
When looking at engagement, UGC content garnered 73% more positive comments on social networks than ads . Boosting engagement is one thing but fostering that amount of positive engagement is even better. .
And when it comes to brand awareness, UGC beats traditional ads in this department too. Thirty-one percent of consumers say advertisements that feature UGC content are more memorable than traditional ads . .
Just as UGC can be a boon for your advertising efforts, it can also boost your social media presence. In fact, s ocial media campaigns that incorporate UGC see a 50% lift in engagement . When looking at a few famous UGC campaigns that utilized social media, the proof is in the pudding. .
Take, for example, Coca-Cola’s famous ‘Share a Coke’ campaign. Not only were they able to collect 500,000 posts using the #shareacoke hashtag, but they also earned 25 million new followers. That’s some serious success! .
A unique campaign hosted by T-Mobile asked participants to write a break-up letter to their current provider. Each participant who submitted a break-up letter and made the switch to T-Mobile received coverage for any fees incurred from breaking the contract with their old provider. T-Mobile collected 80,000 break-up letters. If each one of those letters translated to a new T-Mobile customer, that’s a whole lot of added revenue. .
To read more about these famous UGC examples and see a few more, check out this article by WebFX . .
Convinced? To see some of this success for your own business, kicking off a UGC campaign is a great place to start, but first, you’ll need the right tools to help you get the job done. Enlist the help of contest software that offers the ability to collect, manage, and obtain rights for the content you collect. .
ShortStack is an example of contest software that is built with UGC campaigns in mind. With dozens of templates to start from, a social import tool, hashtag feed feature, vote collection, and so much more, you’ll have everything you need to build, launch and host a campaign right at your fingertips. To learn more about UGC campaigns and Rights Management, check out our free guide .
Jessica Miller helps ShortStack customers get started, and get the most out of our platform by creating "how to" tutorials. She also recommends strategies for customer success. Read more articles by Jessica Miller .
Jessica Miller helps ShortStack customers get started, and get the most out of our platform by creating "how to" tutorials. She also recommends strategies for customer success. Read more articles by Jessica Miller .
Read More ».

**5.** <https://www.mediatoolkit.com/blog/user-generated-content-why-is-it-important/>

0.
Imagine a situation in which you can work on bettering your relationships with customers AND get relevant content from them. That is essentially what happens when you implement a good user-generated content marketing strategy (and more!).
💡 Read Creating a Marketing Strategy that Works: Benefits, Steps, Tools.
What started as customers simply sharing their favourite products on social media in various formats (reviews, photos, videos, etc.) soon became a great way for brands to leverage that content to increase organic growth.
Since user-generated content is considered an important part of marketing efforts, let’s dive in and explain its ins and outs.
According to Stackla , user-generated content (or UGC) is any form of content—text, posts, images, videos, reviews, etc.—created by individual people (not brands) and published to an online or social network.
Typical user-generated content is organic and posted on social media (predominantly Instagram). Customers usually post a picture of a product and tag the brand and/or use the hashtag that the brand created specifically for UGC purposes. .
For example, online fashion retailer ASOS encourages its customers to post photos of the clothes they’ve bought from the website and use the hashtag #AsSeenOnASOS. Customers like using the hashtag because they might get noticed by the brand and have their photo featured on ASOS’ official Instagram page. On the other hand, ASOS gets relevant and engaging content for their social media.
Why is user-generated content important?
Who would you believe more? A brand who’s telling you their product is awesome, or your friend telling you that brand’s product is awesome?
Consumers find UGC to be almost 10 times more effective than influencer marketing. Also, they find UGC to be 2.4 times more authentic than the one produced by brands. As Hootsuite notes, that offers brands an important credibility boost, since most people say less than half of brands create authentic content.
Consumers want to know what they’re going to get before they think of getting it. According to Hootsuite, it’s all about creating trust – 92 per cent of consumers trust recommendations from people they know, and 70 per cent trust online consumer opinions.
Driving purchasing decisions.
Hootsuite says that 90 per cent of consumers say UGC has a high impact on their purchasing decisions and many examples of successful UGC campaigns prove this. That’s a no-brainer then!
There are different ways brand can get user-generated content. It can be through different social media platforms, hashtags, contests, interesting product designs, etc.
Just like ASOS created the AsSeenOnASOS hashtag community, you can do a similar thing as well. Make sure your hashtag is engaging and that the idea behind the project is something that customers will want to engage with.
There are a lot of great examples of hashtag campaigns that provided brands with tons of UGC and a massive reach.
Creating a designated hashtag for your brand is great because a potential customer who’s not familiar with your brand can easily scroll through other customers’ posts and learn about the brand and its products. The more UGC posted under a hashtag – the better. .
Contests.
If you want to reward your customers for creating UGC or increase the amount of UGC quicker, contests are a great way to do that. .
Make sure to set clear contest rules and prizes to avoid miscommunication.
For example, brand Khiel’s created #KhielsSelfie campaign in which they awarded the best UGC each week through March and April on Instagram. The customers had to take a photo of their Khiel’s routine on Instagram, shortly explain it, and tag the brand. .
The brand would post the best photo of the week on their official Instagram page and tag the person who created it.
Creativity.
Remember when Coca-Cola’s “Share a Coke” campaign from a couple of years ago?
Instead of brand name, they’ve written different names on the Coke bottles. They also encouraged customers to share the Coke with a person whose name is on the bottle.
The campaign was a big success because of two important aspects – it had a clear call to action (#ShareACoke) and it was personal (customers liked having their names on Coke bottles).
The campaign didn’t only generated tons of UGC for Coca-Cola and boosted social media traffic, but it also increased overall sales of the drink, as well as sales among teenagers. .
When it comes to using UGC on your official social media or website, make sure to always ask the authors for permission to use their content and tagging them.
What to do with user-generated content?
There are a lot of ways you can use user-generated content, just make sure, and I can’t stress it enough, you get the permission from the author. .
Here are some of the suggestions:.
Official Website – UGC such as photos, videos and online reviews can be a great addition to product description on your website because customers can see how the product looks “in real life” and even get some tips from fellow customers on how to use the product most efficiently.
Newsletters – UGC can make your newsletters more interesting and lively, so don’t be afraid to incorporate photos or online reviews from happy customers in them.
Netflix – the king of UGC.
Netflix has been one of the brands that are excelling in user-generated content. If you scroll through Netflix’s Twitter page, for example, you’ll see that they retweet a bunch of user-generated content. I would dare to say 80% per cent of their posts is UGC.
— ★ ANASTAZIA ★ (@\_\_Anastazia\_\_) April 5, 2020.
Netflix putting Community on during this time period feels like a tender forehead kiss but better coz there’s no transfer of germs.
— Lone Wolf (@Mian\_Sahib72) April 3, 2020.
Netflix utilizes social media to spread the word about its upcoming movies and TV shows. They also tease followers about new projects to spark their curiosity.
Hyping Bird Box.
One such example is when they started promoting Bird Box. It’s a movie about people walking around blindfolded so they don’t accidentally look at the monster and commit suicide as a result. Okaaay… Anyway, Sandra Bullock is in it. .
According to The Ringer , before the movie’s release, images of blindfolded Sandra Bullock started circulating on social media. That’s how the fans first found out about it. Fans turned those images to memes, and soon enough they were all over the internet. Then, different BirdBox challenges appeared (basically, people doing random stuff blindfolded) and also spread like wildfire on social media. .
As Leila Michele writes in her article:.
“…Netflix has done something that’s actually pretty incredible: Remained hidden in plain sight as they created one of the most effective social media marketing campaigns of all time, all the while using its fans on social media to spread the message – for completely free.”.
She also mentions that there’s a chance Netflix created several bot accounts or paid real accounts to spread the first memes on social media. Netflix is denying that, so we can only speculate. But, the point was to create a sense of FOMO (fear of missing out) that would motivate people to watch the movie. .
— TC (@TCDoesComics) December 30, 2018.
Took off my blindfold this morning to discover that 45,037,125 Netflix accounts have already watched Bird Box — best first 7 days ever for a Netflix film! pic.twitter.com/uorU3cSzHR.
No matter whether your brand is big or small, it can benefit from user-generated content. .
As you can see in the blog, there are many great examples of how user-generated content can boost sales, increase social media engagement, give brands authenticity, improve customer relationships… The list goes on.
Klara Malnar.

**6.** <https://www.adsmurai.com/en/articles/4-benefits-of-user-generated-content>

Digital Marketing.
Nowadays users are increasingly paying more attention to the experiences shared by the rest of their community, i.e. user-generated content (UGC, UCC). Moreover, during the lockdown, UGC gained weight in marketing since professionals could not produce new content. Therefore, we believe it is important to remember the benefits of including and using it in your digital marketing strategies.
What does UGC means?
User-generated content is any form of content - images, videos, text or audio files - that is posted online on social platform. Brands use this content in their marketing campaigns, once they have obtained permission from the owner. You could also call it consumer-generated marketing.
1. The user creates unique content for your brand.
As social media users, we continuously generate content about the brands we like on our social profiles. When a product satisfies us, we share it with our community (friends, family, team...) and we indirectly become ambassadors. This allows brands to get a lot of unique and exclusive content about their products, as well as data about the audience in relation to their products, which in turn allows them to find potential customers.
2. Credibility and authenticity.
User-generated content establishes greater trust between customer and brand. It is real and honest content that the potential customer can trust, as it is not the brand's own content but is based on the experience that other users have had with the products.
3. Feedback.
Because of the way we integrate UGC into marketing strategies, it is a new way to attract users to your brand. When a user spreads content about the brand on social platforms and you, as a brand, encourage that content by including it in your strategy or interacting with the user, you are indirectly motivating the rest of your community to do the same. Therefore, a feedback process is generated that increases the visibility of your brand.
4. More traffic and more conversions.
Traffic is a KPI of great importance for marketers, but there must be conversion for that traffic to be effective. Earlier we highlighted authenticity as a benefit of UGC, and this is precisely the type of content that serves as "social proof" for potential consumers. In other words, user-generated content speeds up the purchasing process, thus increasing your brand's conversions.

**7.** <https://www.storyprompt.com/blog/why-your-company-needs-ugc-and-how-to-capture-it>

Why Is User-Generated Content So Important & How To Get It.
August 17, 2022.
I'm sure that without even knowing the term user-generated content, you appreciated its value. Whenever one of your customers read a review that influenced a purchasing decision, they were valuing someone’s opinion. This opinion is from an authentic, trustworthy person who had an experience they wished to share. .
UGC is described by Sarah Engel as “any kind of brand-related content created by your brand’s consumers. The rule of thumb is if your brand didn’t create the content, it’s UGC!”.
This content allows your customers to make more informed decisions that enhance their purchase. Without UGC, they'd be “blind shopping,” and those days are over! Everyone deserves to be more educated and informed than we were in the past.
Imagine a potential client standing in a courtyard. They're standing by themselves with an obstacle they need to overcome. While standing there, all the businesses are shouting simultaneously, offering to help. And all that the potential client hears is noise. .
So who are they going to listen to? Probably no-one.
But then a peer recommends a particular business. They share their views and opinions. Without needing to explore other options, they are sold. Why? Simply because someone they trust likes it. .
And that’s all the encouragement they needed. The rest just gave them a pounding headache.
And the best part is, by the time they approach the business, they are ready to buy. Yes, they might have a few follow-up questions, but they don’t need convincing, and are definitely not “blind-shopping.”.
In this article, I am going to explain to you how you can generate UGC from your customers and use it to add credibility and authenticity to your brand. I will also illustrate why you can't afford not to make UGC an essential part of your marketing strategy.
These days, your prospects are in the most powerful position. They have so much choice, and as a business you need to stand out – whether it’s on a store shelf, on a website, or in an advertisement.
Your prospects don’t care what you think about your product!
The only people they really care to listen to are your customers who are exactly like them. Regular humans who made the decision to trust your product. They now become the most trustworthy advocates of your brand. Not you!
So if you ignore this content, you are missing a massive opportunity. .
Now you might be wondering, who is in my community? You might even wonder if you have a community. And the answer is you do!
Your community includes everyone who your business has made an impact on. These are the people who will ultimately represent your brand as a cohesive group with common interests. They will also become the best advocates of your brand.
This group of people can now do the selling for you. And because they are not from the company, potential customers will listen to them. .
People are no longer interested in being sold to. These days “ You are no longer selling a product or service. You are selling trust. ” .
According to Wyzowl :.
9 out of 10 people say they trust what a customer says about a business more than what that business says about itself.
95% of people say that reviews – whether positive, or negative – influence their purchasing decisions.
And UGC is the cheapest, yet most effective, authentic, and trustworthy way for this community to sell your business and services.
Let’s say you were looking for a Social Media Suite to help plan your social media strategy, you might go onto a SaaS online review site like g2 . You would then find a list of suitable tools and their online reviews. .
These reviews then help you narrow down the options and enable you to make an informed decision. This decision will not be defined by what the company says about their platform, but on the reviews from people who are currently using the tool you are interested in.
An example here are the G2 reviews for Sendible . Here you can read unbiased reviews from Sendible’s customers .
There are many other online review sites like Trustpilot , Tripadvisor , and Yelp that are based on the same principle of UGC.
Reviews like these might stop you from making an expensive mistake, or perhaps draw your attention to an item, or a service, you might have overlooked.
How to help your customers share UGC with their community?
So now you’ve got a group of people in your community ready to create this user-generated content for you. Their community trust them and they are ready to hear what they have to say and take note of the services they recommend. The trust factor is already instilled and the UGC is already likely to have a great reach.
But what’s the best type of content for them to create, how can they create it, and most importantly, where will your prospects find it?
What are different types of UGC?
Video Testimonials are an extremely effective form of UGC. They allow your community to express how your company has impacted their lives using video. This content serves as a personal recommendation to potential customers as it is trustworthy and human. These can be shared on social media, embedded on your website or in email campaigns.
Thought-leadership posts make a great impact because they are educational. They allow you to share your experiences, opinions, and insights with your community. These thoughts can then be shared beyond your own community because of the quality content that many communities would benefit from.
Employee advocacy posts show the people behind the company. Typically employees would show behind the scenes and share their views on working there. Because these are in the video format, it allows an outsider to see how the company operates and get a sense of the environment.
Below is a video of really bad jokes Sendible collected from their new starters as a way to introduce them to customers:.
This form of UGC is in the written form. They are education pieces where the writer can share insights, learnings, and experiences with their community.
Case-studies.
Case-studies show the relationship between a customer and a company. A case-study will display the experiences shared between the two parties and showcase the journey they went on together.
Case-studies are very authentic because you might be able to relate to the customer’s journey and it might show you how the company might be suitable for you too.
Many companies have been very successful when they created a hashtag campaign to encourage UGC. An example of this is Coca-Cola who created the Share a Coke campaign. Consumers were able to buy a Coke with their or someone else’s name on the bottle. They were then encouraged to post on social media with a hashtag #shareacoke.
The reason Coca-Cola came up with this campaign was to create a more personal relationship with consumers and inspire shared moments of happiness.
Coke then sold more than 250 million named bottles and cans in Australia - with a population of just under 23 million people.
How to collect user-generated content?
Most UGC will be created spontaneously by your happy community without you having any involvement. The most authentic and trustworthy UGC is voluntarily created, for example using Instagram stories. .
But such valuable content shouldn’t expire after a few days, like it would with an Instagram story. You might want to embed this content on your website, or email campaigns. If this content is going to be published on your website, you want it to look professional and polished. .
So your first step is to hire an expensive production team, models and use up most of your marketing budget, right?
Instead you could use a platform like StoryPrompt . StoryPrompt makes it easy for customers and employees to contribute authentic UGC about their experience with your company asynchronously, from any device. .
Your customers can create UGC for you and StoryPrompt’s clever AI integration will ensure that they are automatically edited and produced. All videos can include your own branding, music and b-roll. .
How to use StoryPrompt to collect UGC.
To illustrate how simple it is to gather UGC from my community, I decided to put my views into action. I sent out a prompt asking three of our customers: What’s the biggest challenge facing your industry today?
I gave them the opportunity to share their views and then shared them on our social media. I mentioned their names, their company names, and tagged them.
So how does this drive traffic to my business? Because I have empowered them to share their views with my community, the hope is that they will then share the content with their community. Then as a result, their community will see it originally came from StoryPrompt. .
The likelihood is if they are proud of the content, they will share it. The viral ability here is endless.
To get started, the first thing you need to do is sign up for a free plan . The Basic/free plan gives you unlimited video collection. All testimonials will have a StoryPrompt watermark. You also get access to 1 online community space with 20 members. This is not a time-restricted trial.
The Pro plan - $79/mo, gives you unlimited video collection. There will be no StoryPrompt watermark and all testimonials will display your own branding. You also get access to 10 online community spaces with 3 admin seats and 100 members.
The Premium plan – $249/mo, gives you unlimited video collection with your own branding. You also get access to 30 online community spaces with 10 admin seats and unlimited members. White labelling and concierge onboarding are also included.
Before you can receive a video testimonial, you need to send the customer a prompt. This would be human-to-human asynchronous communication . This is a very important part of the process because the respondent feels they are talking to a person and not simply completing a boring, time-consuming form. .
To record a prompt, you click the Build a Prompt button. We also have handy templates to help you get started.
Now you’re ready to send your first prompt. It’s important to mention that the respondent can add a script, this is useful if they feel camera-shy.
Editing your prompt.
Once you have created your prompt, the design elements begin. You can now choose which AI producer you want to use and the mood of your music. You can also add in your own branding, select your preferred layout, add intro and outro MP4 videos, add in b-roll, and decide how you want your video published.
Sharing your prompt.
You’re now ready to share your prompt and begin collecting replies. You can copy the link to share on social media or you can copy the link and thumbnail to embed the prompt into an email.
Replying to a prompt.
Once the respondent clicks on the link, they will be able to watch your video on the left and respond by clicking on the “Record your video” button on the right. This makes communication a two-way human to human interaction that can be responded to asynchronously.
Sharing your content.
Your video has now been automatically produced and is ready to be shared on social media, in your email campaigns, or embedded onto your website. You can do this by copying the link and sharing directly. You can also copy the link and thumbnail, for emails, or copy the code and embed it onto your website. .
So now remember that committed and loyal community you have? They become your stars! And the more authentic and human the videos are, the better!
This great quote by Karoline Miles, really summarizes why you can’t afford to ignore authentic UGC "When it comes to products, brands tell, but UGC sells!" So if I haven’t convinced you to invest your time into UGC then pay attention to this:.
About 92% of customers trust the reviews and recommendations shared by people , rather than advertisements.
Your brand’s community is ready and willing to talk about your company. They have the true experiences and have their own communities they can recommend your company to.
Thank you! Look out for new plays in your inbox!
© All rights reserved. StoryPrompt .
Can we use cookies? We’re not referring to the crunchy, tasty kind. These cookies help to keep our website safe, to give you a better experience, and to spread awareness of our product. See our Privacy Policy for more info.

**8.** <https://www.sprinklr.com/blog/user-generated-content/>

Share this Article.
The days of one-way communication between brands and consumers are a thing of the past. Today’s consumers are connected and empowered like never before, and their online conversations are helping to dictate brands’ strategic decisions. The way brands choose to engage with their audience can be the difference between a loyal customer and a lost opportunity.
85% of consumers find UGC more influential than any form of brand content.
From luxury brands to startups, companies of every size and marketing budget are using User-Generated Content (UGC) to create innovative, memorable campaigns that resonate with their audience in a fresh way.
So, what makes UGC so compelling for both brands and consumers? And why might your marketing team want to try this strategy?
Here are three of the biggest reasons why user-generated content works.
While it’s easy to get hung up on creating high-quality content, it’s important to remember that sometimes a shaky YouTube video can actually convert better than a million-dollar ad campaign. That’s because for today’s consumers, authenticity is much more important than looking professional.
As a study from Stackla found, 60% of consumers say user-generated content is the most authentic form of content. And according to Elite Daily , 43% of millennials rank authenticity above the content itself when consuming news.
With UGC, your customers can take note of how real people use your products and share their passion for the brand.
When Apple released the iPhone 6, the brand encouraged consumers to capture compelling scenes from everyday life and upload their best shots using hashtag #ShotOniPhone6. Apple then picked the best submissions to showcase on billboards and print ads around the world. The campaign received an estimated 6.5 billion media impressions and yielded 95% positive mentions.
While the photos look sleek, users know they’re not just being fed a corporate product catalog. They can appreciate that the images come from everyday customers, just like themselves.
2. UGC is Cost-Effective.
Sometimes it’s cheaper to source hundreds of pieces of UGC than it is to create one piece of content in-house. With UGC, customers are creating the assets for you – and bringing in their own audiences as a result.
Last year, Nest Cam launched one of its most successful user-generated content campaigns to date. Throughout the year, it encouraged customers to submit clips from their 24/7 live streaming cameras with the hashtag #CaughtOnNestCam. The brand compiled the best submissions in an end-of-year video – a great way to showcase what the camera can do in a fun, innovative way.
The final video drew over 1.2 million views on YouTube, 3.1 million views across Facebook, and reached more than 4.5 million people – all from an effort that cost very little.
3. UGC is Easier to Track Than You Think.
Since UGC isn’t created on owned media properties, it can seem daunting to track and measure the results. If you don’t have the right tools in place to understand the effectiveness of your program, your budget may suffer because you won’t know how much money to invest in the initiative.
While there are many ways to solve this problem, one of the easiest is to use a trackable link that connects every single channel. For instance, HP teamed up with influencer Rudy Mancuso to remake the Star Wars theme song using the HP x360. Rudy then posted his video to his 350,000 Instagram followers, inviting viewers to see more by clicking the link in @HP’s bio.
By using a URL shortener and embedding urchin tracking module (UTM) codes, HP was able to see just how many conversions came from its Instagram bio and where each click came from. This is especially useful for brands working with multiple partners across various channels. Through trackable links, they can see not only which influencer drives the best results, but also which of their channels drives the best results and how much engagement is generated from each.
Final Thoughts.
UGC campaigns empower companies to reach consumers in a fundamentally new way. With the right approach and strategy, brands of all sizes can engage customers with an unprecedented sense of authenticity. By doing so, companies can drive heightened attention from consumers, but also real, positive business results.
How to ensure brand compliance in your social media publishing.
Social media brand compliance is the practice of ensuring that your posts are NEVER off-brand and adhere to the laws and regulations of the industry. Explore seven ways to ensure brand compliance in your social media publishing.
Marketing & Advertising.
Sprinklr partners with Forbes to recognize the world’s most influential CMOs: what’s behind the list.
Sprinklr has partnered with Forbes for the last 6 releases of this list. Sprinklr's AI played a crucial role yet again in measuring CMO's personal sentiment.
7 key trends to power your TikTok marketing campaigns.
TikTok’s popularity is increasing and, with it, the untapped potential to reach future customers. Here are seven key trends your brand should keep an eye on.

**9.** <https://www.isahit.com/blog/7-reasons-user-generated-content-is-essential-in-ecommerce-in-2022>

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"After discovering them in the Airbus BizLab, we can no longer do without isahit's services, which provide us with a real ethical and societal guarantee for our outsourcing (labelling) projects of the same quality.".
What is User-Generated Content (UGC)?
User-generated content (UGC) is a way to acquire a lot of content and generate more revenue for your brand. Some of the most impactful content for your brand may be the one sent in by your customers in the form of hashtags, positive reviews, taking pictures of your brands and sharing on social media. UGC is any content generated by your consumers about your brand and shared on social media platforms.
Recently, due to diverse media platforms, everyone can easily access social media and as such, your consumers are able to easily generate content on behalf of brands. Consumers are able to give honest reviews of a brand they have used and approve of. .
Benefits of UGC for brands.
Obviously, there are several benefits of UGC for everyone, most especially for brands. UGC is a cost effective way by which brands engage in advertisement. They do not necessarily have to employ the services of a professional to advertise their brand. The work of advertisement can be done by any one and this is because of the advent of media platforms like Instagram, Facebook and Twitter. Some of the benefits of UGC for brands include the following:.
UGC affects customer buying patterns and heavily impacts buying behavior. UGC has the potential of determining what, how, why and when customers will purchase from a particular brand. With UGC, there are images and videos displaying items that people want to purchase. There are also honest reviews given by customers and this may influence another customer who may or may not purchase from a specific brand. In place of window shopping, is a digital marketplace of rich images, videos, and ads to capture the attention of new customers. There is no doubt that in recent times, prior to making a purchase, customers want to see photos, videos or reviews about the similar item and most customers find the photos of the items they want from other people. Actually, a recent survey shows that customers find photos from fellow consumers more valuable than photos from brands.
It is estimated that 21% of millennials would not make a purchase if there is no visual UGC. This shows that UGC is highly relevant in every brand. By making use of UGC, you can boast about which influential people are purchasing your brand and you can also create more products to suit the needs of your consumers. It is also free to optimize UGC and you only need to encourage your customers to continuously share pictures and send in positive reviews of your items that they have purchased.
Reasons why you need UGC ASAP.
It is obvious that UGC campaigns reach a wider level of audience in a shorter period. UGC campaigns are super-efficient in digital marketing. Every brand needs to implement UGC in their business marketing strategies as it proves to be very beneficial. Below are a few of the reasons why brands are incorporating UGC in their marketing strategies:.
As consumers play an active role in advertising the brands that they have used, other consumers become convinced and are more likely to purchase from the same brand. In fact as a result of UGC, customers are now active consumers as they are no longer the passive consumers coaxed by TV commercials and billboards.
UGC significantly increases brand awareness and popularity among customers and potential customers.
UGC also builds trust among consumers as they receive recommendations from people(influencers) whom they may trust with their opinions.
Through UGC, brands are likely to attract more people who are willing to be advocates or ambassadors of a particular brand.
Again, with UGC, consumers of a particular brand feel they are part of a community that appreciates them and pays attention to their honest reviews.
How to get user-generated content?
Getting a UGC is pretty simple. It is important to encourage your consumers to share pictures of products they purchase from you. UGC is not only about images, but they must share positive reviews, make use of hashtags and recommend your brand to their families, friends and their followers on their social platforms.
A brand can also include UGC in their marketing strategy by employing the services of influencers. These influencers have a very huge number of followers and as such, they can generate very important content for your brand. So by including UGC in your marketing strategy you can increase your sales.
Why does UGC drive sales?
By inculcating UGC in your marketing strategy, it adds an element of authenticity to your brand. This is because real people who may or may not be personally known by potential customers are recommending a particular brand and with this, potential consumers believe in your brand. Including UGC can fundamentally make a difference in your sales as it drives website traffic, increases sales and conversions. Simply, UGC elevates your brand and increases sales.
August 30, 2022.
The best free text labeling tools for text annotation and categorization in Natural Language Processing.
In this article, our experts have gathered the best free text labeling tools for text annotation and categorization in Natural Language Processing. Enjoy your reading!
How NLP Conduct Sentiment Analysis Improves User Satisfaction.
about AI as well as our Data Labeling tools and services?
Isahit has a wide range of solutions and tools that will help you train your algorithms. Click below to learn more!

**10.** <https://www.hortongroup.com/blog/user-generated-content>

Horton Group News (38).
Need a win for your business? Looking to boost your already robust content marketing strategy ? Let’s have a chat about the importance of User-Generated Content (UGC).
Like its name implies, UGC is content that is provided by your consumers, customers, visitors, and clients. Photos, videos, hashtags, and comments created by your users and submitted to platforms like Facebook, Instagram, Twitter, YouTube, and Pinterest are all excellent examples of UGC.
Noting that authenticity and engagement are top priorities for companies, Nicole Fallon, the managing editor of Business News Daily writes “To meet these priorities, many brands have begun to incorporate user-generated content (UGC) into their marketing strategies. By retweeting followers' posts, running photo and video contests, or encouraging customers to share their experiences with the brand, a company can take advantage of great content that, when used in the right way, can paint a more positive, genuine brand image than any internal campaign could. ‘Today's smartest brands view their customers as co-creators,’ said Apu Gupta, CEO of visual social media marketing platform Curalate . ‘They actively encourage customers to share their brand-oriented experiences and amplify those experiences by weaving them into their own marketing initiatives.’”.
Warby Parker’s Twitter feed recently capitalized on some once-in-a-lifetime UGC during the Great American Eclipse. The eyeglasses start-up (now giant) with headquarters in Nashville and NYC provided thousands of sungazers with distinctive turquoise eclipse glasses and viewing boxes and their Twitter fans gave thanks.
For-profit businesses, educational institutions, NGOs, the public sector, nonprofits, and social movements can all benefit from user-generated content. Here’s how:.
It helps to build trust.
It increases engagement and time spent on your site or social media platform.
It keeps your stakeholders happy and makes them feel like they’re an important part of the conversation.
It taps into the need for your audience to speak and to be heard. It gives them a voice.
It provides an opportunity for people to connect with like-minded individuals and helps to build a bigger, stronger, more unified community.
It helps you reach a wider audience.
It paves the way to finding the right influencers, at the right time, on the right channels.
It increases your brand’s search engine rankings, credibility, and online visibility.
It’s peer-generated, which makes it a more trustworthy source than in-house content.
Marketing Land writes “The utility of UGC then transcends individual marketing campaigns and can send a consistent message at every touch point where your customer interacts with your brand. The result is a greater likelihood of increased social engagement, higher conversion rates and better ad performance.”.
If that’s not enough, take a look at these stats provided by HubSpot :.
71% of companies use customer collaborations for market research ( Aberdeen ).
64% of companies state the brand community has improved their decision-making ( Innsbruck University ).
53% of Americans who follow brands on social are more loyal to those brands ( Convince & Convert ).
By now you’ve realized that UGC includes any story or piece of content shared by an individual that isn’t a paid member of your communications team. While the clearest example is content that spreads through social like wildfire, it can also include product reviews, user-generated video (like the ever-popular unboxing videos), or blogs.
Take a look at this video by Unboxingsurpriseegg with a staggering 850,487,292 views (and counting)! Talk about great advertising for Play-Doh’s Ice Cream Cupcakes playset!
Regardless of the platform or form, people use this kind of content to inform and to help them make a decision about buying something, joining a movement, subscribing, or making a donation.
Two current social movements demonstrate the mighty power of UGC: the Women’s March and Black Lives Matter. Both of these movements started out as hashtags and have become powerful voices in American and global culture. Thanks, in large part, to UGC. Get this: #BlackLivesMatter has nearly 6 million posts on Instagram. The Women’s March organizers wisely decided on easy and memorable hashtags #WomensMarch and currently have more than 1.4 million posts on Instagram and dozens of moving videos on Facebook , like this one, from DefineAmerican .
If you’re looking for a for-profit example, look no further than the shoe, clothing, and accessories company, TOMS. Founded in 2006, the TOMS brand is built on its one-for-one mission. In 2007, the company launched the annual “One Day Without Shoes” and in 2016, the company was able to donate nearly 30,000 shoes to children worldwide.
Of the worldwide event, Marketing Week reported, “ODWS engaged more than 3.5 million people on all social media channels, with the #WithoutShoes hashtag producing 17 million impressions across TOMS’s own social platforms and 62 million impressions in total. This engagement was measured using customer experience management platform Sprinklr, which aggregates interactions on Facebook , Instagram and Twitter by campaign. The single day’s activity secured more than 250 media placements. ODWS is also seen as a good way to attract wholesale accounts. Many independent retailers support the event, including Fabulous Kids in Cornwall, which saw a 1,000% uplift in sales after the owner baked TOMS themed cakes and asked all her customers to post on Instagram.”.
Wisely, the socially-minded retailer doesn’t limit the UGC to special events. The TOMS Tribe gallery invites TOMS devotees to model their tootsies to the world.
At this point, UGC is probably sounding (and looking) pretty amazing. Realistically, you won’t strike UGC gold overnight, but here are some sound tips courtesy of HubSpot for turning your customers into your biggest brand advocates:.
Promote your community to attract new members.
It makes sense that the folks behind the wonderful online food community, Food52, would make delectable use of UGC. They routinely feature content, community picks, and crowd-sourced recipes. Their recent #f52tomato campaign on Instagram targeted their users’ passion for heirloom tomatoes. The resulting UGC looks like this:.
It just makes you want to step out into the garden, doesn’t it? Or, at the very least, eat your computer. .
What Are Some Challenges that Come With User-Generated Content?
It takes time to build an empire and there are plenty of challenges to creating a successful online community. While it’s a cost-effective and potentially game-changing approach, marketers need to understand that UGC isn’t as easy to control as content that you produce in-house. Before you launch a UGC content campaign, make sure that your brand is strong and that your users love what you’re doing. Remember, it’s their content, not yours. So whether it’s good for your brand or not, it’s out there.
To be successful, you’ll need a communication, marketing, or community manager who can keep users happy, engaged, and sharing high-quality content. Look for a team member or agency that can come up with some creative UGC ideas and keep content on-point.
Finally, as with any meaningful content marketing effort, creating a successful community of users and curating beautiful UGC takes, time, resources, expertise, and ongoing commitment to the cause!
A version of this post first appeared in 2017. It has been updated to reflect current trends and emerging strategies.
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