

Guide on Leveraging User-Generated Content to Boost Your Business

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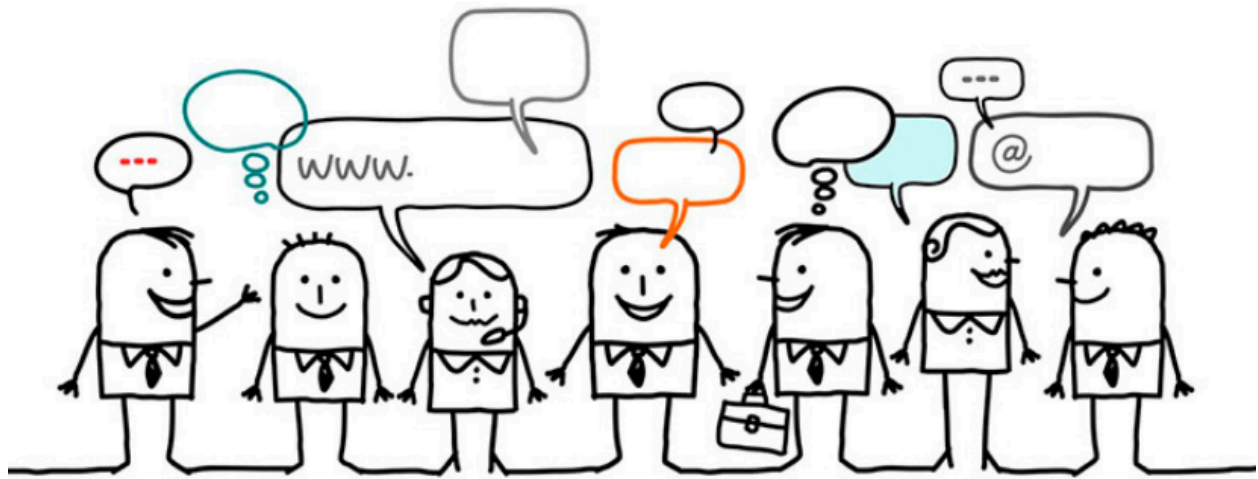
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Introduction



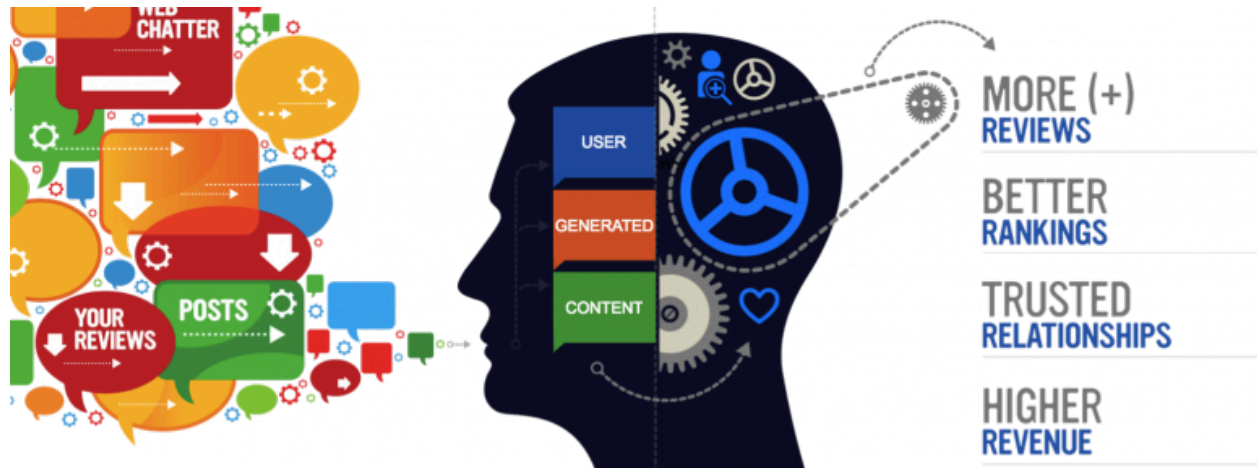
Who can know the agonies of your customers better than your customers! This is why whenever you use content originally generated by your customers your curation resonates with shoppers for sure. Curating and sharing user-generated content is ought to validate your business even more. Many successful crowdfunding companies are a great example for how and why user generated content can work wonders for you.

Besides, you need not bear the hassles of creating creative content or developing thrilling product shots all the time. You can simply accomplish such goals through the user generated content. In fact, determinedly collecting user generated content is not a bad idea.

For instance, by running campaigns with specific hashtags, while you can aggregate a lot of content for your marketing material on the one hand, users feel valued on the other when you share content giving credit to them. In short, while your prospects get to see your product you build better relation with your current customers.

Not every customer shares the product evaluation with their friends or relatives all the time and that by igniting a conversation among your current customers for user generated content, you actually fuel word of mouth marketing to happen for you. With user generated content customers themselves spread the word about your offerings by posting online and sharing on social media. So, this how you didn't do much but an organic buzz is created about your products all around the online world among your potential customers.

How to leverage UGC to boost your business



Up till now in this eBook we talked about how user-generated content (UGC) drives your marketing strategy however now we will talk about the main purpose behind reading this eBook i.e. how to leverage UGC to boost your business.

Here are 3 ways you can use UGC to your advantage and make your marketing campaigns more result specific.

1) To Build your prospects 'trust in your business

You can easily build shopper's trust in your brand through user generated content like customer reviews and pictures. They provide relevant information to your potential customers and authentic answers to their queries that may otherwise thwart them from making the purchase.

Talking about your online store, you can include user-generated content all over such as your homepage, product pages and the checkout page. It makes shoppers more comfortable in making the purchase if you answer their exact queries with genuine customer experiences.

Allowing your current customers to converse on social media with your potential customers by asking them for reviews, you not only provide social proof for your brand and your product to your potential customers leading to conversions but also increase customer retention by making your current customer feel valued.

2) To intensify efficacy of your social ads

Like we talked just now how user-generated content give social proof for your business and builds trust with potential customers. Now, these social proofs also help you in intensifying the effectiveness of your social ads.

You employ social ads to widen your reach and influence the purchase intention of your target audience while they are hanging out on social media. Your branded content might not catch their interest all the time however using social proofs like customer reviews & photos in your ads is likely to establish a relevant brand image in the minds of your prospects bringing more shoppers to your virtual outlets.

Talking about the numbers a recent report generated by Yotpo revealed that while user-generated content increases click-through rates for Facebook ads by 300%, it leads to a 50% drop in both cost-per-click and cost-per-acquisition.

3) To improve visibility in search engine ranking pages

User generated content (UGC) coming up in search engine ranking pages (SERP) for your business distinguishes your business from all other that come up with yours in SERP. UGC like customer reviews and pictures not only catch the interest of the searchers but convert them to your customers and bring in more reviews from them in the end.

Whether these are paid ads or your search engine marketing campaigns, employing user-generated content improves and boosts your search listings making it more compelling for searchers to click through.

Five Most Common UGC Blunders



Executed the right way, user-generated content (UGC) campaigns by boosting not just conversions but also the visibility and traffic for your website pays you for even a single minute that you have invested in making it happen. However, while there are great examples of effectively carrying out UGC campaigns, there are a few common mistakes rather blunders that may thwart you from reaping the UGC actual benefits.

Here are five most common UGC blunders for you:

Blunder#1: Not Seeking Permission Before publishing UGC

Never forget to seek permission before you upload any user generated content anywhere. Not just that! Make it clear in advance that the content might be reused in other marketing channels as well. For instance, the content that is uploaded and shared on social media might be used in pay-per-click ads also.

Blunder#2: Not Reusing the UGC

It is always a good idea to reuse great customer content that generated the most engagement as many times as possible. In fact, make a compilation of such content and use them wisely wherever required in your future campaigns. It plays a pivotal role in increasing click-through rates especially for your social ads on Facebook and Instagram.

Blunder#3: Not representing the community properly

While you build trust with your potential customers and influence their purchase intent through authentic user generated content your past buyers who have been your brand proponent by

giving you positive reviews feel valued. However, the same thing can impact wrongly if you have not represented your community well. And, as we talked before while seeking permission for the UGC upload clearly mention that how and where you are going to present the piece of content on the web.

Blunder#4: Not maintaining the conversation momentum

The fact that user-generated content and customer engagement are reason for one another to happen, you can't let the conversations to fade at all. Rather, you should keep stimulating the conversation by encouraging your audience for further activity and responding them on time.

It is not hidden from anyone as to how helpful genuine communication between you and your customers happens to be in reinforcing your relationship with them and boosting the brand loyalty. Stay alert towards hashtags and mentions of your brand in order to respond to them on time. Same should be done in case of queries by the customers.

Blunder#5: Not staying aligned to your Audience

It's true that creativity makes your UGC campaigns appealing. However, posting anything and everything without relating to your brand identity won't do much good and that if you want as much customer to participate in your UGC campaign make sure it's around your brand story so that your customers can relate it to. Find out what is that makes your customers love your product the most and plan your campaigns around that.

Top Five UGC Best Practices:



Through UGC you ignite conversation among your past buyers & potential customers and increase engagement with your brand while letting the word of mouth marketing happen for you. UGC helps you convert prospects into customers and customers into brand advocates.

There could be many ways you can utilize UGC for your business however here are top 5 UGC best practices for you.

#1: Showing customer reviews & testimonials to your buyer while he/she is in the research stage!

“It compels researchers to go to your online/offline outlet by giving your offerings an edge over others coming up in the search results.”

#2: Raising your customers’ spirits to be as creative as possible by asking them to put photos and product illustrations!

“Customers’ creativity will help you present your product in as engaging way as it could be.”

#3: Making use of related reference points while using social pictures!

“It helps you illustrate your product better and your customers to know your product better at the same time. For instance, while showing jewelry or accessory,

you can illustrate it better by showing somebody actually wearing it, it will help your customer visualize how it will look like on them.”

#4: Presenting detailed reviews featuring the product better with the product display!

“When you see something online and when that comes in front in real, there may be a difference and such thoughts might keep your potential customers from buying. However, detailed reviews featuring the product by the customers ease your prospects and positively influence their purchase intent by giving them assurance of how the actual product looks like.”

#5: Asking past buyers to address the most common customer pain points related to the product in their reviews!

“There are specific customer pain-points related to every product and if you ask your past buyers to address those metrics in their product reviews, they happen to be the most relevant information for shoppers and build better trust with your brand.”

Conclusion

Plan Your (User-Generated Content) UGC Campaign



Your happy customers can be one of the most valuable resources for your marketing campaigns. It is always a good idea to ask them for product reviews, testimonials and for all sorts of user-generated content that can be.

Sharing those with your potential customers not only build trust with them but also mentioning your current customers while doing so make your current customers feel more valued increasing customer retention for you. So, on the one hand while you are making more sales, on the other you are getting more repeat customers.

By making your marketing mission more relevant and relatable to your prospects, user-generated content holds a power of creating an organic buzz about your brand and the business. So, plan you UGC campaign now.

