



The ultimate 2020 guide to:

User Generated Content

Attention Viewer!

**All of the user generated
content in this document was
generated through Trend.**

**To generate UGC of
your own, visit
www.trend.io**

What is User Generated Content?

User Generated Content (UGC) is any piece of content created by a user and shared on a digital platform.

All UGC types share a common thread — they are proven to be highly influential in the purchasing decisions of the potential buyers.

UGC conveys authentic experiences with a brand's products or services from real customers, which boosts brand credibility.

CUSTOM, ON-BRAND CONTENT NEEDED!



Content Needed
For Brand



Content Needed
For Brand



Content Needed
For Brand



Content Needed
For Brand



Content Needed
For Brand



Content Needed
For Brand

An average of ***60 million*** images are posted on Instagram each day.

This makes UGC a scalable opportunity for brands to market products, recognize fans, and drive sales.



@girlandtheworld

For Target

Why should brands use UGC?

Consumers now influence their family and peers more than ever. Those referrals are an inexpensive and effective way to quickly expand a customer base.

Customers who have positive experiences with brands are motivated to share those experiences via UGC.

User Generated Content has become the go-to approach for authentic, authoritative marketing. It creates key opportunities for brands to connect with current and future customers.

@Stylemiapia
For arialattner





48%

of marketing professionals that believe content created by customers can help humanize their marketing.

70%

of consumers trust online peer reviews and recommendations more than professional content and copy.

86%

of millenials say that UGC is a good indicator of the quality of brand.

93%

of consumers find UGC to be helpful when making a purchasing decision.

86%

of businesses are utilizing UGC as part of their marketing strategy.

More reasons to use UGC

- 1 It encourages an authentic relationship between a brand and customer.
- 2 It promotes future engagement and strengthens brand loyalty + customer trust, **which drives sales.**
- 3 It gives brands an opportunity to gain insight into how their brand is perceived and shared amongst customers and social media influencers.
- 4 It's a great way to showcase your customers while promoting your brand's product/service.
- 5 It saves time in creating content and encourages repeat UGC behavior by current and future customers.



@Mindbodyrose

For Bright Cellars



The power of UGC

When customers realize a brand is seeing and seeking out content to repurpose – they will create, share, and aim to catch the brand’s attention with hopes of their content being featured in some capacity by the brand.

Take advantage of UGC and use it across any and all channels.

Online reviews were a revolution in brand success and customer trust when they were first introduced.

Now, they’ve become a staple that paved the way for the next paramount tool for the success of any brand: User Generated Content (UGC).

@Stephanychau

For Ohi Superfood Bars

UGC

VS

Branded Content



Today's consumers are digitally savvy, and more informed and skeptical than ever about traditional advertising methods.

Ad blockers are becoming more prevalent, and consumers are able to easily identify ads from non-ads.

There is a true NEED for authenticity amongst consumers.

“Clickbait”, retouched, and over-processed campaigns have been called out, and the shift to an understanding and appreciation of UGC is in full effect.



UGC is **5x** more likely to
influence a conversation than
professionally produced content

This is because UGC is seen as
more authentic, relateable, and
speaks to your target audience



@Nicolexashleyy
For Athletic Brewing



Millenials & UGC 🥰

Millennials will soon have the most purchasing power of any generation in history, and guess what? They don't respond to traditional advertising the way older generations do.

To reach them, brands need to use content this generation instinctively trusts and engages with UGC.

86% of Millenials think that UGC is a good indicator or a brand's quality. They trust UGC 50% more than other media.

84% of millennials agree that even UGC from influencers affects what they purchase.



@Kellz_glasser
For Bubbl'r

How to Get UGC from customers

To begin collecting UGC from your customers, encourage them to share their photos. Let them know that you're excited to see their captures, and hear about their experiences.



Most consumers will assume that brands will not see their posts – surprise them by commenting, liking, messaging, or even sharing their photo.

Giveaways on social media are also a great way to encourage UGC. Everyone likes a little reward!

Where to use UGC

Consider using UGC in emails to your customer base, in ad campaigns (especially on Facebook and Instagram), in marketing collateral, and on your brand's website.

You should, of course, ask for permission before using your customer's photos, but most will be flattered by the opportunity and will surely share the news amongst their peers!

This sort of interaction with customers will strengthen their bond and brand loyalty.



Benefits of a UGC Campaign

If your brand needs input on new product names, package designs, recipe ideas, or product launches, your current customer base could be the best place to start.

Consider running a User Generated Content campaign by asking your customers to submit or post their ideas, stories, experiences, etc.

By engaging customers, a brand gives their fans a sense of ownership and attachment.



Partner with Influencers for High-Quality UGC

Influencers are creating and sharing a large amount of UGC for brands, destinations and restaurants – and their followers are listening.

Let's debug one big misconception: You don't have to set a huge budget to begin acquiring quality UGC from Instagram influencers.

Tapping into opportunities with Instagram influencers can increase your stack of creative material to use in your marketing efforts.



You don't have to set a huge budget to begin acquiring quality UGC from influencers.

Using a platform to exchange a product for premium content is a great way to build up your UGC.

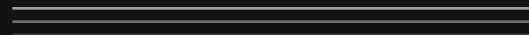


TREND

Trend is an influencer marketing platform that helps connect brands and influencers who love to create high-quality User Generated Content.

Trend has a curated network of influencers that can help scale any influencer marketing strategy for brands. With Trend, brands receive full licensing rights to content that they can repurpose for any marketing efforts.

Book a demo at www.trend.io now



***We'll get back to you
within the hour.***