

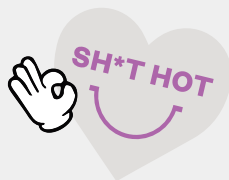


BLOG

THE IMPACT OF USER-GENERATED CONTENT (UGC) ON A BRAND'S ONLINE PRESENCE.

You've heard of user-generated content (UGC), right? It's the stuff that real people create about your brand and share online, from [Instagram](#) posts to Tripadvisor reviews. And let me tell you, it can have a seriously awesome impact on your online presence.

UGC is like a digital high-five from your customers. When they create content about your brand, they're showing off their love and enthusiasm for what you do. And that kind of social proof is gold for your marketing efforts.



HERE ARE A FEW WAYS UGC CAN IMPACT YOUR BRAND ONLINE

Boosted Engagement: UGC tends to get more likes, comments, and shares than brand-created content. People love to see their own photos and stories featured by their favourite brands, and that means more engagement for you.

Increased Trust: When your customers create content about your brand, they're vouching for you in a way that no ad ever could. This can help build trust and credibility with potential customers who are still on the fence.



Free Marketing: UGC is like free advertising. When your customers create content about your brand, they're promoting you to their own followers and networks. And that kind of organic reach can save you big bucks on traditional advertising.

Unique Content: UGC is often more creative and unique than the content your brand creates in-house. This can add variety to your online presence and help you stand out in a crowded digital landscape.

HOW TO GET THE UGC BALL ROLLING

But here's the kicker: you can't just sit back and wait for UGC to happen. You need to actively encourage and facilitate it. Here are a few tips to get started:

1. Create a branded hashtag that customers can use to tag their photos and stories.
2. Feature UGC on your [website](#), [social media channels](#), and other marketing materials.
3. Run UGC-focused contests and [giveaways](#) to incentivise your customers to create content.
4. Engage with your customers and thank them for their contributions.



SO IT'S OFFICIAL, THE SECRET IS OUT...

User-generated content is the ultimate hack to take your brand's online presence to the next level! Let your customers do the talking and watch the sparks fly. [Get in touch](#) today if you need a little extra help getting that UGC ball rolling!

If you want to save these handy tips for later, download our PDF here!

