

Naturally GOOD



3:00pm - User Generated Content: Turning Customers Into Advocates

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webprofits

The Power of UGC

Turning Your Happiest Customers into Brand Advocates

Kath Chalhoub



A little bit about me...

Kath Chalhoub

HEAD OF CREATIVE + SOCIAL

-
- Joined Web Profits' Social team June 2012
 - Collaborate daily with Australia's most talented creative thinkers
 - Passionate about storytelling, specialising in developing brand narrative
 - My personal purpose: **To evoke human connection.**



Today's talking points

- What is UGC + Why does it matter?
- How do I get customers sharing UGC?
- Harnessing the power of UGC
- Key takeaways

THE QUESTION

**What is UGC and why
does it matter?**



What is it?

UGC is content created by your customers, sharing their stories or experiences of who you are or what you do.

- Imagery, video or voice recordings
- Stories or testimonials
- Recommendations or (rave) reviews



Why it matters

Today's customer is:

- Digitally savvy, and aware of how brands overtly market through paid media.
- Comfortable with rapidly evolving technology and capable of finding information quickly — meaning they can call out BS a mile away.
- They will always research a brand after hearing or interacting with it across digital, before buying the product.
- Aren't a passive audience — they're going to question brand messages and look for proof to back up claims.

In the buying world of today's
customers...

**78% are more
interested in seeing UGC
in place of highly branded
content, in the belief that it's
more authentic.**

Our challenge as
business owners + marketers...

**Building brand
credibility in a landscape that
demands genuine experiences
from real people.**

THE QUESTION

**How do I get
customers sharing UGC?**



#thegrounds

109,288 posts

Follow

Top Posts



Tactic 1

Create A Branded Hashtag

Why

A branded hashtag collates content in a way that's easy for your customers to share it and simple for you to find it.

Keep it short, sweet + relevant (like all things) and ensure you promote it across all your paid + earned media.

Tip

Give your customers a clear CTA on where to use it and give them a reason to – sometimes the simplest way to get what you want, is to ask!

Live example : [@thegrounds](#) with [#thegrounds](#)



#bellamysfoodie

466 posts

Follow

Top Posts



Tactic 2

Excite with competitions

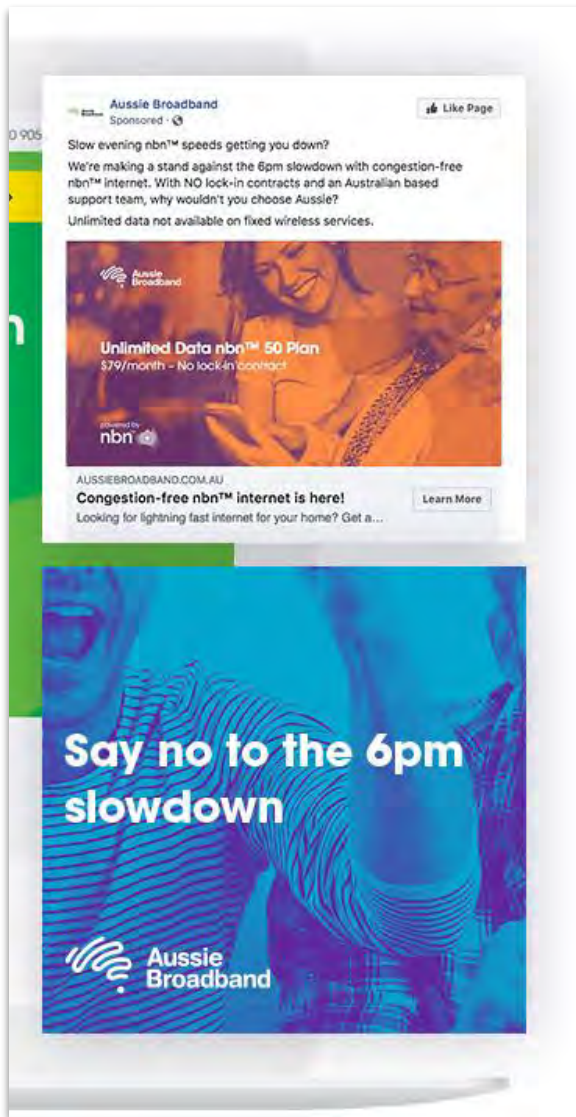
Why

Giving people a **reason** to engage positively with your brand is an awesome way to gain momentum and initiate a two way exchange of positive experience and ongoing interaction.

Tip

Repurposing the experiences you capture throughout your marketing will fuel others to do the same – everyone wants their 15 minutes!

Live example: [@bellamysorganic](https://www.instagram.com/bellamysorganic) with the [#BellamysFoodie](https://www.instagram.com/explore/tags/bellamysfoodie)



Tactic 3

Entice with offers or refer a friend incentives

Compelling Stat — 77% of millennials participate in loyalty reward programs. –Aimia

Why

Similar to competitions, an offer or reward incentive gives people a reason to engage + share their stories or experiences and share the positive message with relevant target audiences (ie. their friends).

Live example: Aussie Broadband with [The 6pm Slow Down campaign](#)



An offer they can't refuse...

- XX% off first purchase
- Share your experience for the chance to win X
- \$XX off when you refer a friend
- Refer a friend to receive X
- Exclusive access to _____
- Customer Rewards / Loyalty Program
- Become our brand ambassador
- Share your 30 day experience to receive X



217 likes

koala OK, you know how we deliver in 4 hours? So you can get your active wear on, run a marathon and come back to a new Koala Mattress! Or you could, you know, NOT run a marathon, maybe go to brunch and still come back to a new bed?

Tactic 4

Leveraging the power of influencers

Why

Building strategic partnerships with like-minded personal brands or creatives is a powerful way to capture the attention of new (non-competing) audiences.

Tip

Engaging influencers with similar followings to yours means you can negotiate outside of money, with shared benefits like:

- Brand exposure + amplification
- Positive brand association
- Exclusive product insights/access
- Exclusive rights to content or events
- Shared databases
- Website traffic

Live example: [@koala](#) with the [@liiiiilia](#) with 14.8k followers (based in Syd)

Fun fact

90% of consumers say authenticity is important when deciding which brands they like and support. – **Stackla**

Focus on the three R's

1. Relevance
2. Reach
3. Resonance

Tools to help find your right fit

- [TRIBE](#)
- [Scrunch](#)
- [Collabosaurus](#)

Take it to the next level

Track the impact each influencer has on your campaign by giving them unique coupon codes or trackable UTM links.

Why

You'll re-engage only those who've made a positive impact.



Tactic 5

Make UGC the hero of your content strategy

Compelling Stat — 89% of millennials trust recommendations from friends + family more than brand claims. —Kissmetrics

Why

Involving your happiest customers in your brand narratives let's **them speak for your brand** – not you. The authenticity of real people advocating for brands speaks louder than any commercial recommendation we could put to market — and who better to speak for your brand than your happiest customers?

Live example : [@frank_bod](#) with [#thefrankeffect](#)

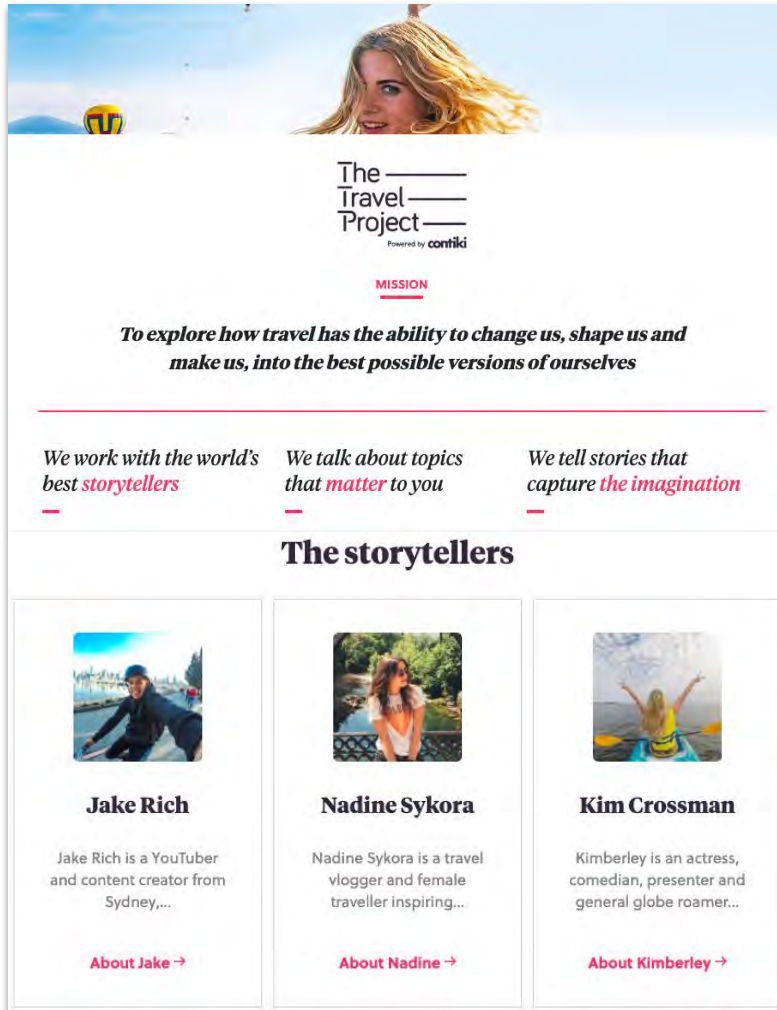
WHAT TO DO WITH IT ONCE YOU'VE GOT IT

Harnessing the power of UGC

Placement

Where you'd integrate
UGC captured

- Developing a designated content hub
- Social, blog or website content
- Paid media (eg. Social ads)
- Throughout your email marketing campaigns
- Product labels and packaging
- Events (both partner and your own)
- In-store, if you're bricks and mortar
- Traditional media like TV, radio, editorials or pamphlets
- Billboards + out of home banners



Example 1

Developing a designated content hub

Why

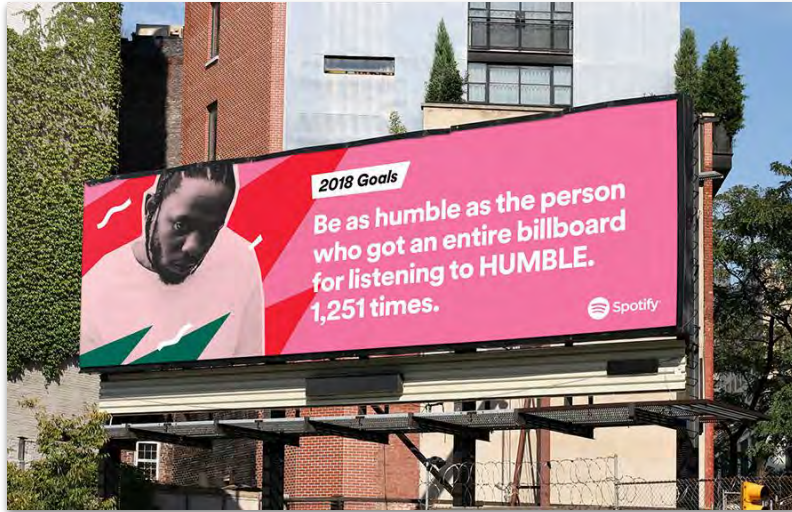
Leveraging the real life stories + experiences of happy customers allows them to speak for your brand – not you.

It involves them in your story and creates a community of storytellers and content sharers.

Live example : Contiki with [The Travel Project](#)

Results

- The brand saw **bounce rates slashed by 30%**
- Site **sessions increased by 45%**
- And **3x the eCommerce transactions** through this campaign alone.



Example 2

UGC as out of home banners or billboards

Why

Share the message with the world and tell a compelling story with the data or information shared by your customers.

Live example : Spotify, [Data Crunch campaign](#)

From Spotify's CMO...

"The ads work so well because music is such an emotional experience, and data about our listening habits, on the macro level, taps into our collective mood."

– **Spotify CMO Seth Farbman.**



Example 3

Website imagery

Why

Stylised user snaps of your product in use across the globe can speak volumes of your brand's reach and inspires customers to think of it in ways perhaps, that it's not been before.

Live example : Burberry, [Art of The Trench](#)

Burberry's Message to Customers

Art of the Trench is a living document of the trench coat and the people who wear it.

The project is a collaboration between you, Burberry and some of the world's leading image makers.

The voices of the your brand

Your Customers

Step 1

Capture real stories from
real customers across
digital channels.

Step 2

Amplify positive stories +
product experiences.

Step 3

Use real life customer
stories to remarket to new
+ existing customers.

Key takeaways



- Create a branded hashtag that people can reference, ongoing
- Give people a reason to share their experiences with you
- Capture the hearts + minds of new audiences through strategic collaborations with like-minded influencers.
- Make your customers the hero of your brand narrative

Helpful Resources

Scrunch	Reach your ideal consumer with data-driven audience insights and a powerful technology platform to make influencer marketing magic.
Tribe	Create Your Campaign in Minutes. Receive Content in Days. Complete Your Campaign in Weeks. 50,000+ Influencers. 10,000+ Campaigns. As Featured on TechCrunch. Types: Content Creation, Influencer Marketing, Content Licensing.
Collabosaurus	A marketing tool that connects brands for clever collaborations & partnerships. Collabosaurus is the matchmaker for business.
Yotpo	Accelerate growth with a full suite of solutions for customer reviews, visual marketing, loyalty programs, and referrals
Peazie	Interactive digital experiences that engage audiences and capture opt-in data, published across any social channel. This service offers a really customisable opportunity for your to share a brief with the Peazie team and reverse engineer the creative strategy, based on your campaign goals.
Sumo	Sumo is a suite of email capture tools that allow you to optimise a website and/or blog and prompt an action through the use of website popups, scroll bars and title bars. You can also split test these against each other to see which formats perform best for your website and user audiences.



Let's connect!

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thnx

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