

A person is sitting cross-legged on a white bed. They are wearing a white long-sleeved shirt and light-colored jeans. Their right hand is on the trackpad of a silver laptop, and their left hand is holding a white smartphone. A tablet is propped up in front of the laptop, displaying a blue and white grid. The person is wearing a brown leather watch on their left wrist and a silver bracelet on their right wrist. The background is a plain white bedsheet.

# The Use Cases of UGC





Welcome to *The Use Cases of User-Generated Content (UGC)*, an idea guide for marketers looking to create or expand their user-generated content programs.

At Pixlee, it's our job to help brands improve their marketing with UGC. We've seen brands collect and promote their UGC in plenty of innovative ways. We've also measured each and every customer campaign we've run—and know what works and what doesn't.

Here we offer proven tactics to help your business spread brand awareness and encourage brand engagement by incorporating UGC into your marketing mix.

# Why should my business use user-generated content?

**User-generated content** *[yoo-zer jen-uh-reyt-ed kon-tent]* noun.

Any form of visual media that is created by users of an online system, made accessible via social media.



### **Generates Trust**

Social media is the next word-of-mouth.

Consumers are 92% more likely to trust recommendations by people they know over other forms of advertising (Nielson).



### **Increases Conversion**

Businesses that use customer content on their marketing channels see higher conversion, click-through rates to product pages, and average order values.



### **Amplifies Brand**

UGC creates a two-way dialogue and allows brands to directly engage in real conversation with customers on social. 80% of a marketing campaign's reach comes from social amplification (Ogilvy).



### **Supplies Content**

High quality visual content is being generated everyday by consumers. Your UGC is a limitless pool of content that resonates with potential customers and keeps your marketing campaigns fresh.

Keep reading to learn more. We'll help you celebrate customer stories and discover what's possible when you market with the voice of your own customers.





# Table of Contents

In this idea guide, we'll walk you through our best practices on how to collect and promote UGC on...

- 5 Website Galleries
- 6 Product Pages
- 7 Contests and Sweepstakes
- 8 Email Marketing
- 9 Print and Packaging
- 10 Physical Displays
- 11 Online Advertising
- 12 Live Displays
- 13 Social Media

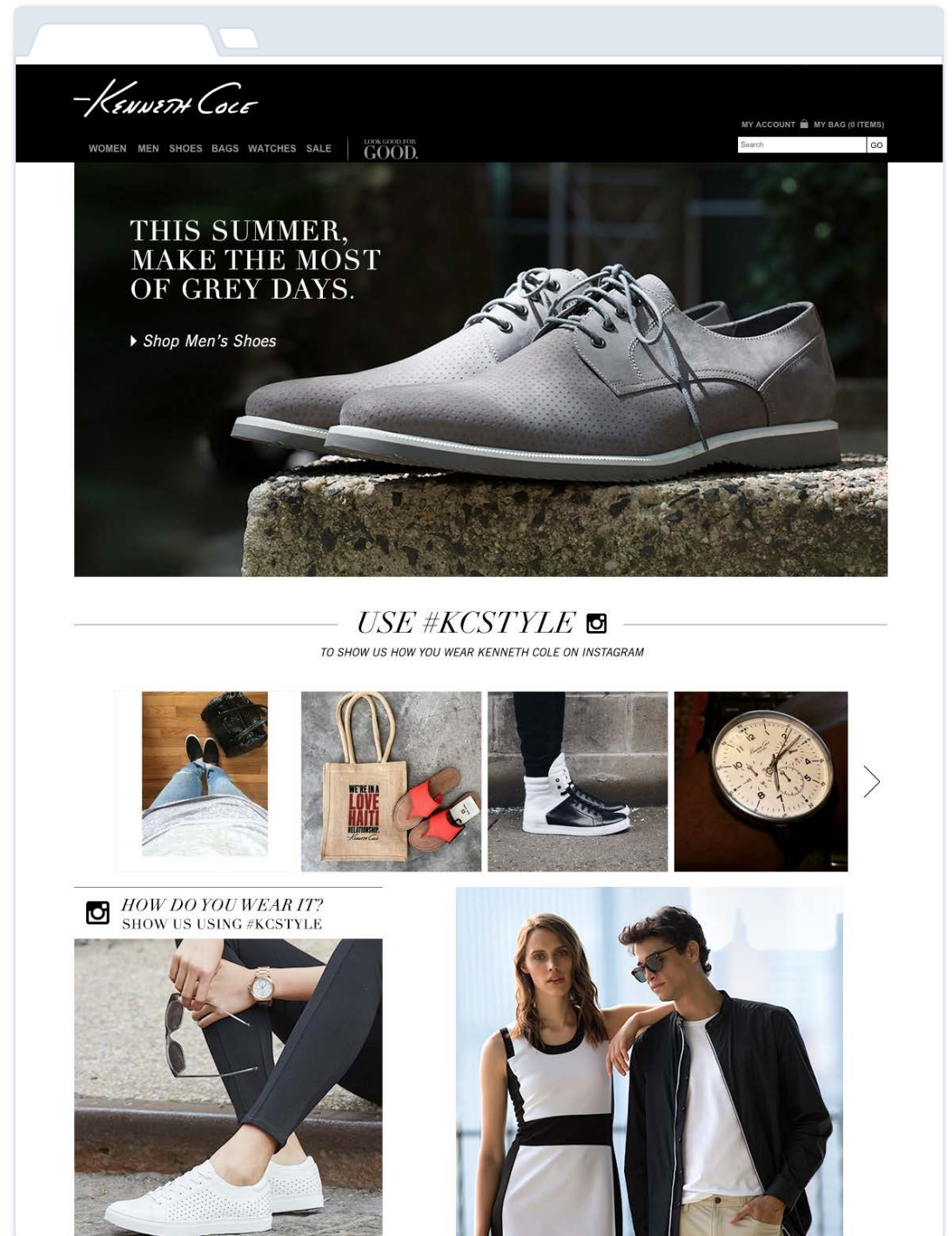
# Website Galleries

User-generated content has yielded significant results when used on a brand's owned media and ecommerce websites.

- Homepage
- Blog
- Inspiration galleries
- Team page

123% increase in  
time on site

Display customer galleries on your homepage to increase time on site by 123%.



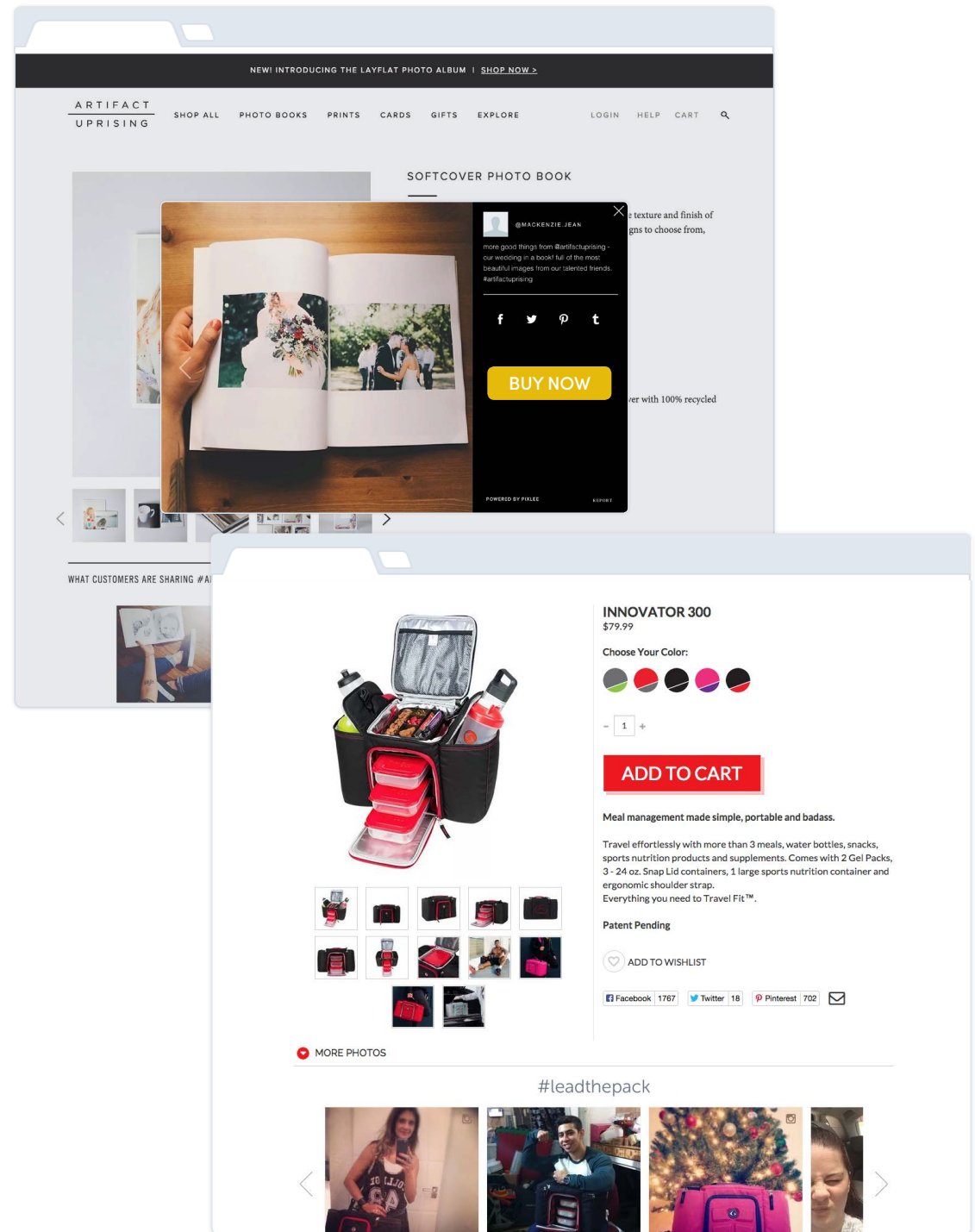


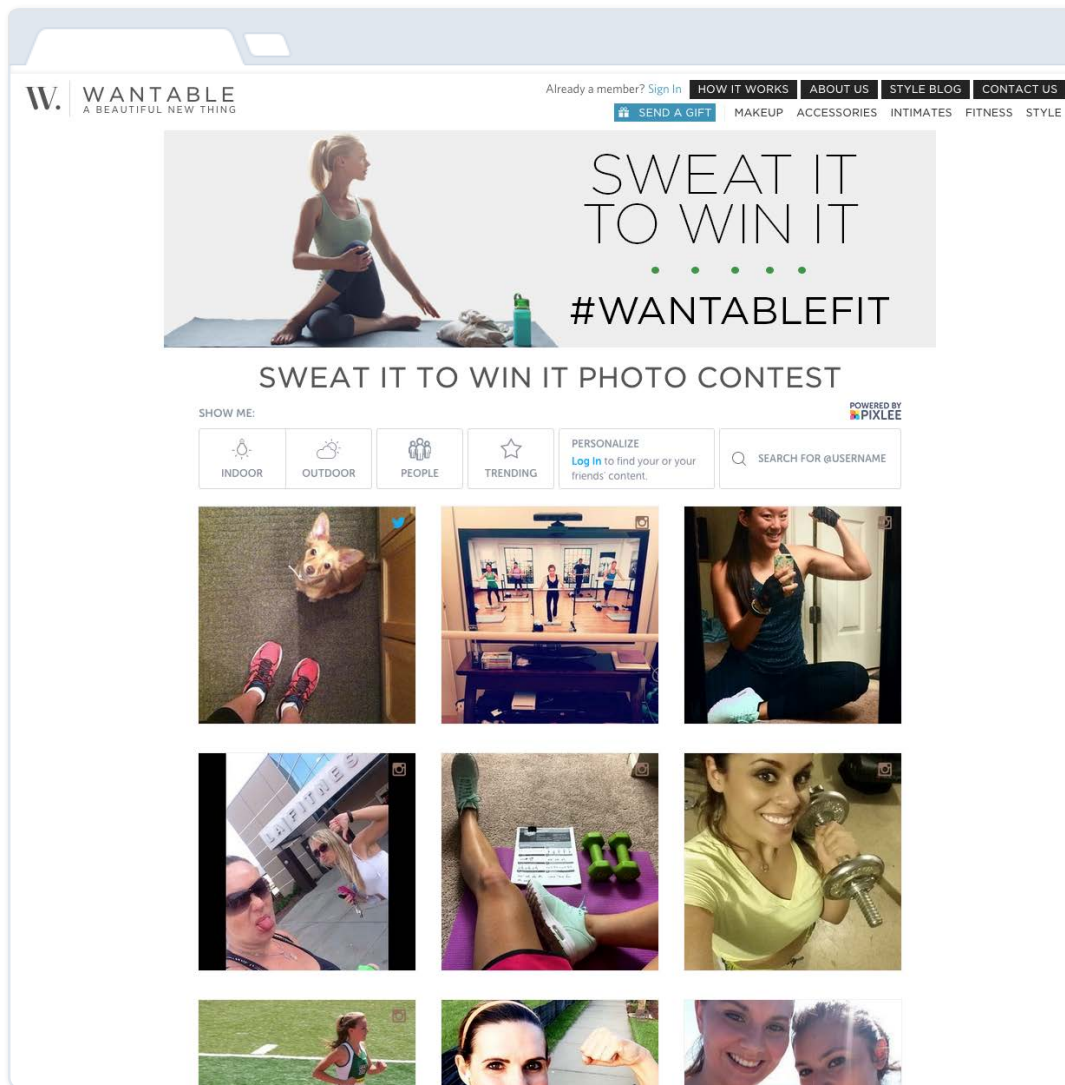
# Product Pages

Use real customer photos on product pages as visual reviews. Using real customer photos to help articulate a product or service helps drive higher conversion and creates a more authentic shopping experience for customers.

6% increase in  
site conversion

Display real customer visual reviews on product pages to increase overall site conversion by 6%.





Incentivize your customers. Customers love rewards and are more likely to post high quality content when they have the chance to win a prize—no matter how small. This could be anything from free shipping, to a special promo code, to free merchandise.

# Contests and Sweepstakes

Run a photo and video contest to give your fans a reason to submit great content and share it on social.

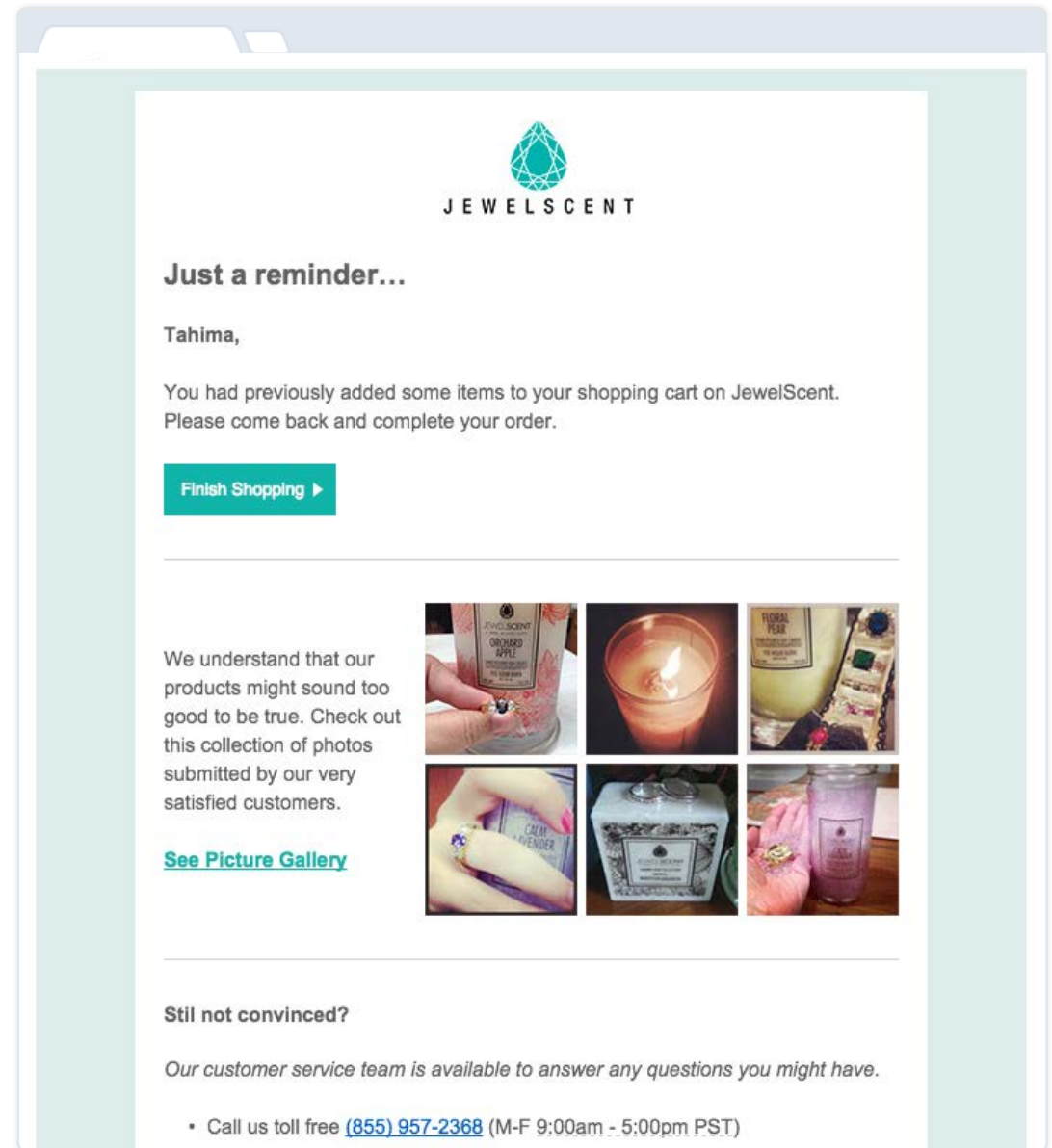
- Social media campaigns
- Photo-of-the-day campaigns
- BOGO campaigns
- Product launch campaigns

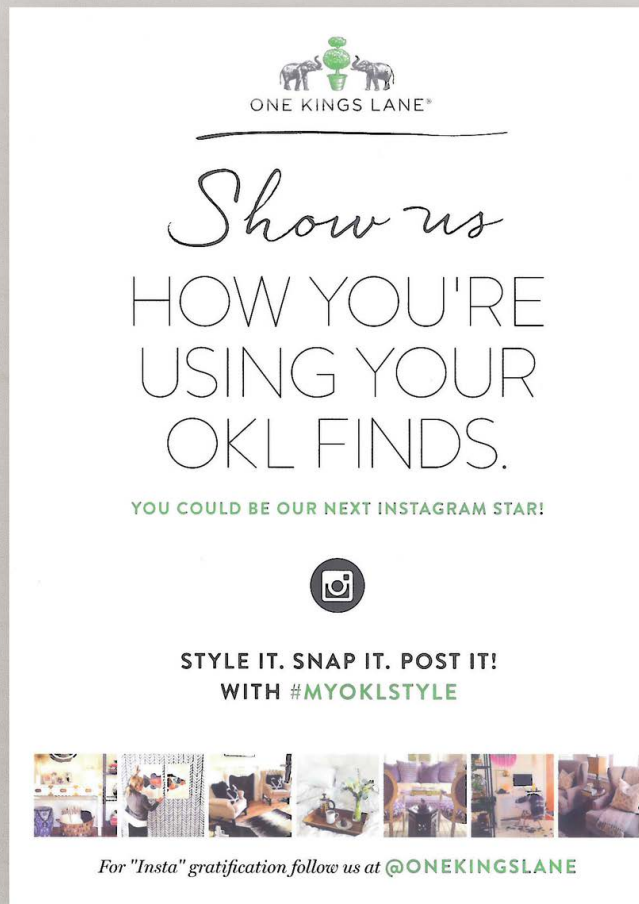


# Email Marketing

The email-ask is a great way to ask customers to submit photos of their experience with your brand. It also helps to showcase how other customers are interacting with the products they buy.

- Re-targeting emails
- Newsletters
- Sales emails
- Service emails
- Post-purchase emails
- Testimonial emails
- New product emails





## Print and Packaging

Extend the value of UGC past digital by placing it on packaging. Package inserts can be a cost effective and versatile medium for building relationships with your customers.

- Handouts
- Flyers
- Packaging
- Discount offers
- Product samples
- Thank you cards with CTA



### PRO TIP

Upsell with package inserts. A customer's purchase familiarizes you with the customer's preferences—use that insight to make targeted cross-sell inserts by incorporating inspiring UGC of other products.



# Physical Displays

Leverage your highest performing user content in advertisements to significantly bolster your print advertising campaigns.

- Billboards
- Magazines
- Handouts/Flyers



**PRO TIP**

Budget ahead for strategic paid promotion throughout the campaign lifespan. It is easy to identify your highest performing customer content, so anticipate where you might want to place UGC ads outside of your owned media ahead of time.

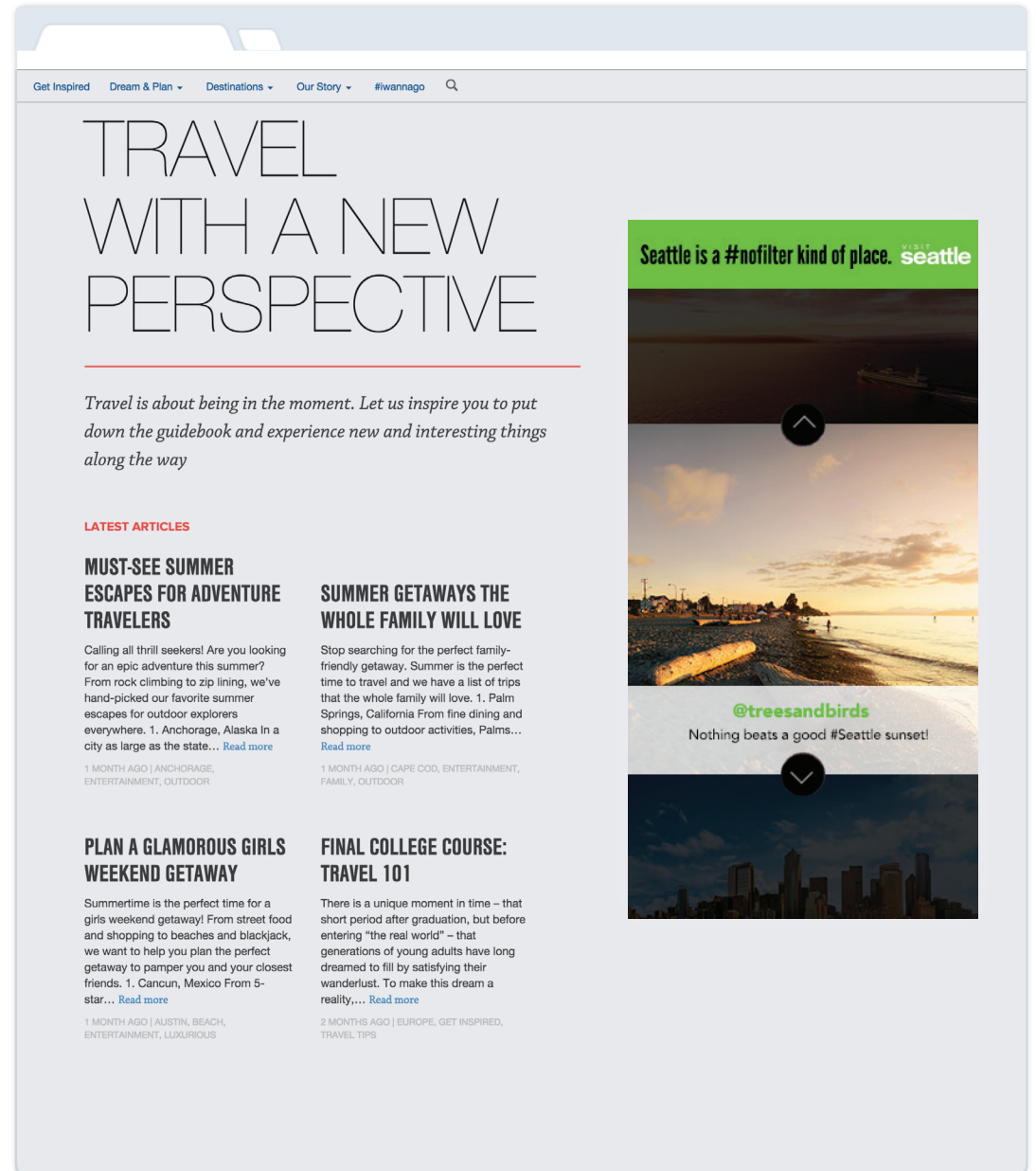
# Online Advertising

Place your highest performing user content in display ads to avoid ad fatigue and keep your retargeting campaigns fresh.

- Display advertising
- Retargeting campaigns

35% increase in  
click through

Using customer photos in display ads  
increases click through rate by 35%.







# Live Displays

Inspire customers to engage at a more personal level by featuring user-generated content in-store, at tradeshows, or during live events.

- In-store galleries
- Tradeshows and events
- In-stadium galleries



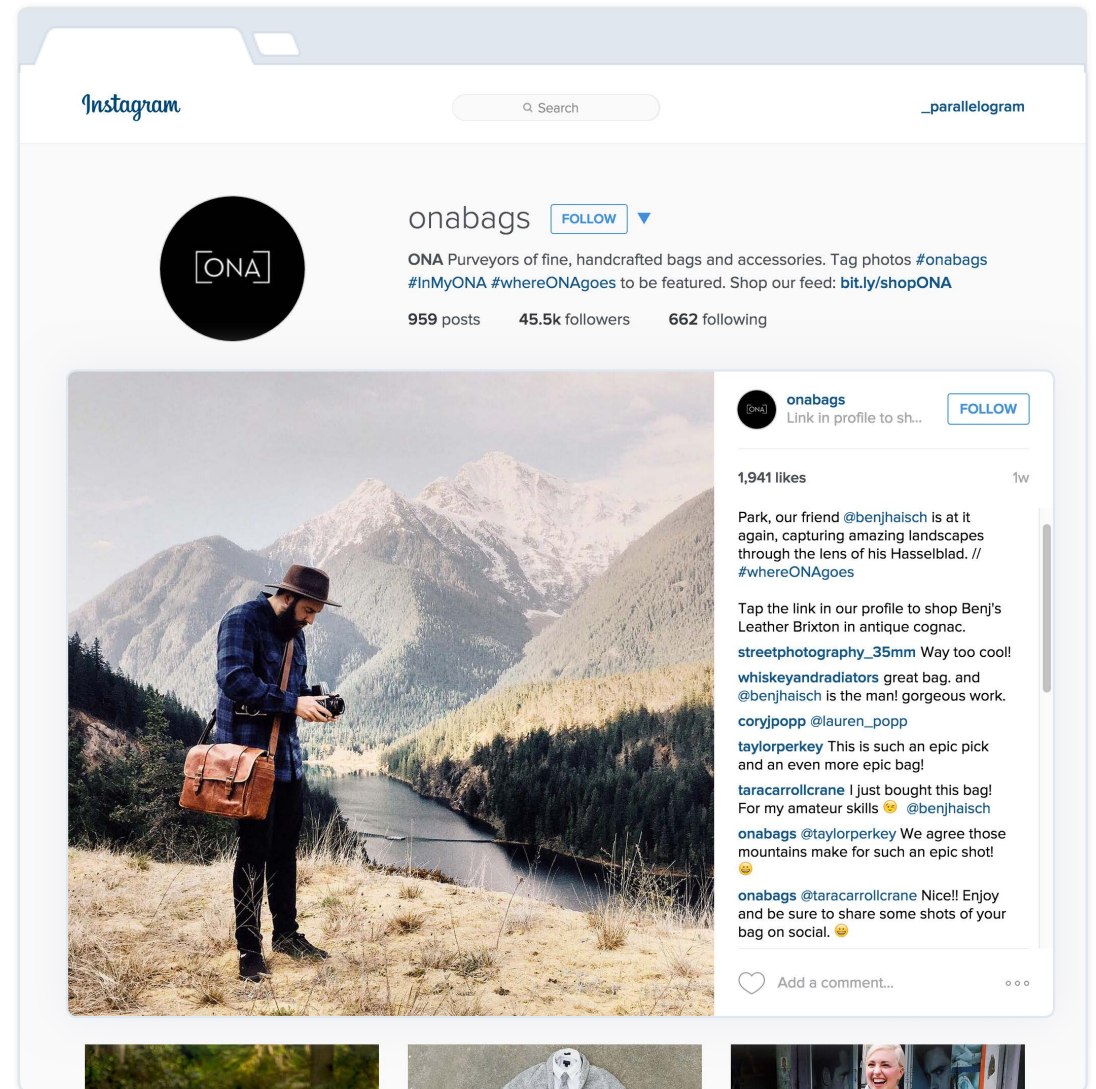
PRO TIP

Pull customer photos in real-time in order to give viewers an authentic and timely view of your brand and products on display.

# Social Media

Post UGC aggressively on your social media channels and engage in conversation between your brand and customers.

- Instagram
- Facebook
- Twitter
- Vine
- Pinterest



## 80% marketing reach

"80% of marketing campaign reach comes from social amplification" (Ogilvy).



PRO TIP

Identify your key influencers. Social media influencers create a peer-to-peer megaphone of online brand endorsement. When you find and leverage your best ones, you reach not only their audience, but their audience's network as well.





There's real value in engaging your customers with your brand through user-generated content. It's one of the easiest ways to increase brand awareness—but the value add doesn't stop there. Businesses that use content collected from their customers on their marketing channels see higher conversion, click-through rates, average order values, and engagement.

Happy visual marketing!





425 2nd Street  
Suite 602  
San Francisco, CA  
94107

pixlee.com  
hi@pixlee.com  
855.474.9533



@pixlee

Pixlee is a visual marketing platform that helps brands leverage the content generated by their customers to improve marketing.

We work with over 200 customers, including top brands such as Kenneth Cole, Converse, UGG Australia, Mattel, Charlotte Russe, Marriott Hotels, and AMC Theatres, to drive higher online conversion, increase performance of owned media, and create a more authentic brand experience.

A graduate of the Stanford StartX accelerator, Pixlee is an Andreessen Horowitz and XSeed Capital portfolio company. As a rapidly growing startup, we are constantly looking for talented people to join the Pixlee team and help us revolutionize the relationship between people and brands.

---