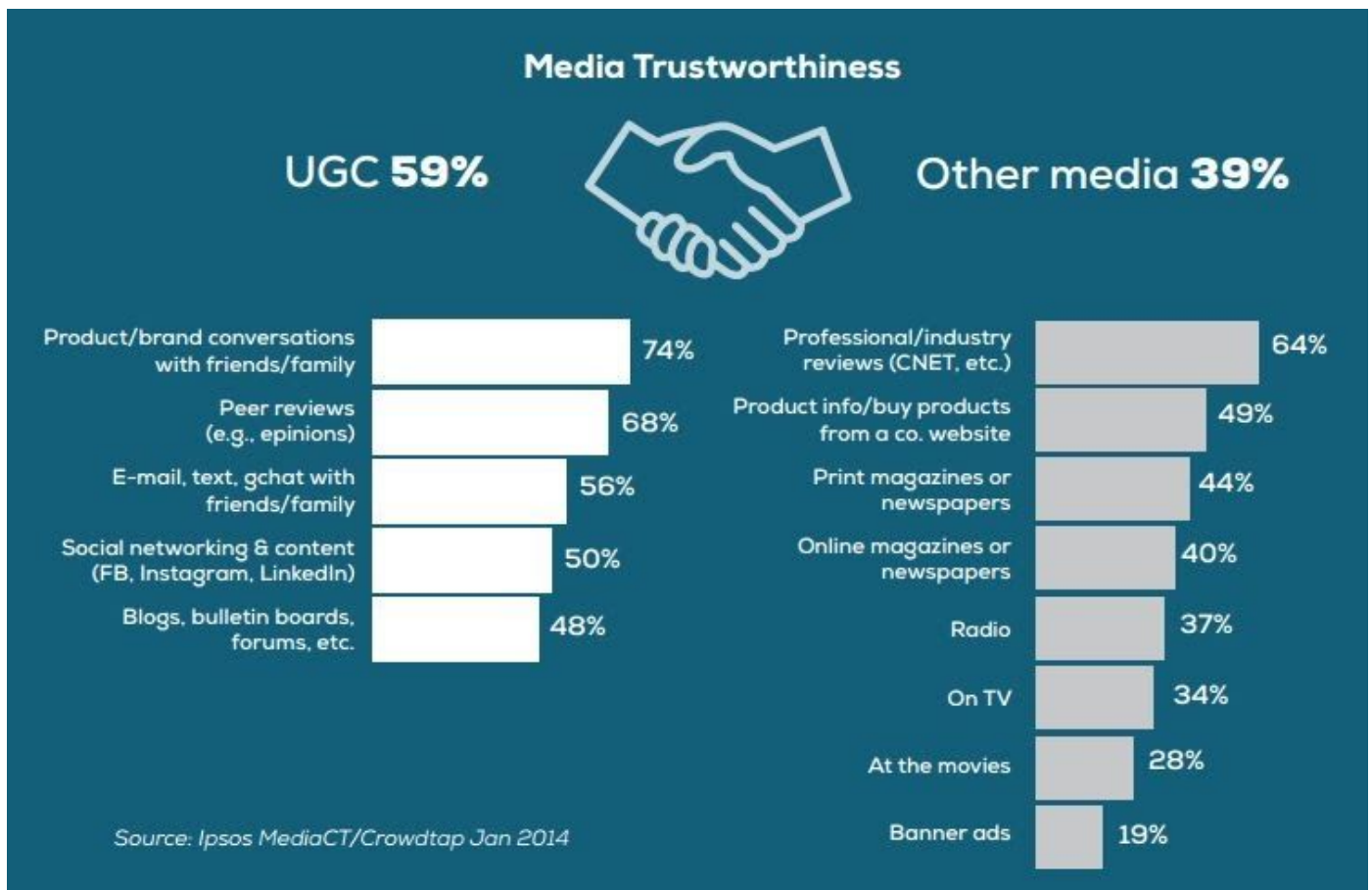


User Generated Content (Plug N Play)

Things to note:

When it comes to selling, **no one** sells your product better than the people who have already purchased it. Especially brand evangelists who are absolutely in love with your product or service!

Taking those superfans and turning their love of your brand into a form of media is one of the hacks that we believe can amplify the status of any brand. Obtaining **UGC** (User Generated Content) from your customers is a method of content creation we recommend to all of our clients.





UGC is one of the most trusted forms of content as your potential customers can relate to the content on a high level. It also helps with advertising as the content appears native and natural, like something a friend would post on Facebook.

In addition, customers of your brand can come up with reasons for buying that you haven't previously thought of!

Type of UGC:

Our favorite form of UGC? **Video!**

Video is king, and here are just a couple stats to prove that point...

- Social media posts with video have 48% more views ([HubSpot](#))
- Social video gets shared 1200% more than text and images combined. ([WordStream](#))
- Facebook in particular has over 8 billion video views per day. ([TechCrunch](#))
- Nearly 50% of internet users look for videos related to a product or service before visiting a store. ([HubSpot](#))
- Videos attract 300% more traffic and help to nurture leads. ([MarketingSherpa](#))
- Video increases organic search traffic on a website by 157% ([Conversion XL](#))
- Video is expected to make up 82% of internet traffic by 2021 ([Cisco](#))

We could go on, but the data is there!



The purpose of this doc isn't just to feed you video data, and implore you to obtain more UGC for your brand...

But, we're also going to give you a framework of questions to send to customers to ensure that your UGC video requests are top tier!

Just asking a customer to send you a video review of a product isn't enough, and can sometimes lead to interesting results. A bit of video direction usually helps to inspire your customers to make amazing content, plus it makes it easy!

Side note: We're huge believers in incentivized testimonials. Giving your product away in exchange for a quality video testimonial is essentially trading for gold. Because GREAT testimonials usually make for GREAT adverts, and GREAT adverts usually lead to...GREAT sales!

Now, you're ready to ask your customer for a video review/testimonial...what do you ask?

Creation of UGC:

Non-Negotiable Video Review Requests

First things first, the video **NEEDS** to feature your product. This sounds like a no-brainer, and with info-products it's not as necessary, but with physical goods this is a **MUST!** Be sure to include this in a note to your customer!



Additionally, we highly recommend that you get your customers to simply record the video using their iPhone. Some of the best performing adverts made from UGC are simple iPhone videos with subtitles and one or two graphical elements.

Now, ensuring you get a good video means asking the right questions!

Here are our favourite questions to ask customers:

- ➔ How did you discover (brand name)?
- ➔ What made you decide to purchase (product)?
- ➔ What has surprised you the most about (product)?
- ➔ What do you think separates (brand name) from their competitors?
- ➔ What was your experience with (product) before trying (brand name)?/How did you feel before trying (product)?
- ➔ How has (product) helped you?
- ➔ What advice do you have to someone who is considering buying (product)?
- ➔ Do you have a special message for the (brand name) team?

For some industries these all may not apply, but we can assure you that they're definitely better questions than "what do you think?"

Final Words

Overall, it is very evident to us that UGC always performs on a very high level due to a myriad of reasons and so we hope that this resource helps you create the best UGC possible. As always, if you have any questions/problems, please message us!