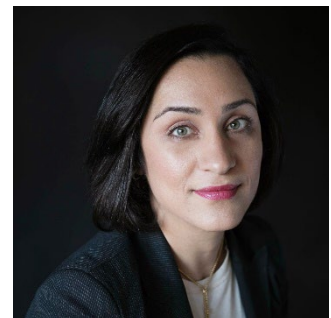


Connecting the dots

- Why UGC (User-Generated Content) is the Next Big Thing for Brands Webinar





by **MARYAM GOLABGIR**

With 18 years of hands-on digital marketing expertise spanning telecommunications, e-commerce, IPTV, AI development, broadband, renewable energy, and financial industries, I've had the privilege of leading marketing teams for Fortune 500 companies. That journey fueled my passion for empowering small to medium-sized businesses, leading me to launch Digital Marketing Experts—a marketing agency dedicated to driving success for businesses in the Greater Toronto Area.

As a female entrepreneur, I've gained a unique perspective on the challenges faced by women business owners. I understand the struggle, the hustle, and the resilience it takes to build something remarkable. That's why I'm committed to crafting tailored marketing strategies that aren't just creative but measurable and results-driven.

I believe that sustainable digital marketing requires more than just flashy campaigns—it demands a clear vision, backed by actionable insights and the right metrics to ensure continuous growth. Our expertise lies in Social Media Marketing, Website Development, Search Engine Marketing (SEM) & Optimization (SEO), Online Advertising, and Video/Mobile Marketing.

Ready to elevate your digital presence? Visit us at www.digitalmarketingexperts.ca or connect with me on LinkedIn.

**The most
need-to-know trends
for anyone looking
to understand the
consumer mindset
in the year ahead**

What is User-Generated Content (UGC)?

UGC refers to any content—text, images, videos, reviews—created by consumers rather than brands. It is authentic, engaging, and highly persuasive.

“Why UGC is Transforming Marketing

UGC builds trust and credibility because people trust peer recommendations more than traditional advertising.

It is cost-effective compared to influencer marketing and paid advertising.

UGC fosters community engagement and customer loyalty.







- 1. Authenticity and Trust**
- 2. Boosting Engagement and Conversion Rates**
- 3. Improved SEO and Organic Reach**
- 4. Community Building and Brand Loyalty**

The Power of UGC in Modern Marketing








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 iamdodos AD | Serums are an essential part of any skincare regimen. As a 30+ woman, it is only right to incorporate anti-aging products in my routine.


I recently started using the [@esteelauder](#) advanced night repair serum to keep my skin firm. This serum is such a beautiful rich formula that helps reduce the signs of ageing like wrinkles and fine lines while providing just the right amount of hydration. It is also packed with antioxidants to improve your skin radiance.

Did you know that the skin around

 Liked by moyosioreoluwa_ and others

OCTOBER 8, 2021

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Strategies for Leveraging UGC

1. Encouraging Customer Reviews and Testimonials
2. Creating Hashtag Campaigns
3. Running UGC Contests and Challenges
4. Leveraging Video Testimonials and Unboxings
5. Engaging Micro-Influencers for Authentic Content
6. Using UGC in Paid Advertising



Best UGC Tools for Brands



1. TINT – Helps aggregate UGC from social media to display on websites.
2. Bazaarvoice – Collects and curates customer reviews for eCommerce brands.
3. Pixlee TurnTo – Enables brands to showcase UGC and influencer content.
4. Taggbox – Allows brands to create interactive UGC galleries.
5. Loox – A Shopify plugin that collects photo reviews from customers.
6. Yotpo – Specializes in UGC-powered product reviews and social proof.



Case Study 1: Airbnb – Trust through UGC



Challenge: Establishing trust in the home rental market.

Strategy: Airbnb encouraged users to share travel experiences via photos and reviews.

Results: Listings with user-generated photos saw a 40% increase in bookings.



Case Study 2: Lush – Community- Driven Marketing



Challenge: Engaging customers without excessive advertising.

Strategy: Lush uses Instagram and TikTok to showcase customer product videos.

Results: Over 50% of Lush's social content is UGC, leading to a 35% increase in brand engagement.



Case Study 3: GoPro – Leveraging UGC for Brand Growth



Challenge: Scaling content creation globally.

Strategy: GoPro users submit videos, and the best are featured on brand channels.

Results: Over 6,000+ UGC videos shared daily, fueling organic brand awareness.

Conclusion: The Future of UGC in Branding

**Do you have any
questions?**

