USER-GENERATED CONTENT CAMPAIGN
CHECKLIST

Hoping to drive more conversions on your e-commerce site? Or perhaps taking your user-generated content campaigns to a new level?

This three-step checklist guides you through planning, implementing and measuring your user-generated content campaigns.

Ready, steady, go!

01   PLAN

02   IMPLEMENT

03   MEASURE

01 Plan

WHAT ARE YOUR CHALLENGES IN SOCIAL MEDIA MARKETING?

Problem:

Not producing enough high-quality, relevant content on a consistent basis?

Solution:

User-generated content increases the amount of inspirational content

Customers expect companies to be active on their favourite social channels, and marketers feel overwhelmed at times – there's a limit to budget and resources available for content creation and social media engagement.

That's where user-generated content comes to play. Authentic social media content, such as images and videos showing brands' products in action, are excellent customer testimonials and inspire other customers. Also, displaying a collection of curated content increases the dwell time on your site: according to Graeme Morton, Consumer Marketing Manager at TaylorMade Golf, the dwell time of their Interact content hub is 3-4 times higher than anywhere else on the site.

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Problem:

Low reach and engagement in social channels?

Solution:

User-generated content improves reach and engagement

The algorithms of social channels prioritise content that is getting likes and comments and what would be more likeable and engaging than a selfie with the new dress your customer just bought? Ask your customers to share their experience with friends and mention your Facebook page, Instagram profile or Twitter account.

Problem:

Need for social proof?

Solution:

User-generated content creates social proof

When it comes to marketing and sales, word-of-mouth is always more efficient than direct ads. People trust people, not logos. By adding user-generated content into your webshop, you can showcase the products in actual use; not just in stylish flat-lay photos (not to say there's anything wrong with those either).

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Problem:

Looking for higher conversion rates?

Solution:

User-generated content boosts conversion rates

The purpose of displaying the social content on your webshop is to encourage the customer to take action and purchase your product. For inspiration, check how GlassesUSA has created a Social Shop featuring images from their customers. All the images on the social media wall (powered by Flockler) are tagged with products making it easy for customers to move from inspiration to action.

SELECT SOCIAL CHANNELS AND TOOLS

Next step is to define which social channels are relevant. It's not a numbers game – pick the channels that are relevant to your audience and skip the rest.

With Flockler you'll be able to curate and display the social content and measure how the content is performing in social channels and who are your most engaged members of the community. Below we've listed some of our favourite tools to find influencers, manage social content distribution, and measure the traffic on your website but feel free to add more to blank boxes.

Channels:

- ☐ Facebook
- ☐ LinkedIn
- ☐ YouTube
- ☐ Pinterest
- ☐ Musical.ly

- ☐ Instagram
- ☐ Twitter
- ☐ Vimeo
- ☐ Snapchat

Others:

Social media management:

☐ Buffer   ☐ Falcon Social

☐ Hootsuite   ☐ Sprout Social

Others:

Finding influencers:

☐ Buzzsumo   ☐ FollowerWonk

☐ Kred   ☐ Quora

Others:

Analytics:

☐ Bit.ly   ☐ FullStory

☐ Google Analytics   ☐ Optimizely

Others:

02 Implement

STEP-BY-STEP GUIDE FOR SETUP

Now that you have learned the benefits of displaying user-generated content on your e-commerce site, and have selected social channels relevant to your goals, it's time to move on to action. Here's a step-by-step guide on how to get started:

- [ ] **Add call-to-actions:** Ask your customers to give feedback and share experiences with a specific hashtag, and mention your username. Add a call-to-action to your website, but also to all marketing materials online and offline such as posters, leaflets, emails, etc.

- [ ] **Gather and categorise the content:** Sign up for Flockler's 30 Day Free Trial and set up automated feeds to gather the content based on hashtags, keywords and mentions. Categorise the content to be displayed on the homepage and on product pages.

- [ ] **Embed on homepage and product pages:** Flockler's embed code can be added to any e-commerce site, and it displays the content as an engaging social wall. Plugins are available for Magento and Shopify users.

- [ ] **Measure, amplify and reward:** Amplify the most popular content by sharing, commenting, and liking it. Reward the best content and customers with an add-on to your current product - or provide them with a coupon to purchase your services at a discount.

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CASE EXAMPLES

Here are three practical examples on how to add social content to your
e-commerce site:

Qloom: Inspirational social wall on your homepage

Qloom, a Swiss cycling and
mountain biking clothes retailer,
has built the #MyHeartGoesQloom
community - and the social
content is displayed on the
homepage and on a separate
community landing page.
An inspirational wall on your
website helps potential customers
to view the products in a real-life
context and discover how they are
used by others like them.

GlassesUSA: User-generated content tagged with products

GlassesUSA, a major online
retailer of eyewear, has built a
'Social shop' highlighting images
posted by happy customers
worldwide. **The images are
tagged with related products
making it easy for customers
to purchase something they like.**

Holiday Club Resorts: Social proof on a product page

Holiday Club Resorts, a European travel company, is using UGC to boost sales. Since the company introduced social content created by customers on its booking pages, it has experienced a **20-30% increase in conversions.**
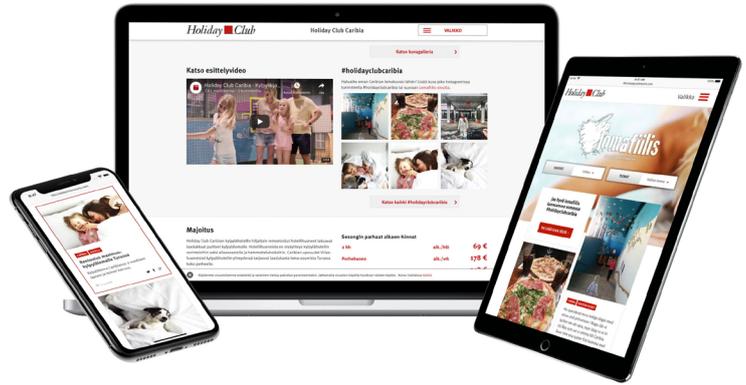
Planet Fitness: Community shout-outs featuring active members

Planet Fitness Community gathers together inspirational and helpful long-form content created not only by Planet Fitness marketing team, but also community shout-outs featuring active members. Why? Social channels prioritize content our friends are posting, liking, and commenting, and forward-thinking brands like Planet Fitness create engaging content together with their customers **to increase the reach and awareness. The content is authentic and strengthens the relationship with customers.**

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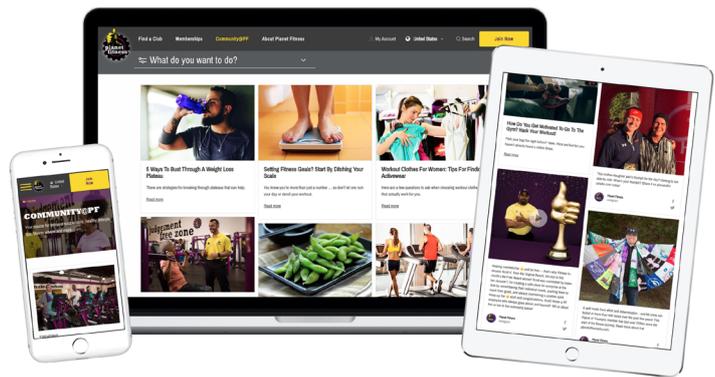
HOW TO ENGAGE YOUR CUSTOMERS IN CREATING CONTENT?

You don't need a big wallet to get started. With these four tips and tactics you can start today:

☐ **Contact some of your key customers and interview them about how they initially came across to your product,** what was the pain point they were looking to solve, and how your product helped them to address the issue – in other words, how your product has made their life better. Then use the interview content to create customer statements and display them on your website.

☐ **Ask your customers to share their experience with friends and mention your Facebook page, Instagram profile or Twitter account.** The algorithms of social channels prioritise content that is getting likes and comments and what would be more likeable and engaging than a selfie with the new dress your customer just bought? To learn more about the Facebook algorithm, check our recent post on running user-generated content campaigns on Facebook.

☐ **Repost the content shared by your customers.** Highlighting and promoting the content from your customers is an efficient way to increase the number of followers and build a community around your brand. Buffer, a social media management tool, has been using this tactic to great success: by reposting the best user-generated content, they increased the number of Instagram followers by 400% in one year!

☐ **Launch an influencer marketing campaign with employees, celebrities and the most engaged customers.** With the rise of ad blockers and the decline in traditional media consumption, it's easy to predict that influencer marketing will become more important in 2018 and the years beyond. With that in mind, we've created a downloadable Influencer Marketing Checklist to help you plan, implement and measure influencer marketing campaigns.

03 Measure

MEASURE AND ANALYSE

It's not just the data of one customer that is available. It's the mass of user-generated posts, interactions and their combined data where the patterns truly emerge. If you know what type of content shared by your customers performs well, designing and sharing similar content in your social channels will most likely resonate with your audience too.

To collect the data, start by setting up:

☐ **Flockler:** to aggregate the content from different social channels and display the content on your webshop.

☐ **Google Analytics or similar:** to track the visits, dwell time, interactions, and conversions of the content displayed on your e-commerce site.

☐ **Flockler's social media analytics:** to measure how the content is performing in social channels, outside your services. Measure and analyse what type of content is popular on social channels, and who are the most influential and engaged users sharing the content.

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LEVERAGE SOCIAL DATA

Last but not least, tips on how to leverage the data gathered with Flockler's social media analytics:

- [ ] Provide **personalised services and communications** based on customer data

- [ ] Create **highly targeted advertising** in different channels

- [ ] **Identify themes and trends** that make your customers tick

- [ ] **Gather ideas** for future content marketing campaigns

- [ ] Generate insights and **ideas for product and service development**

Read this blog post to dig deeper into leveraging the social data.

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