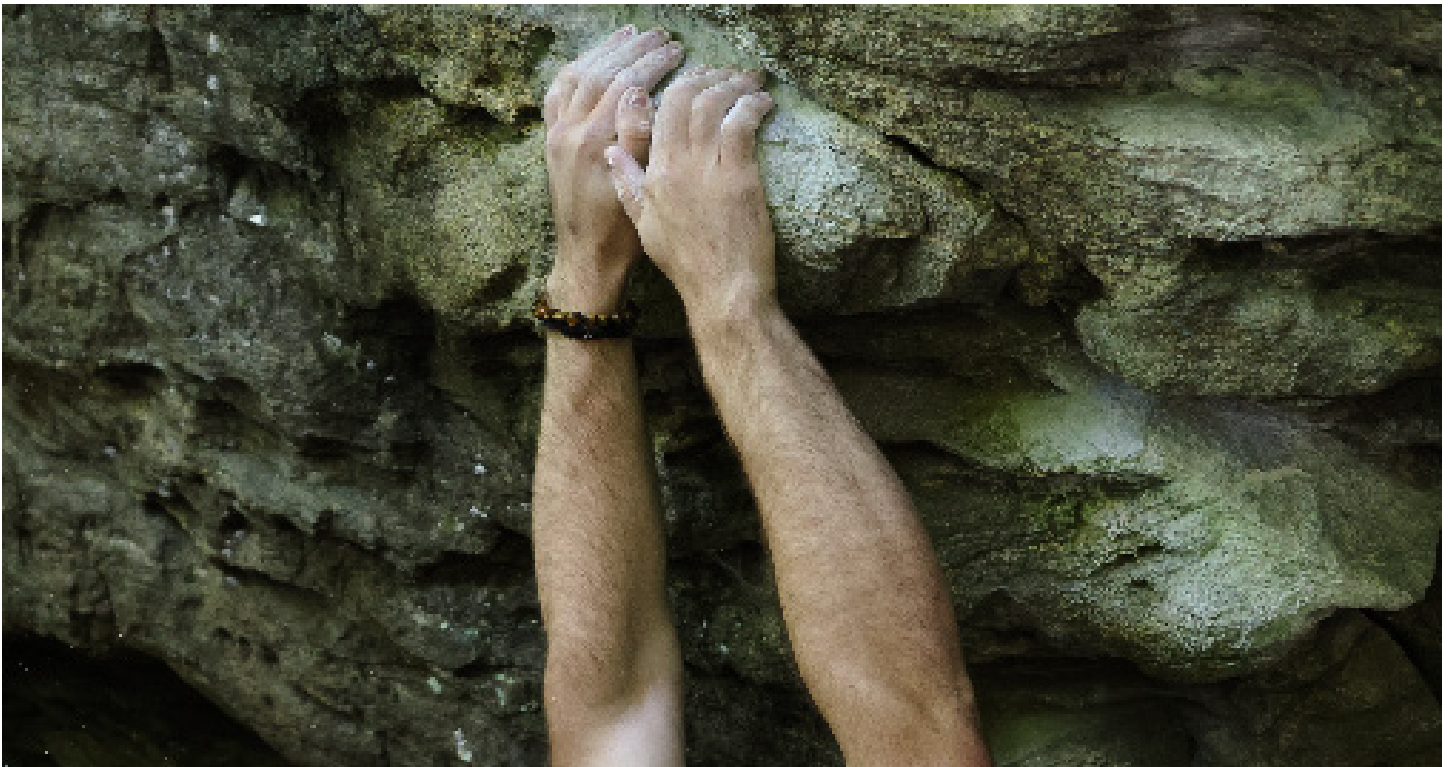


PROJECT OVERVIEW

COMPACT CREATIVE

Mia Ferrante



What is UGC?

Uses of UGC

Brand Objectives and
Goals

Service Options

Timeline

Budget and Price

USER GENERATED CONTENT

UGC, User Generated Content, is content that is brand-specific and created by consumers of the brand. Whether the content is an image, video, review, or podcast, if it is created by someone other than the brand itself, it is UGC.

UGC is created not only by consumers, but can also be created by loyal followers of the brand, sponsored UGC creators, or even employees of the brand. Having people who are involved in the product share some of their own relationships with the company both personalizes the product and adds a level of authenticity.

Examples:

- Climbing video, climber using Climbing Culture chalk.
- Employee posts about their work
- Mentions on stories
- Post featuring chalk brand
- Unboxing of chalk

What is UGC?

Benefits of UGC

Although UGC is sometimes uncomfortable for marketing managers to understand from a planning perspective since you rely on your consumers for content, it has many benefits to brand recognition and relationships.

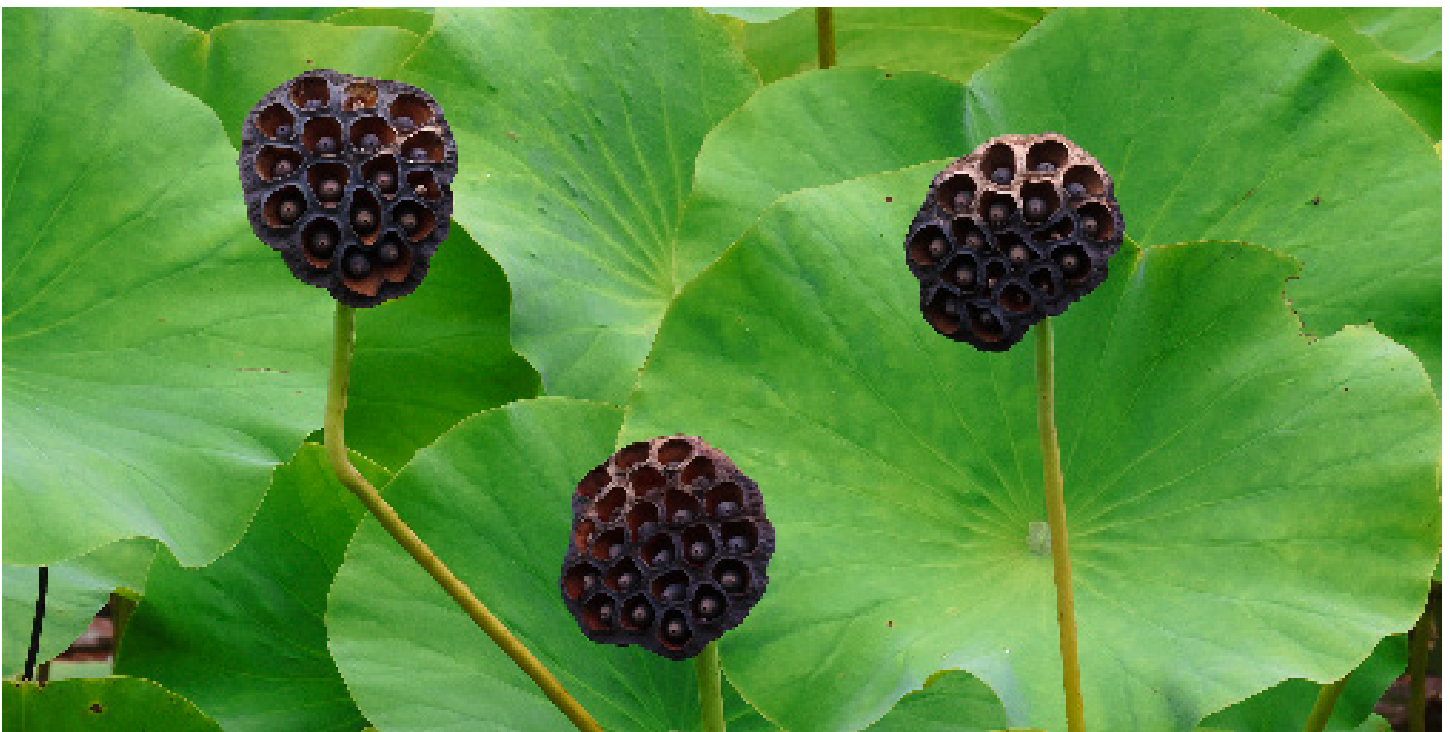
- Establishing brand loyalty
- Creating community
- Builds trust in small businesses and products
- Pushes audiences to engage with content
- Expands a business's social share of voice
- Adds diversity to a company's social media feed
- Personalizes a product

All benefits are valid reasons to push for more UGC. However, it is important to identify which benefits are most important to your brand before starting a campaign.

BRAND OBJECTIVES

For a digital marketing campaign to be successful, a few important questions have to be answered regarding how a brand's presence is interpreted online, and what specific results you want to see going forward.

- ☐ What is the “character” of your brand? What terms would you use to describe your brand?
- ☐ What is the minimum quality of content you want to feature? Is there a specific kind of content you are seeking from your audience?
- ☐ How personal do you want to be with your brand? Do you want to highlight the process/people making it possible or focus on the product?
- ☐ What KPIs are most important to your overall business goal? Are you aiming to reach more people or build loyalty with people who are already aware of your brand?



INITIATIVES

Planning is something commonly skipped when embarking on a digital campaign. However, content is likely to derail and depict an impression of unorganization and unprofessionalism if not properly developed first.

UGC usually fits in two places on the marketing funnel: awareness of brand and interest in product. Ask yourself, am I aiming to increase my awareness, or build better relationships with people who already know my product?

Identifying goals and KPIs: Through a discussion of what specific output you want to gain through your online presence, identifying how we can measure and adjust the process before hand is crucial.

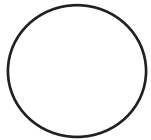
Building a base with branded content: UGC content is great. However, without any content created by the brand itself, no consumer will have an initiative to build a relationship with the brand online. Feature original content first!

Creating content that sparks engagement: Ultimately, UGC is just another way that your audience is engaging with your brand online. Posting stories, creating newsletters, or even hosting giveaways is a great way to spark UGC.

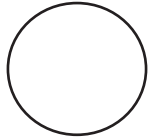
Networking with potential consumers: When selling or even interacting with consumers of your product, ask them or give them an initiative to share their thoughts of the product online!

Share branded UGC: Although any UGC is great consumer engagement, only share UGC that fits your brand image/goals. Always ask for permission if you are posting their original content!

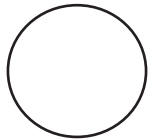
TIMELINE



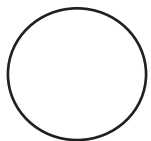
Identify goals and digital image, plan important KPIs and posting frequency, discuss budget of project.



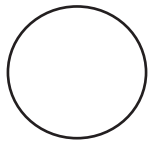
Plan an original content base that shares brand image with online followers. Establish posting schedule in accordance with frequency.



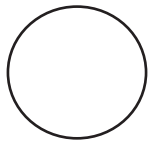
Track sales and begin pushing existing consumers or employees to create brand specific content.



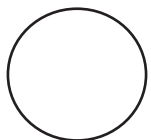
Create content that will boost engagement on social platforms. This could even include giveaways or asking specific questions.



Start to share UGC on platform feed. Make sure the UGC fits brand image and is dispersed between brand created content.



Continue to network and push individuals to create content that is shareable on your platform.



Measure KPIs throughout the process, noting what works and doesn't work to adjust accordingly.

BUDGET AND PRICE

Project Initiative	Value	Percentage
Initial Meeting and Plan	\$00	10%
Base Branded Content	\$00	25%
Social Media Monitoring	\$00	25%
Engagement-Centered Content	\$00	15%
Brand Networking	\$00	15%
Selection and Sharing of UGC	\$00	10%
Total:	<i>\$00</i>	<i>100%</i>

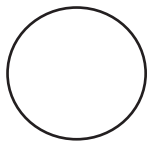


PROJECT FLEXIBILITY

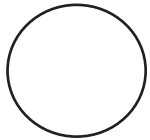
Ultimately, the campaign budget is up to how much you think can be gained through the campaign in relation to what you can afford.

Value: The value is the amount paid for the specific step of the process. If an initiative does not fit within the budget, it can be removed or the percentage can be changed.

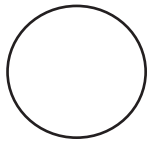
Percentage: The percentage value is an estimate on how much effort each initiative is worth. All percentages are subject to change, especially depending on the extent of the base branded content.



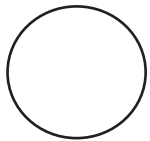
Initial meeting and plan: Discussion of brand and goals of campaign; establishing base content ideas and forming schedule.



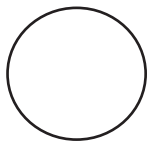
Base branded content: Content to fill your platform. The amount and extent of content is very flexible and up for discussion.



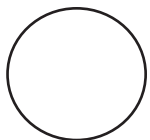
Social media monitoring: Crucial for a successful campaign. Keeping up with KPIs, adjusting schedule, responding to digital community, etc.



Engagement-centered content: Content that is created specifically to spur UGC. Could be a single or multiple posts.



Brand networking: Initiating conversations about UGC, reaching out to possible consumers who are trusted within the climbing community.



Selection and sharing of UGC: Fits under social media monitoring, includes reaching out and gaining permission for use of content.

RESOURCES

Content Marketing Funnel:

<https://sproutsocial.com/insights/social-media-marketing-funnel/>

Measuring KPIs:

<https://blog.hootsuite.com/social-media-kpis-key-performance-indicators/>

UGC:

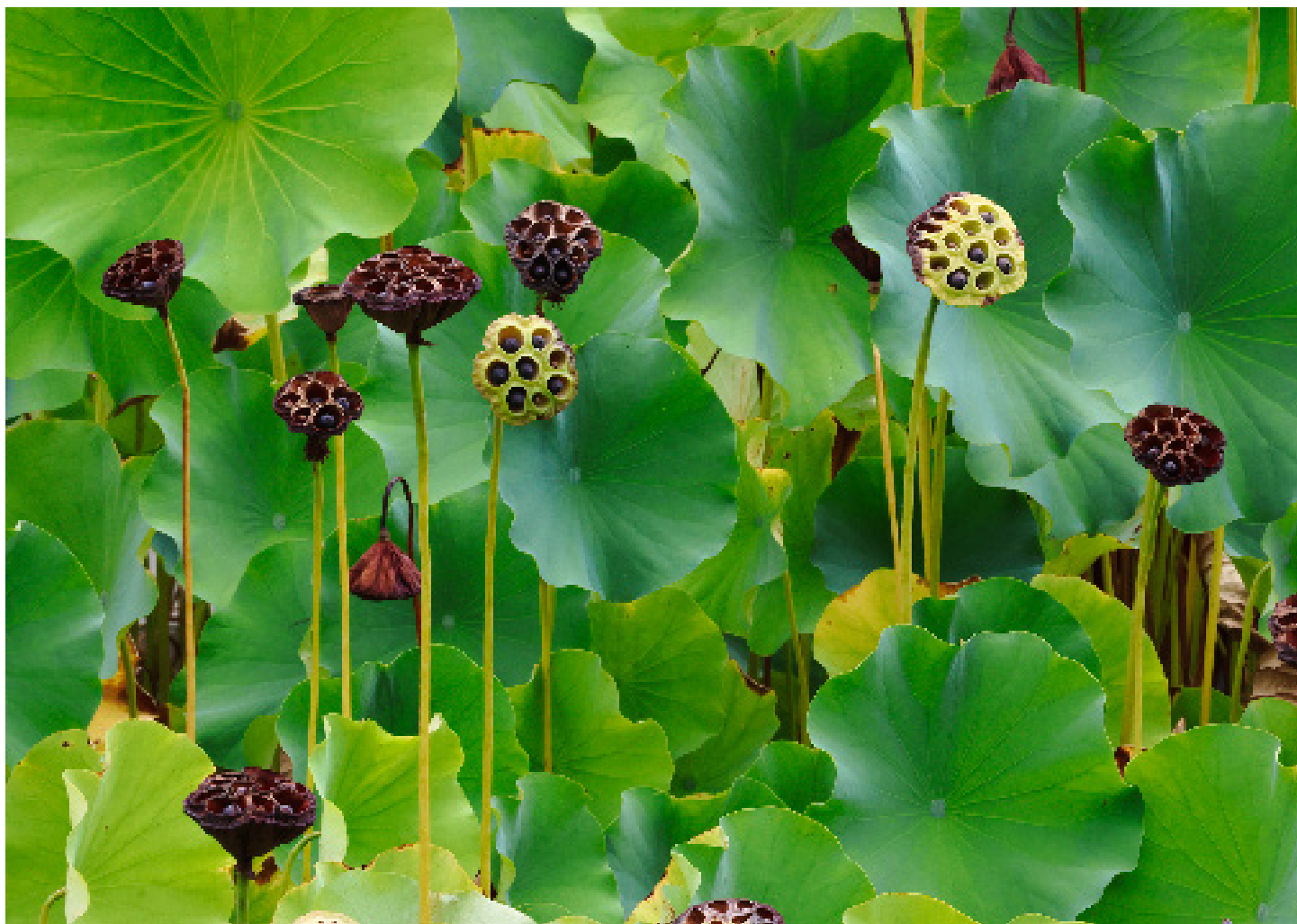
<https://blog.hootsuite.com/user-generated-content-ugc/>

What is a KPI? A key performance indicator is a predetermined trackable value to measure success overtime. KPIs are key to identifying if a campaign is effective or not. KPIs create data benchmarks to which you can use to adjust a campaign or to set goals for the future.

Example KPIs:

- Reach
- Impressions
- Follows
- Audience Growth Rate
- Social Share of Voice
- Likes
- Comments
- Clicks
- Shares
- Mentions
- Engagement
- Amplification Rate
- Conversion Rate
- Click-through Rate
- Bounce Rate
- Sentiment
- Sales
- Downloads





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