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**GUIDE TO GETTING
USER-GENERATED CONTENT
FOR CPG BRANDS**



USER GENERATED CONTENT

Brands are eager to have user-generated content as a key part of their marketing because it builds trust between them and potential or target customers.

Content that comes from people who have already purchased or used the product successfully is a powerful testimony that the product is worth purchasing or using. It is viewed as 2.4 times more authentic, according to a [Stackla survey](#).

While some user-generated content will happen spontaneously, there is also a great deal that brands can do to make it happen.

**HERE ARE SOME EFFECTIVE METHODS TO GUIDE CPG BRANDS
IN GETTING USER-GENERATED CONTENT.**

PREPARING FOR A USER-GENERATED CONTENT CAMPAIGN

There are two main considerations for preparing and planning a user-generated content campaign: choosing the right social sites and knowing what you want to get out of the campaign—otherwise known as setting goals.

01

CHOOSING SOCIAL SITES

The best social sites for your user-generated content campaign are the ones where your target customer hangs out. For CPG brands, Twitter, Facebook, and Instagram are generally the big three. Facebook will target parents and families more, while Twitter and Instagram do have some older users but concentrate on a younger demographic.

It is possible that other social sites will work as well, depending on your brand's connections to influencers or particular niches. The places where you have already built up a larger following are likely to be the most successful for these campaigns.

02

SETTING GOALS

Thinking about what you want to get from your campaign will help you focus it so that it will yield the intended results. Some possible goals are to increase your social reach, get more conversions (product sales), or increase your content creation with the use of aggregated hashtags and comments.

TYPES OF USER-GENERATED CONTENT

There are several main types of user-generated campaigns from which you can choose. Or you could try more than one type to saturate your social space if you have the time, energy, and budget to do so.

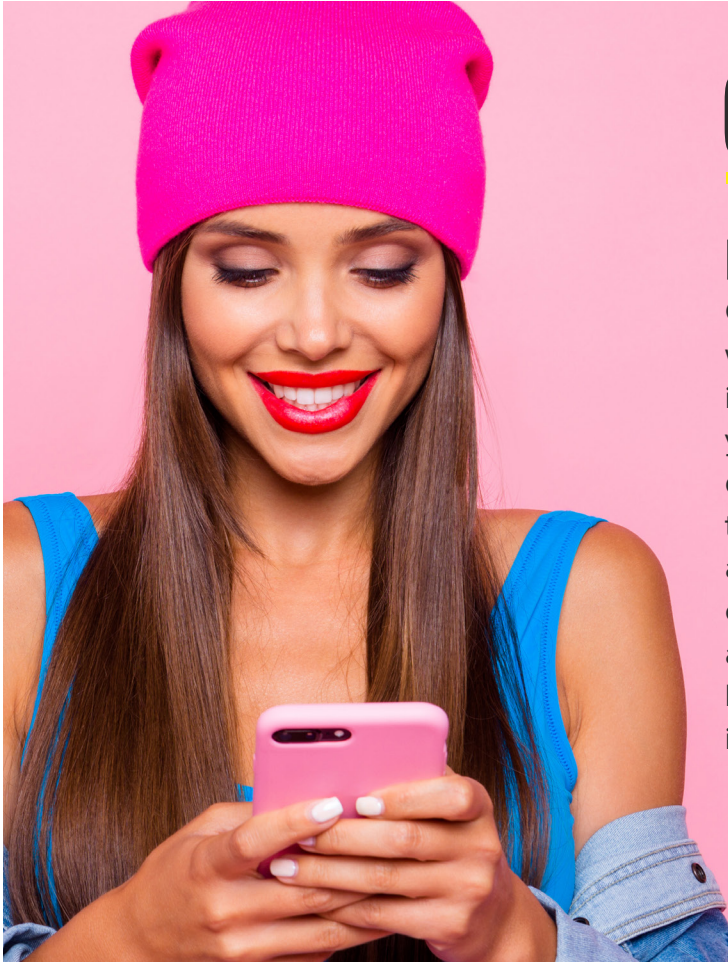
01

CONTEST/GIVEAWAY

By far, the most common way to get user-generated brand content on social media is to host a contest or a giveaway on your page. These are similar to the popular concept of a **sweepstakes or contest** in a print or video ad but tailored to social media sites. Users are generally required to like, comment, and/or share the post in order to be entered into the giveaway. And then, one or more winners are chosen randomly.

The advantage of a giveaway is that it requires almost no budget (just the giveaway items). Many of your users will happily share information about your product with their entire friend/follow list. The downside of this type of campaign is that many of the comments may be low quality and not really reflective of users' experiences with your product.





02

INFLUENCER/SOCIAL MEDIA TAKEOVER

Contracting with an influencer is another way to get user-generated content. The influencer could post several posts about your product(s) over time and could also do a **social media takeover** where they take over your page and post content for a specific time period, such as one hour or one day. This type of campaign can be advertised in advance and should create a lot of brand engagement as people eagerly interact with the influencer.

03

CURATING SPONTANEOUS UGC

Of course, some of the best user-generated content is spontaneous, coming from users' good experiences that they can't help but share with their friends online. When you come across this content, it is effective to collect and use the images and text for your own marketing purposes. Just be sure to get permission for content posted on users' personal pages or posts; this will prevent trouble going forward.

04

FOLLOW-UP

The last step to a UGC campaign is to follow up on posts to engage customers further and funnel them toward a purchase. You could do this through an official company account or through the accounts of employees and marketing staff, but it is an essential part of any campaign.

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