“HOW TO DRIVE SALES WITH UGC IN 2022”

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HOW TO FUEL SALES WITH USER-GENERATED CONTENT IN 2022

HOW USER-GENERATED CONTENT IS DRIVING SALES IN 2022
Get thumb-stopping content at scale and speed

www.socialplug.co.uk

HOW USER-GENERATED-CONTENT IS DRIVING SALES IN 2022
What is User-generated-content?

User-generated-content is any form of content both text or visual that has been created by consumers.

Photos  Videos  Tweets  Reviews  Blogs
Why should you care about UGC?
IT'S THE NO 1 WAY FOR CONSUMERS TO DISCOVER YOUR BRAND!

92% of consumers turn to people they know for referrals above any other source

- Friends
- Online reviews
- Social media
- Bloggers

(www.everyonesocial.com) HOW USER-GENERATED-CONTENT IS DRIVING SALES IN 2022
TIKTOK IS BECOMING THE LEADING SOCIAL COMMERCE PLATFORM AND IS COMING FOR GOOGLE'S THONE 😵

According to Prabhakar Raghavan, Google's SVP: "In our studies, something like almost 40% of young people, when they're looking for a place for lunch, they don't go to Google Maps or Search... They go to TikTok or Instagram."
How User-Generated Content is Driving Sales in 2022
01 Visually rich

Every employee must be aware of all the rules.

02 More trustworthy, compared to Google's SERP which is fill with ads and SEO optimized content.

Every employee must be aware of all the rules.
UGC IS DRIVING PURCHASE DECISIONS

- UGC increases conversions by 10% in an online buying process (salesforce.com)
- Roughly 30% of the time millennials spend consuming all media is spent on UGC. (qualtrics.com)
- 20% Brands working with Creators on TikTok see an increase in purchase intent 20% (TikTok)

HOW USER-GENERATED-CONTENT IS DRIVING SALES IN 2022
Why UGC is the future of paid advertising
**Meta Ads Featuring UGC**

01. Facebook ads have shown a 300% higher conversion rate when they incorporated UGC.

02. Brands that run Creator based ad campaigns see an increase of 15% Return On Ad Spend compared to non-Creator campaigns.

03. Users prefer ad content shot on mobile devices over ads produced in studio (63% of the time).

04. Users trust Creator's opinions of products "much more" than what brands say about themselves.

**HOW USER-GENERATED-CONTENT IS DRIVING SALES IN 2022**
TikTok Ads Featuring UGC

01 TikTok ads featuring Creator partnerships saw a whopping 83% higher engagement rate versus non-Creator ads (12%)

02 TikTok ads featuring Creators achieved 91% higher two-second views rates versus non-Creator ads (8%)

03 Creator content sees a significant boost in (aided) brand recall in beauty (72%), CPG (55%) and fashion industries (50%).

HOW USER-GENERATED-CONTENT IS DRIVING SALES IN 2022
How UGC drives sales (Online & In-stores)
PETER THOMAS ROTH

- Sold out their instant FIRMx Eye Temporary Eye Tightener when a customer video went viral in August 2022
- @trinidad1967 posted for the first time on TikTok using the product 41.7M views
- Video earned 5.5M likes, and the brand’s repost alone earned 22.8k in sales
- TikTok’s are now posting videos using the product daily
- The tag #peterthomasroth has 48.9M views

HOW USER-GENERATED-CONTENT IS DRIVING SALES IN 2022
LITTLE MOONS

- Drove mass awareness and engagement by creating a search in-store UGC experience!
- Leveraging thumb-stopping Creator content resulted in being sold out in most UK stores. Sales were up 1300% in Tesco in February vs. the same period in December, and the brand saw its biggest ever sales week in UK grocery ever across all retail partners.
- #littlemoons has become the UK’s most sought after icecream boasting 403.2M views on TikTok alone

HOW USER-GENERATED-CONTENT IS DRIVING SALES IN 2022
Random person posts a video outside a chip shop with his mates that results in 9.7M views

#binleysmegachippy now has 2M views overall

@jabobchuckorscranit is now a full-time Creator, interviewing the likes of Manchester City players and has a verified TikTok account with 1.7M followers and growing

Binleys Mega Chippy is now the nation’s most talked about chip shop with customers travelling from France, America and even as far as Australia!
Content should be profitable not costly!

How much are you spending on studio photography?

Volume → Cost vs Return
Leverage Social Plug's platform to save time

Running Creator campaigns in-house is expensive, resource intensive and time-consuming.

There's no guarantee that Creators will post or that it'll be good quality.
HOW TO FUEL SALES WITH UGC IN 2022
LIVE WEBINAR

Comparing different types of UGC
How UGC is driving sales (Online & In-stores)
How to add UGC into your marketing funnel
And much more...

Join me November 10th @1pm