

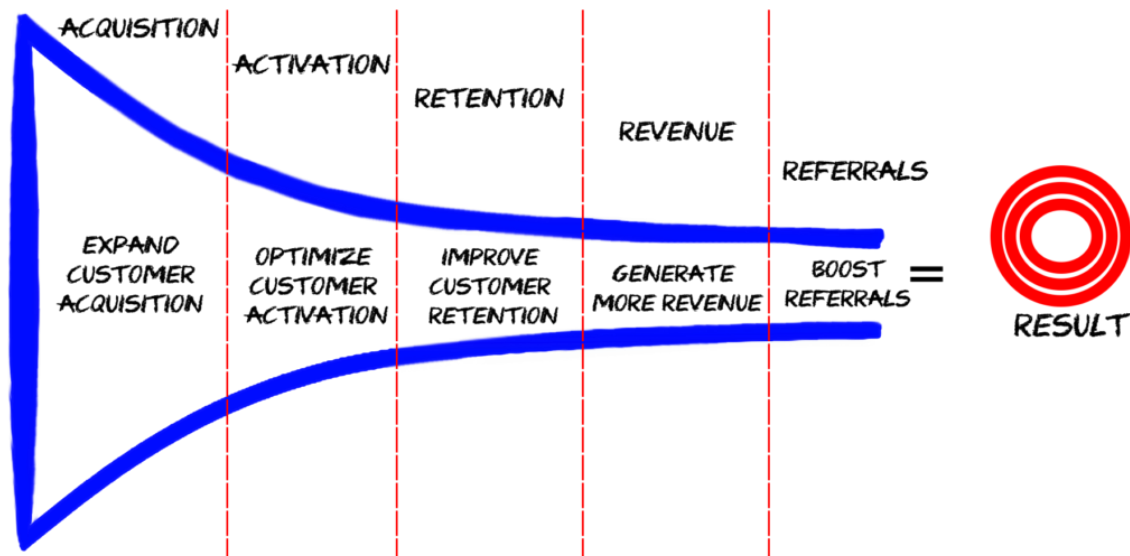
SHAW ACADEMY NOTES

**Diploma in Social Media
Marketing**

User Generated Content – Virality Made By Your Users

What platforms are users on? Before you do anything, you need to remember exactly what will make your users carry a discussion once you've stimulated it. This comes down to many things – the UX, the platform, the language you use, the strength of the discussion and how it appeals to their needs/wants – we could increase this list but we'll leave that until the advanced. The main thing to note is that any sort of UGC platform must be super easy to use, appeal to the user and incentivise them financially or emotionally. Remember too that we need to optimise the other stages of our modern online marketing funnel – gone are the days when we could ignore things like referrals – we must be able to measure the number of referrals we get from our users, through our UGC campaign and in general! To not do so is to squander countless leads, revenue and brand awareness. UGC is all about optimising the acquisition and activation parts – we'll focus on the other sections in the remainder of the course and then too in masterly detail within the Advanced programme.

THE VALUE CREATION FUNNEL



The History of UGC

Definition (Boring Version) – Any content (Blogs/Vlogs/Wikis/Chats/Posts/Image Gallery) created by users of an online service

Definition (Exciting Version) – Stimulating a Digital Discussion amongst your users that leads to engagement, interaction, brand reinforcement..... and ultimately conversions

Case Studies: Threadless – key points: Create engagement, Test the waters by giving your customers designs that they make, vote on. Business model almost eliminates market risk. Those of you thinking of innovative new business models should pay attention to their strategy.

Burberry – effectively their campaign was driven to achieve one key objective – increase in e-commerce sales, not retail sales. So their thinking was how do we engage and this convert online users? Their means to the end was social proof, interactive UGC and a platform which facilitated both. Using these simple tools & tactics they increased e-commerce sales 50% YOY after campaign implementation. It really is this simple – you just need to find out what your users want!
<https://artofthetrench.burberry.com/>

Create my own platform or use an existing?

That depends – but it's a question that your users will answer for you if you ask them nicely! We'll focus on user feedback in the advanced programme but you need to ask yourself if it makes business sense. I.e. does the functionality my users need exist within already built platforms or do I need to create my own?

YouTube:

- 100 hrs of video uploaded per minute
- Use Strong Branding
- Videos can be embedded on other websites
- Insights on analytics page are fantastic – but quantitative

Instagram:

- 55 million photos and videos uploaded daily
- Content must be high quality / Arouse interest
- Re-marketing tools add to conversion potential / retention potential
- Analytics on Followers is very interesting & gives you fantastic insights

Stay up to date: Make sure that you exploit trends as soon as they begin to grow and as they become recognised and gain popularity – this requires you to stay up to date – thankfully we cover such topics each Thursday on our Tactical webinars.

Time is your friend, and enemy: You need to quickly respond to activity surrounding your campaign on the platform through which you host your UGC campaign. Failure to do so ultimately creates more harm than good – it sends a message that you don't care, or perhaps reduces your perceived authority – just like any interaction you'll have with the current and prospective customers.

Growth Hacking: We'll talk about this again and again – it's a term which basically says you need to be data driven, and build native virality into your product. It's an attempt to tap into your users' network and generate leads for nothing from same. Here's a great article.

<http://thenextweb.com/entrepreneur/2014/05/28/9-iconic-growth-hacks-tech-companies-used-pump-user-base/>

Thank You