

A dark, atmospheric photograph of a busy city street. The scene is filled with pedestrians, some carrying umbrellas, and a cyclist in the foreground. The buildings are tall and multi-story, with various signs and storefronts visible. The overall mood is urban and active, despite the low light.

# UGC Marketing: Your Essential Checklist to Get Started

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I'm Blake Wisz, your expert advisor for user-generated content (UGC). With a strong background in marketing, I've assisted various brands in maximizing their growth and engagement through UGC.

My photography has made a significant impact, with 250 million views and 1 million downloads on Unsplash, trusted by creators worldwide. Let's work together to unleash the potential of UGC for your brand's success. Enjoy this checklist as your launch your new campaigns and expand your reach.

- *Blake Wisz*

- Start with high-performing products on social media to build brand awareness before introducing new items
- Plan where to use user-generated content (UGC) – prioritize website, store, and ad campaigns based on the influence of UGC in purchase decisions (86% - Bazaarvoice Influenster Report).
- Create a concise, one-page creative brief for influencers, including brand messaging, social tags, and do's and don'ts.
- Consider ongoing rewards for top-performing influencers, nurturing long-term UGC relationships.
- Define key metrics for new customer acquisition and revenue growth to gauge the effectiveness of your social strategy.
- Implement server-side tracking, without it you could be missing out on data from your social-driven conversions—which can be used for segmentation and audience building in the future.
- Tap into social communities to identify content trends and preferred creator formats (video, photo, audio).
- Offer generous compensation or products to influencers instead of being overly frugal to build lasting partnerships.
- Engage with influencers by sharing, commenting, and interacting on both brand and personal posts to foster a two-way relationship.
- Craft a captivating hook for video or audio content to grab viewers' attention from the start and provide creative ideas for creators to explore.

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# Want support launching your UGC strategy?

Our team can both advise and help launch through our network and team of marketing experts to get you going and maintain your UGC strategies.

[Get in touch](#)

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