SharpSpring

Leveraging UGC In Your Digital Strategy

Presented by Miappi and SharpSpring

Koertni Adams

Partner Enablement Manager,
SharpSpring

Christopher Brown

Director of Business Development, North America
Miappi

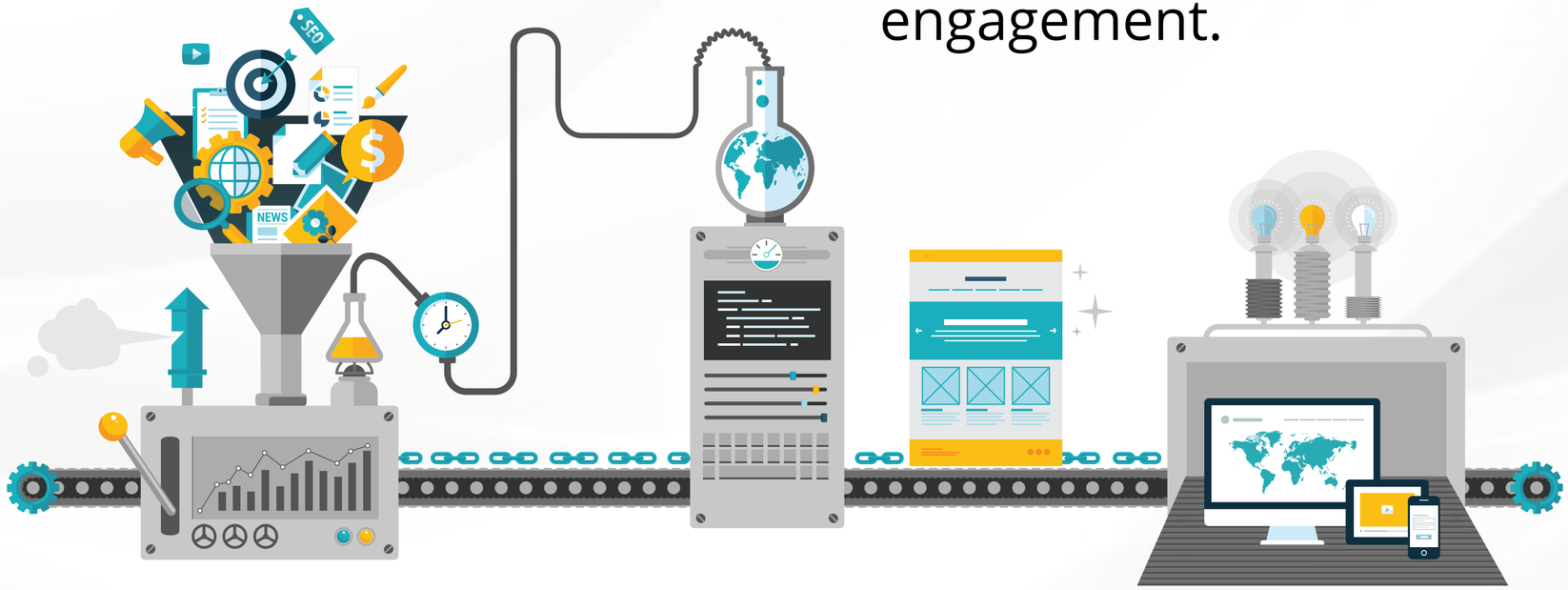
Greetings

Who's In The Audience

- SharpSpring Partner Agencies

Why Are We Here?

- The data behind the earned content trend.
- How to curate User Generated Content and distribute it to key digital touch-points for increased sales.
- How adding UGC into email marketing can increase click through rates and engagement.



Housekeeping

Questions?

- Phone lines are muted
- Submit via Chat Box

Webinar Recording & Slides

- Emailed after webinar

Webinar Survey

- We need your feedback

Upcoming SharpSpring Webinar:

David Baker : Slim Down Your Services, Bulk Up Your Revenue

July 27, 2017

11 a.m. – 12:00 p.m. EST

8-8:30 a.m. PDT

4-4:30 p.m. BST

Introductions

Koertni Adams

Partner Enablement Manager, SharpSpring

After starting her career in the nonprofit world, Koertni came to SharpSpring from a partner agency. She has walked in your shoes pitching and using marketing automation. She now develops content, programs, events and other resources to help agency partners become even more proficient at growing revenues and adding clients.

Christopher Brown

Director of Business Development, North America, Miappi

Christopher has over 15 years experience helping businesses use technology to better engage and communicate with their customers. He has developed both domestic and international markets for mobile and user generated content product lines and has been a conference speaker on integrating UGC into marketing and e-commerce strategies.

Miappi and SharpSpring Present:

Leveraging UGC In Your Digital Strategy

WWW.MIAPPI.COM

Christopher G. Brown

Director of Business Development - North America
christopher.brown@miappi.com

Joined by: Toby Britton - CMO

Konstantinos Vgenopoulos - Digital Marketing Manager

Date: July 26 2017

Thanks to our friends at SharpSpring for having us.

SharpSpring

Overview

- What is UGC
- Why it is important
- How to find and curate the right content
- Where should UGC be used

User-generated content (UGC)

is any content produced by unpaid contributors
Examples include:

Social Media
Ratings and reviews
Videos
Testimonials
Blog Posts

Why is UGC Important?

Earned content provides **”social proof”** – an engine for driving greater engagement and conversions.

”76% of consumers believe the content that average people share is more honest than advertising from brands”

Olapic, 2017

According to the Content Marketing Institute, producing engaging content is the top challenge for 54% of B2B marketers and 50% of B2C marketers.

"96% of the people that discuss brands online do not follow those brands' owned profiles."

Brandwatch, 2017

“More than **50% of consumers** want a brand to tell them what type of content to create and share, but only **16% of brands** actually do.”

ADWEEK, 2016

“Since human society evolved, we have shared stories and experiences. It’s what builds communities and holds them together, sharing the human experience. Ultimately, that is what UGC is about, sharing our experiences. It’s just that technology has changed the way we do this.”

Ben Dickens for business.com

The Challenge

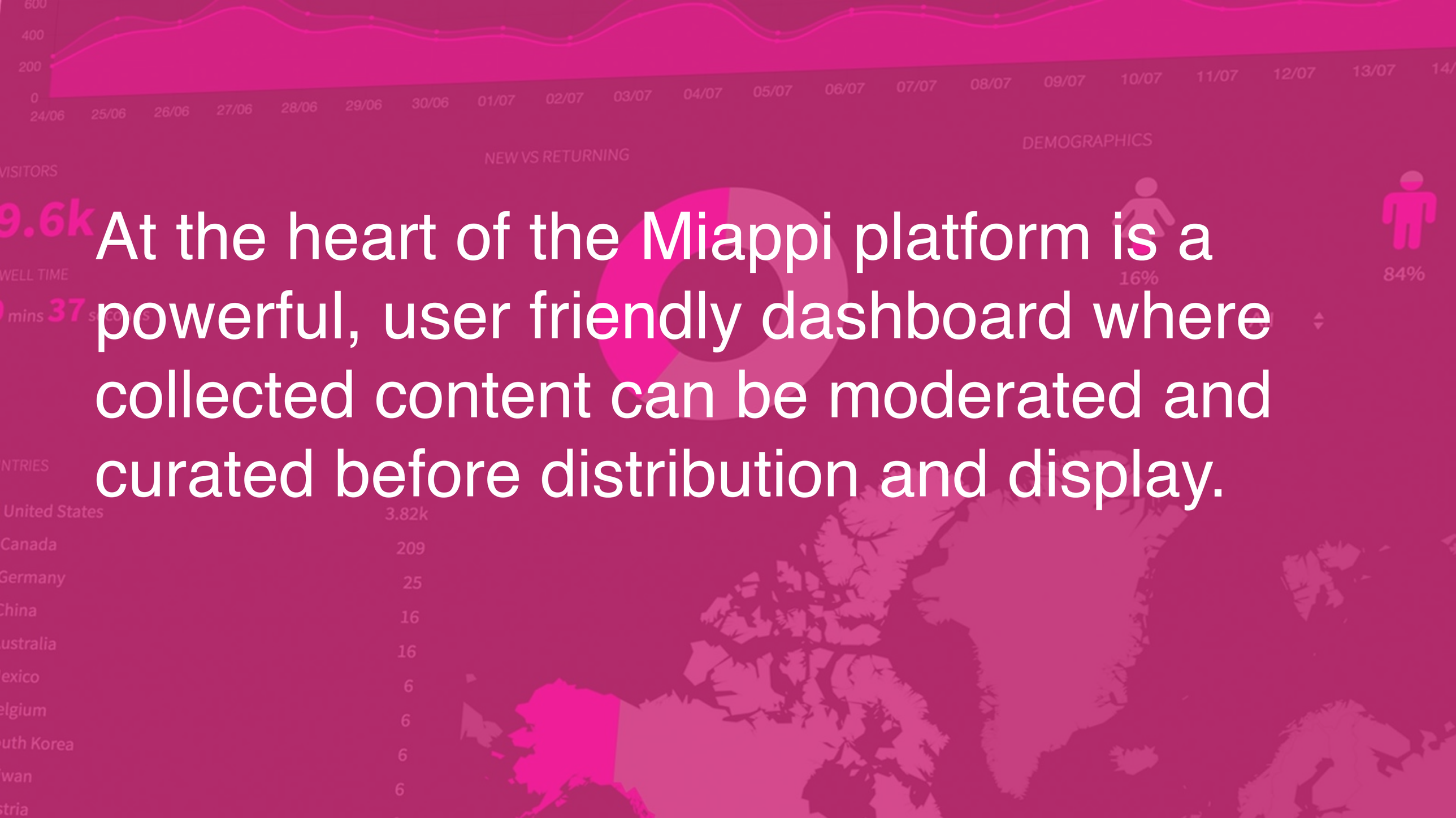
The challenge now is how to collect that content, curate it quickly and effectively and display the right content where it has most impact on the audience.

With over **211 million** pieces of content created every minute, how do you find the right content for your marketing objective?

Littlejack, 2015

The Solution

Miappi, The Visual Marketing Engine.



At the heart of the Miappi platform is a powerful, user friendly dashboard where collected content can be moderated and curated before distribution and display.

Miappi collects social media content from more than 15 different sources including Facebook, Twitter, Instagram, YouTube, Pinterest, Weibo, VK, Slack and TrustPilot.

WWW.MIAPPI.COM

Miappi helps automate the curation process with a suite of AI tools. Helping you surface the best content for all of your marketing needs.

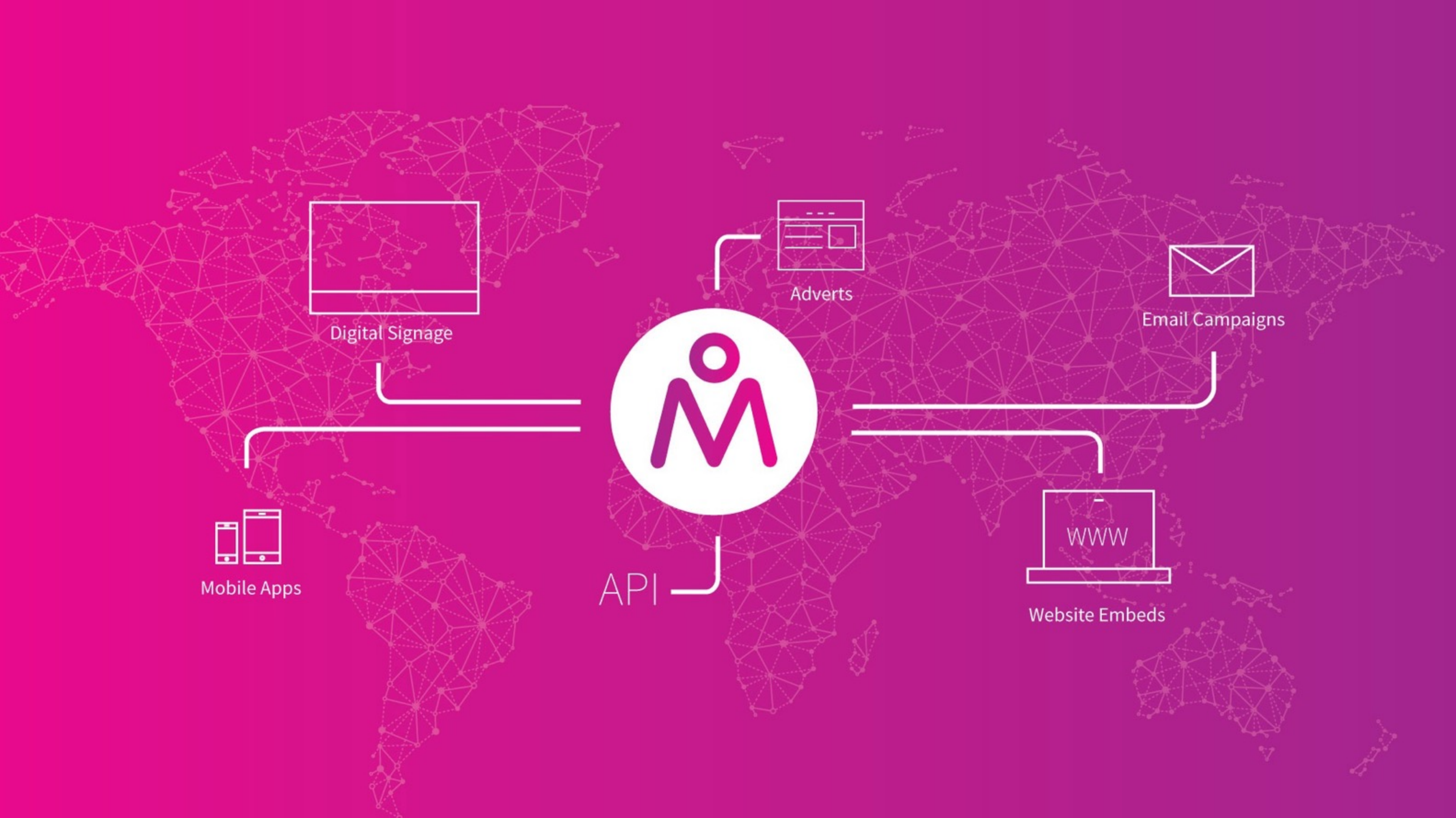
IMAGESCAN

SENTIMENT

TEXTRULES

INFLUENCE

TRENDS


Digital Signage
Adverts
Email Campaigns
Mobile Apps
API
WWW
Website Embeds

Miappi Analytics provides valuable insight on performance enabling you to evaluate, refine and report on KPI’s.

So, where are marketers using UGC?

80% – Organic social media posts
47% – Paid social posts
47% – Websites
34% – Email
23% – Live events
17% – Ads
15% – Print media
6% – Retail/eCommerce experiences

Socialmediaweek, 2016

Ads

Facebook ads with UGC perform much better than your average ad.

300% higher click-through rate (CTR)

50% lower cost per click (CPC)

50% lower cost per acquisition (CPA)

YOTPO, 2016

“When UGC features in advertising, online stores see **4x higher click-through rates** and **50% drop in cost-per-click.**”

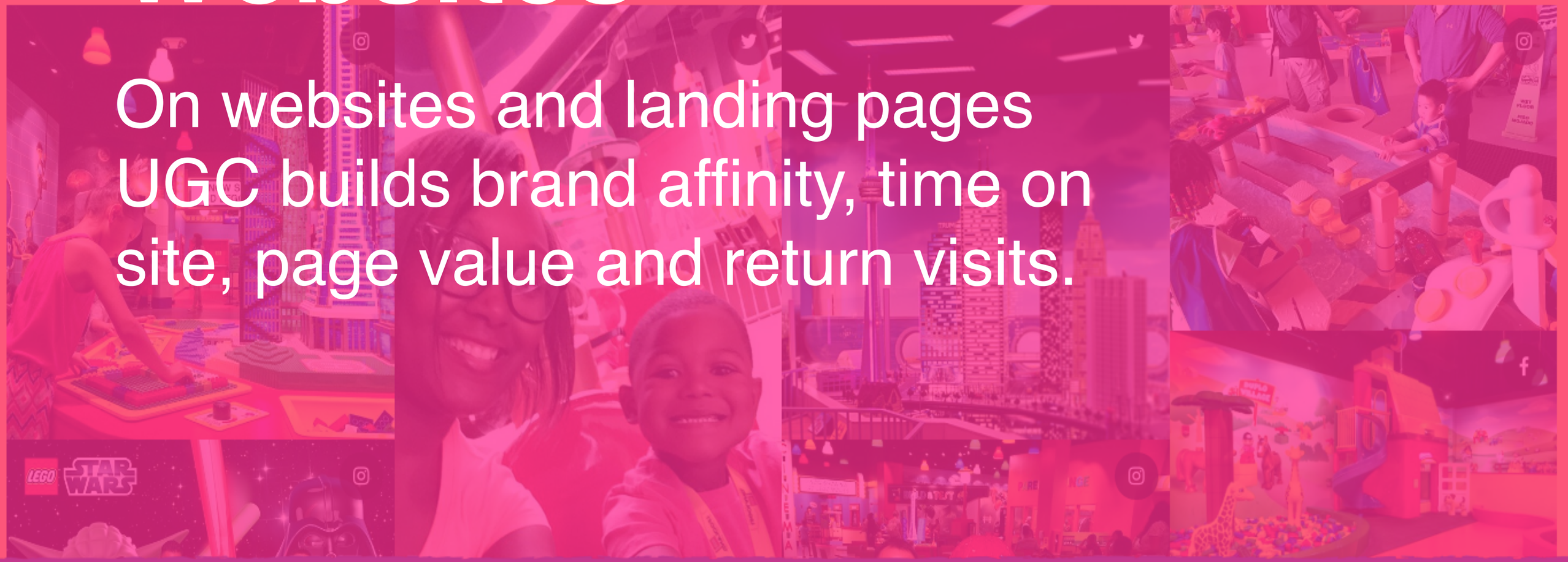
Shopify, 2015

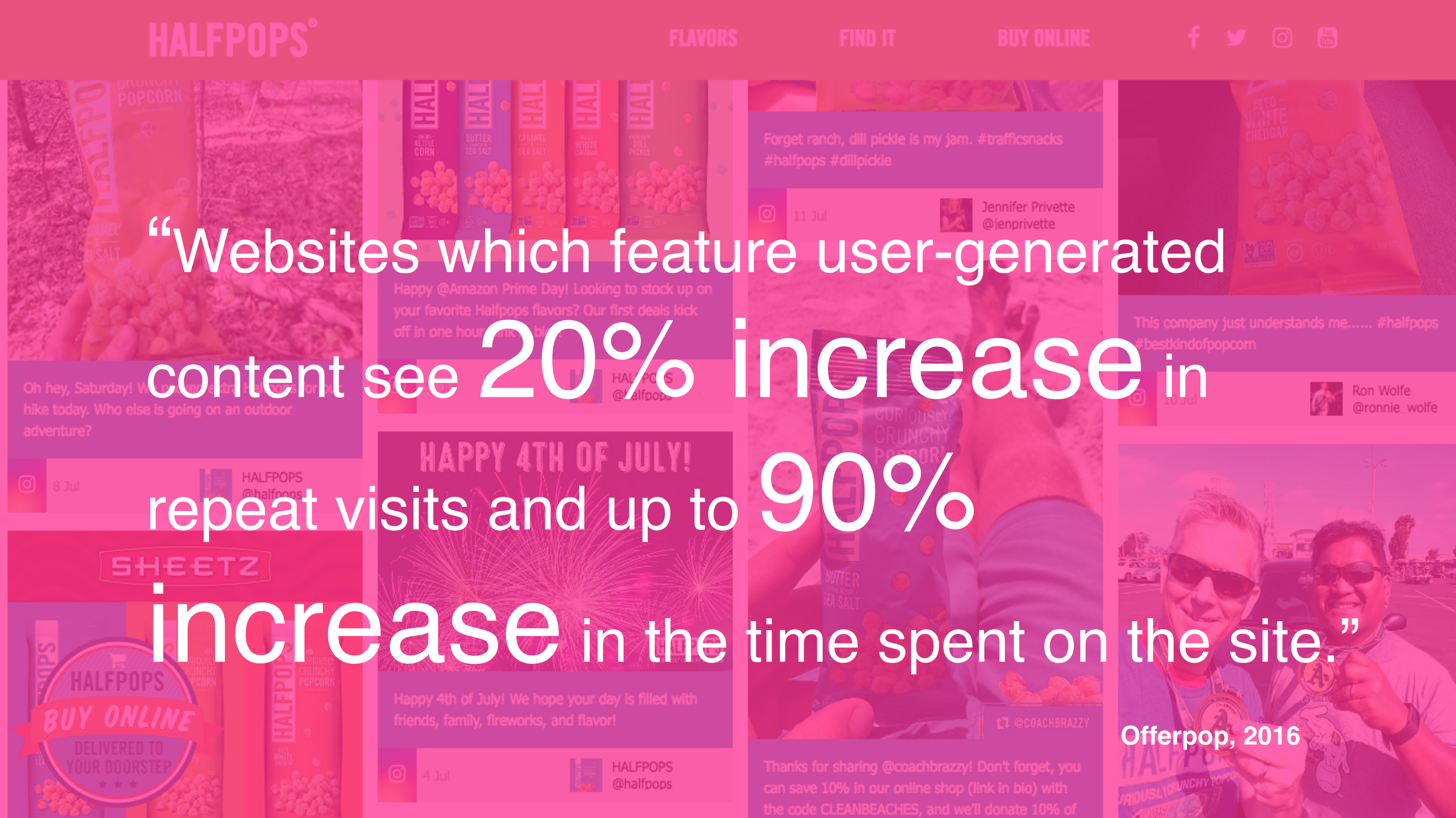
“For consumers considering a product or service, the opinions and experiences shared by their peers are much more influential than the best pitch your top salesperson can deliver.”

Brandpoint 2017

Websites

On websites and landing pages UGC builds brand affinity, time on site, page value and return visits.



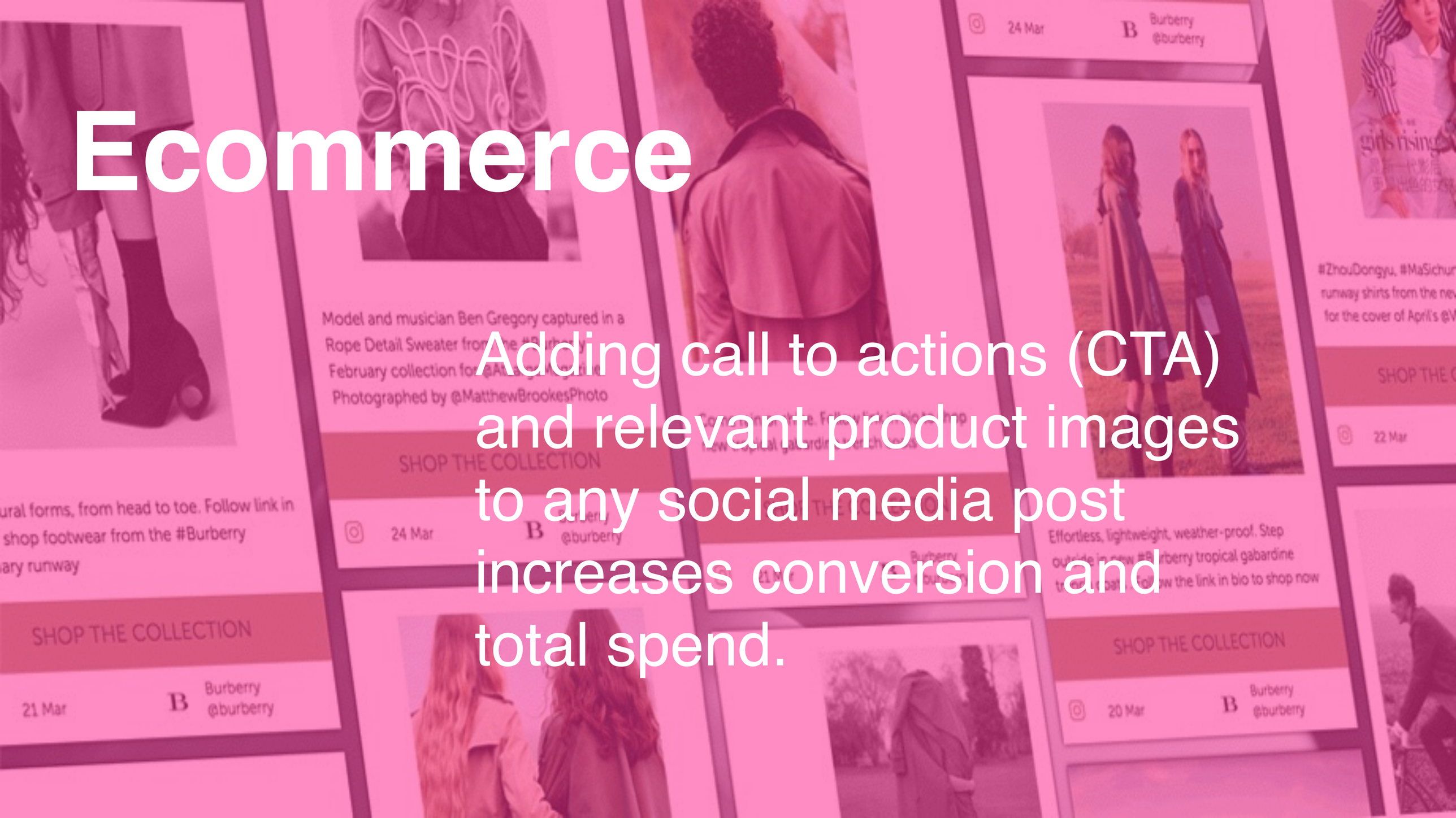


"Websites which feature user-generated content see 20% increase in repeat visits and up to 90% increase in the time spent on the site."

Offerpop, 2016

Ecommerce

Adding call to actions (CTA) and relevant product images to any social media post increases conversion and total spend.



”82% of **shoppers** say user-generated content is **extremely** important when deciding on purchases.”

3dcart, 2015

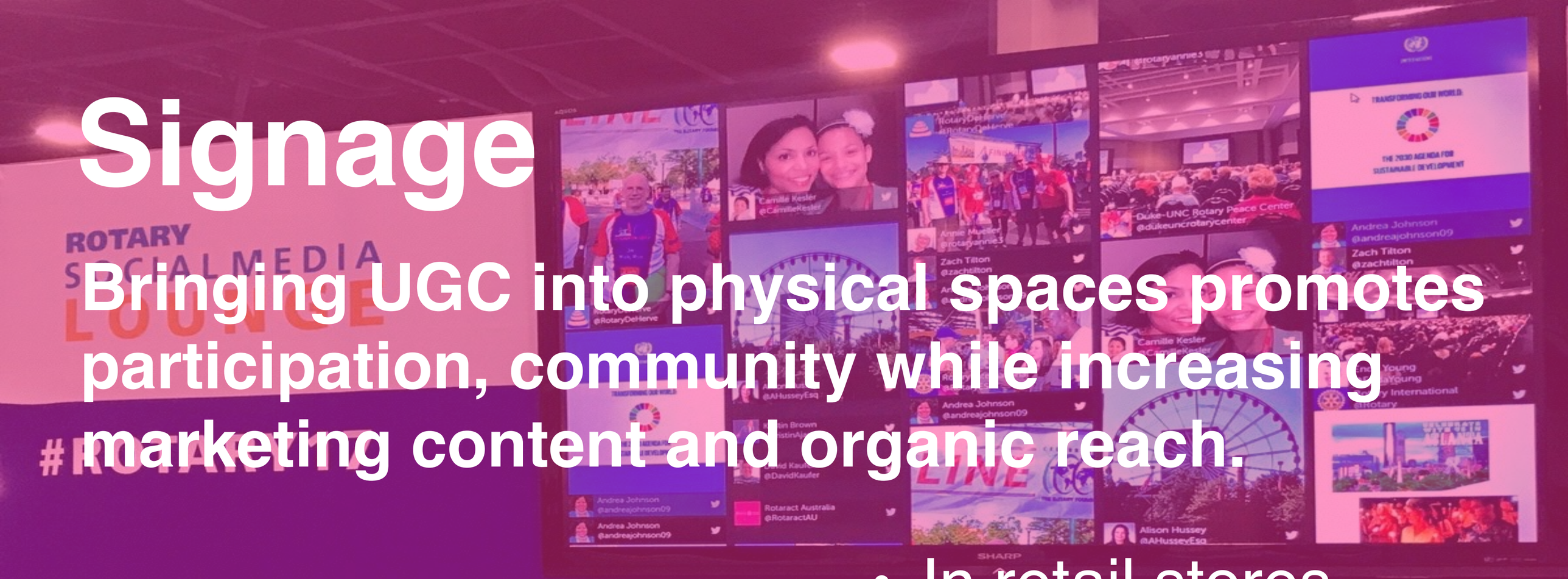
“Brands see a **25% increase in conversions** when user-generated photos are used instead of professionally made product shots”

Digital Doughnut, 2016

“Retailers see a conversion boost of 106% with UGC.”
Bazaar Voice, 2017

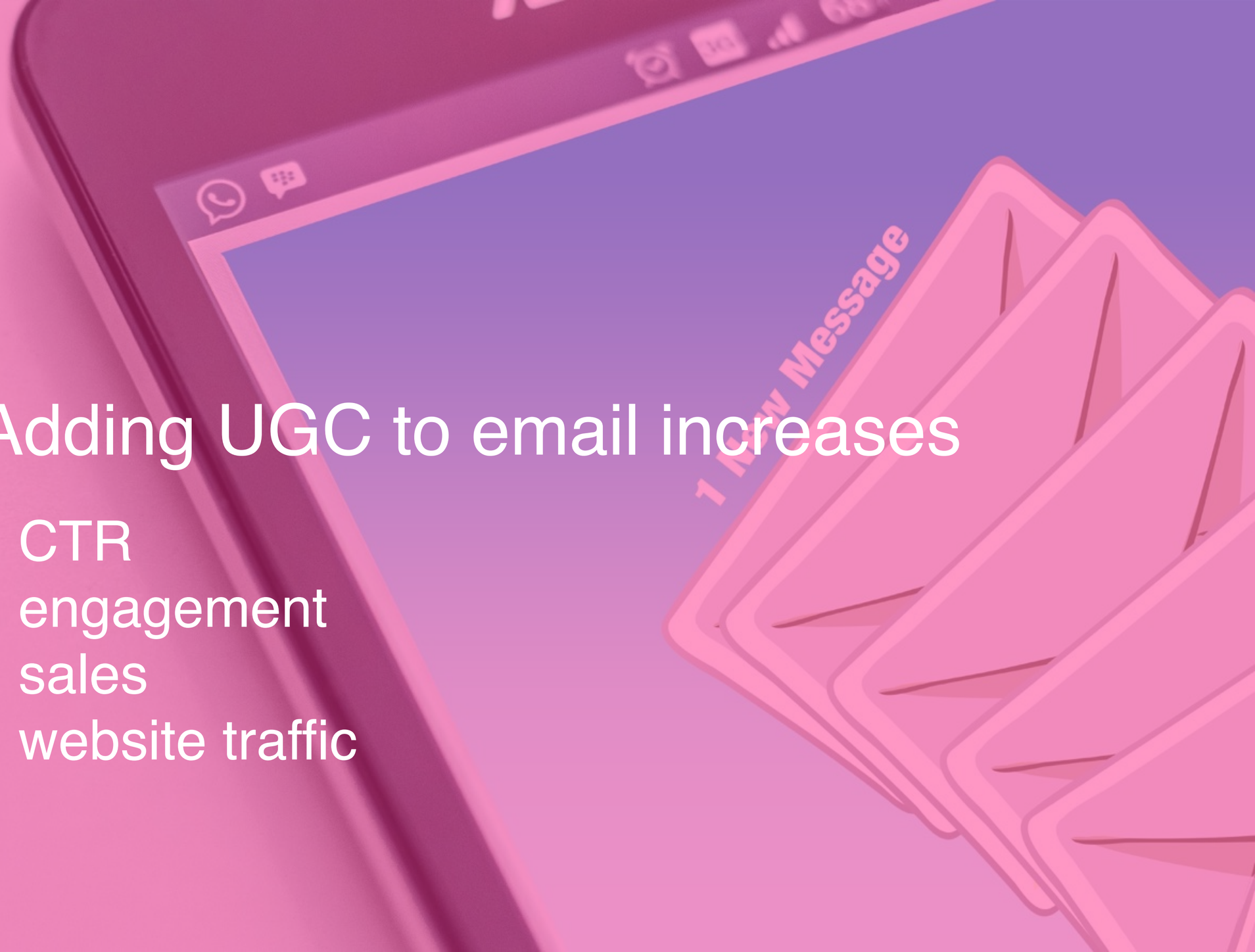
Signage

Bringing UGC into physical spaces promotes participation, community while increasing marketing content and organic reach.



- In retail stores
- DOOH
- Event screens

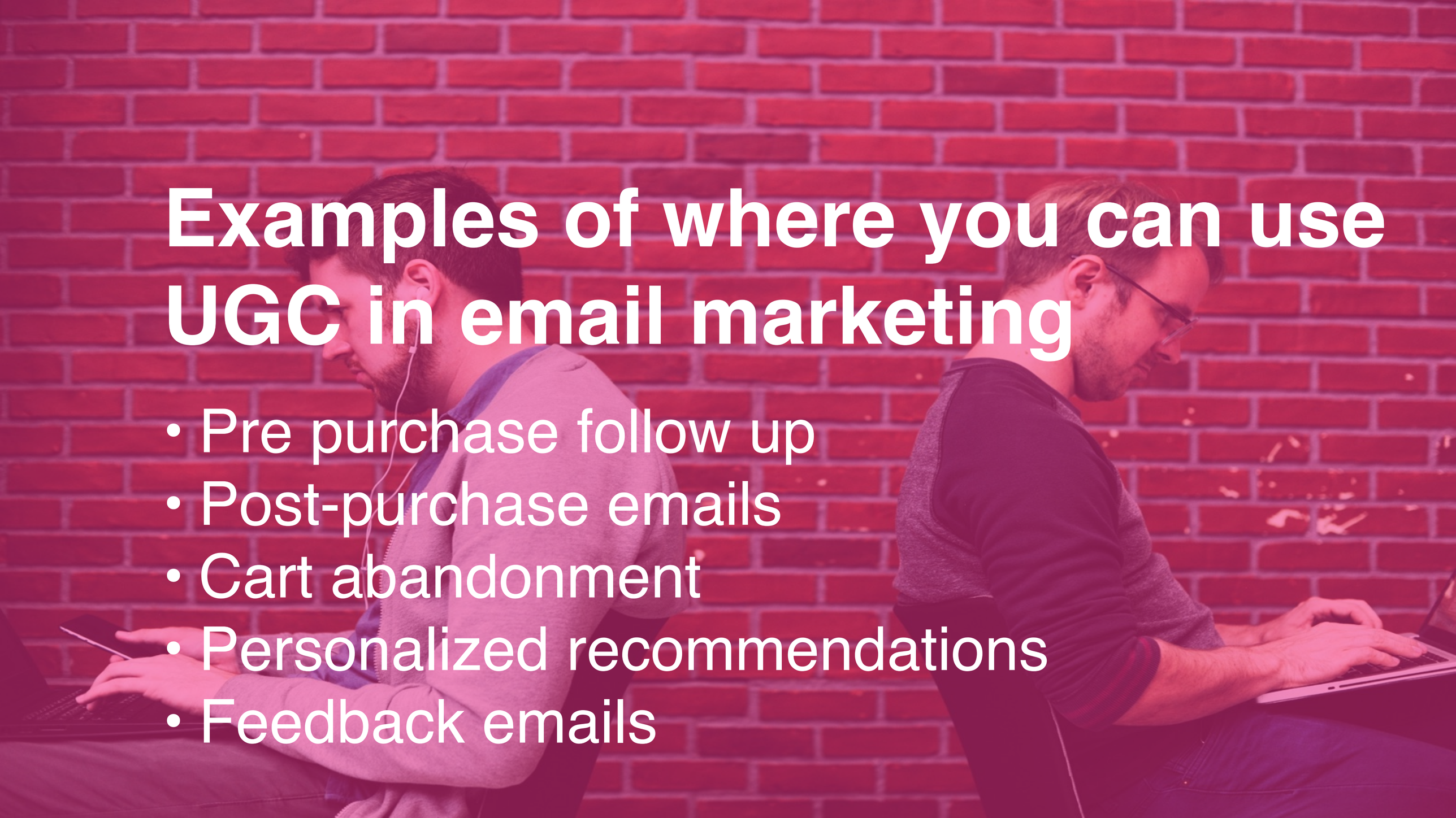
Email



Adding UGC to email increases

- CTR
- engagement
- sales
- website traffic

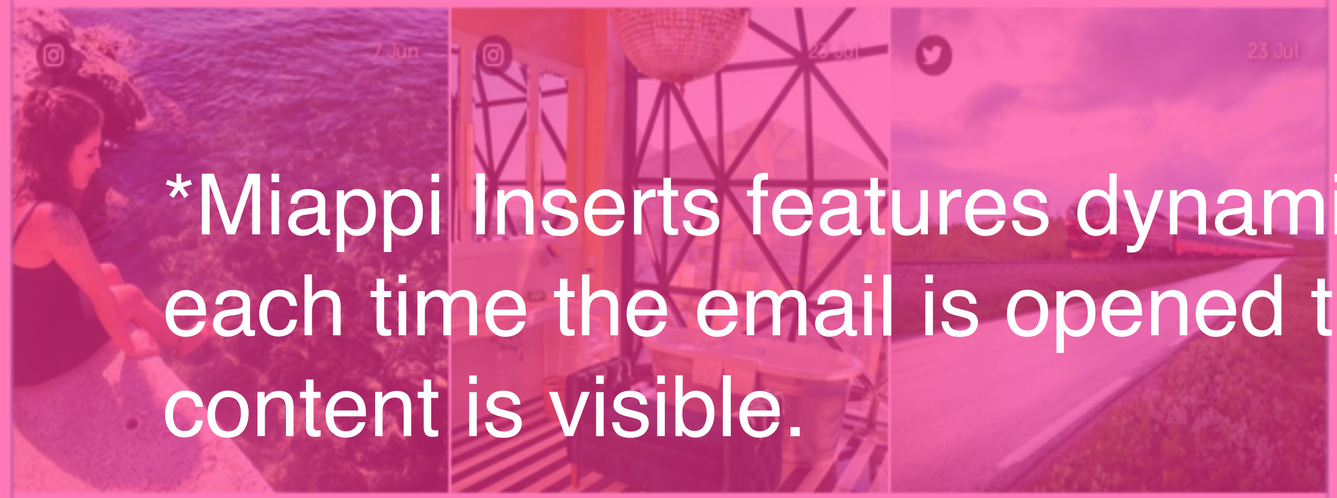
“UGC drives a 73% increase in email click-through rates”
Salesforce, 2016



Examples of where you can use UGC in email marketing

- Pre purchase follow up
- Post-purchase emails
- Cart abandonment
- Personalized recommendations
- Feedback emails

Miappi Inserts works in SharpSpring email!



*Miappi Inserts features dynamic updates so each time the email is opened the newest content is visible.

“2017 is shaping up to be the year that brands allow their customers to be the voice of their brand.”

Marketingland, 2017

Thank You

MIAPPI Ltd.
London I New York I Portland

WWW.MIAPPI.COM

SharpSpring

Powerful. Affordable.
Marketing Automation.

Poll

Questions?

Continue the Conversation

With Koertni:

Koertni Adams
Partner Enablement Manager, SharpSpring
Email: koertni.adams@sharpspring.com
Web: www.sharpspring.com

With Christopher:

Christopher Brown
Director of Business Development, North America, Miappi
Email: christopher.brown@miappi.com
Web: www.miappi.com

SharpSpring