



Leveraging UGC In Your Digital Strategy

Presented by Miappi and SharpSpring



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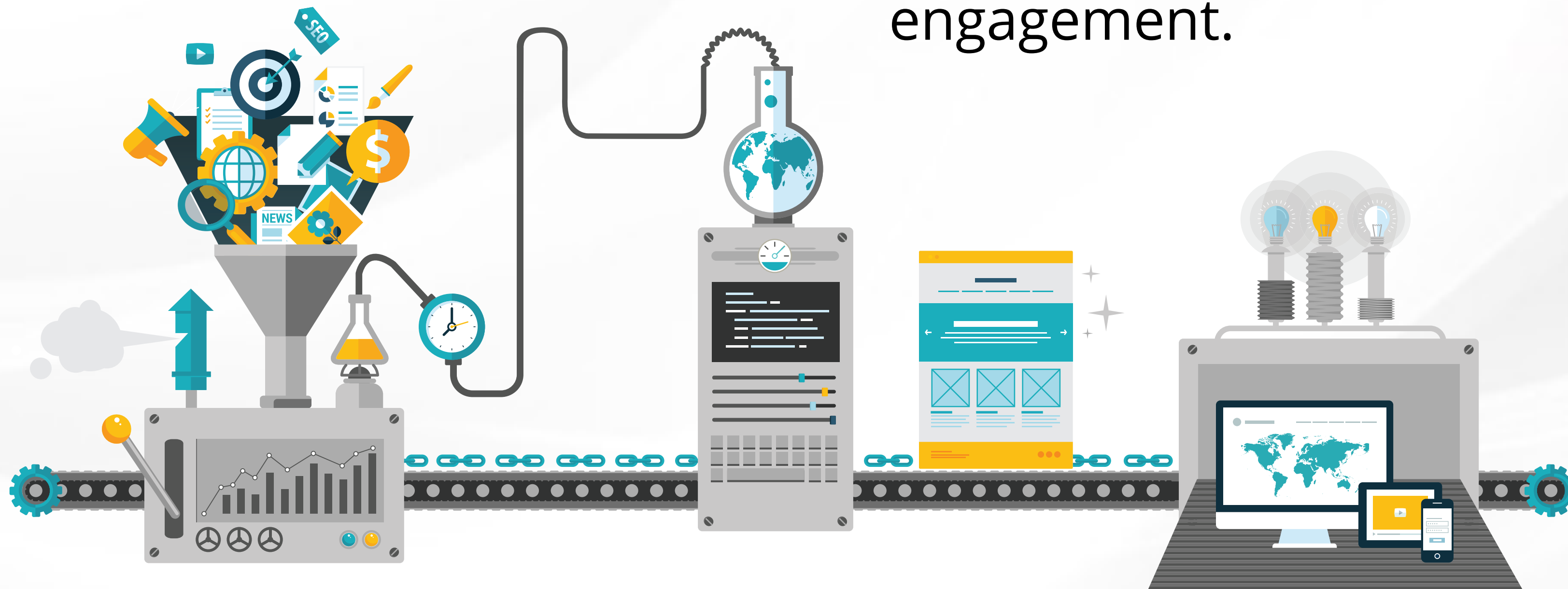
Greetings

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
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Joined by: Toby Britton - CMO

Konstantinos Vgenopoulos - Digital Marketing
Manager

Date: July 26 2017

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**Thanks to our friends at SharpSpring
for having us.**



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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.

A person is holding a GoPro camera up to their eye, as if taking a selfie or recording. The image is overlaid with a semi-transparent pink filter. Large white text is centered over the image, and a source attribution is in the bottom right corner.

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

Olapic, 2017

A person with a tattoo on their arm is holding a smartphone up to take a photo of a busy city street at night. The street is filled with people and lights, creating a bokeh effect in the background. The person is wearing a dark jacket and a white cap. The overall image has a pinkish-red tint.

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

A person's hands are holding a smartphone, which displays a photo of a dessert. The entire image is overlaid with a semi-transparent pink filter. Large white text is superimposed on the image, reading: "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."

“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?

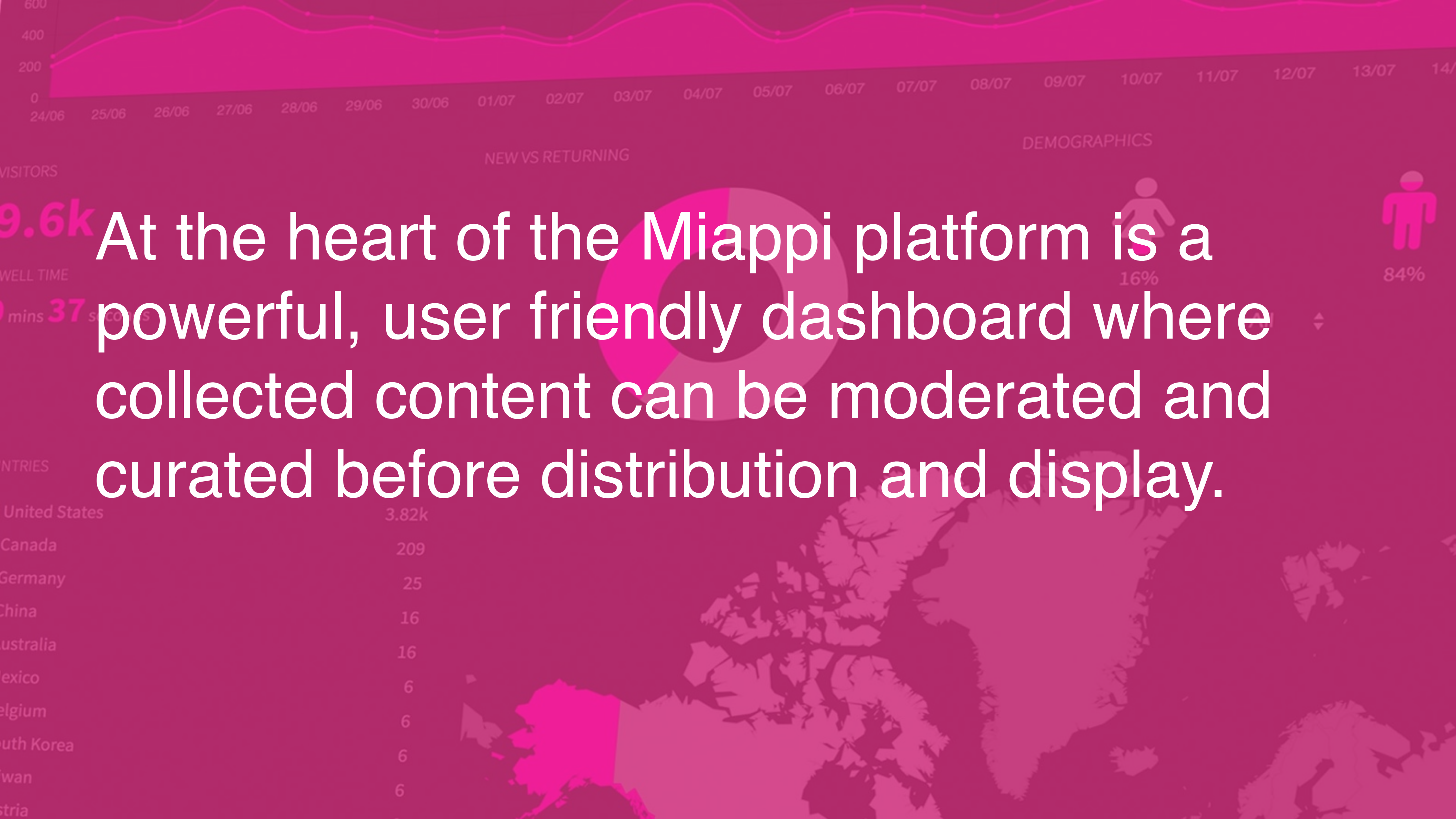
Littlejack, 2015



The Solution

Miappi, The Visual Marketing Engine.

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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.

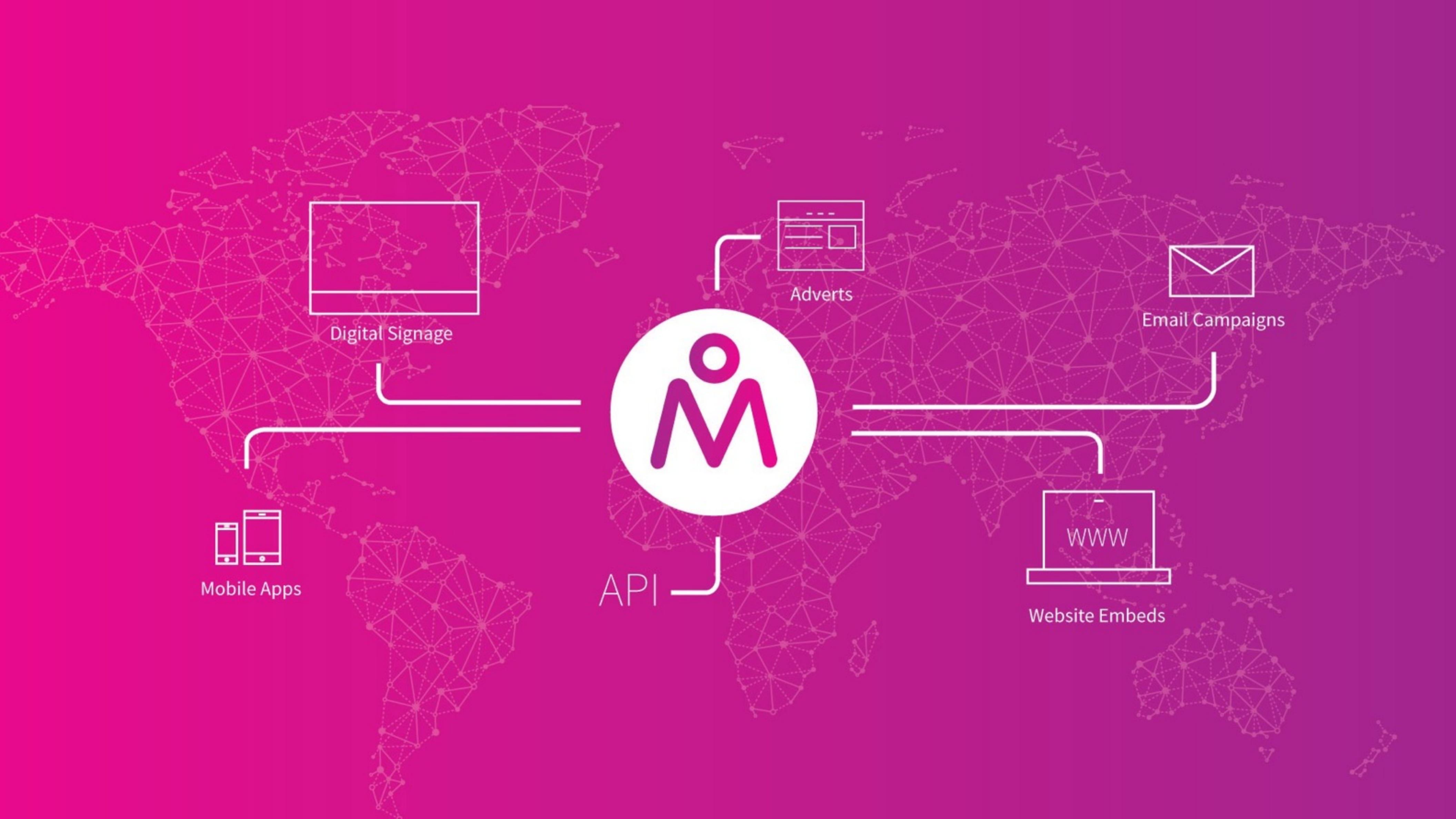


Miappi collects social media content from more than 15 different sources including Facebook, Twitter, Instagram, YouTube, Pinterest, Weibo, VK, Slack and TrustPilot.



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







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)



“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

SHARE YOUR PICS! #LEGOLANDDISCOVERYCENTER

Websites

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

ONLINE EXCLUSIVE PRICES START AT \$14.99

 Book Now!

✕ Close

HALFPOPS®

FLAVORS

FIND IT

BUY ONLINE



“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.

A person wearing a blue winter jacket and a blue knit hat with goggles on top is standing on a balcony with a metal railing. They are looking out over a vast, snow-covered mountain range under a clear blue sky. The scene is captured from a first-person perspective, with the person's hand visible in the foreground holding the railing.

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

3dcart, 2015

A hand holding a GoPro camera against a sunset background. The camera's screen shows a recording interface with a timer at 02:52 and a battery level at 19%. The background is a warm, orange-hued sunset over a landscape with trees and hills.

“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

The background of the slide features a close-up, angled view of a smartphone screen. The screen displays a messaging application interface with a blue header bar containing a white speech bubble icon and a red notification badge with the number '1'. Below the header, the screen is mostly blank, suggesting an incoming message. At the bottom of the screen, a portion of a white keyboard is visible. The entire image is overlaid with a semi-transparent pink and purple gradient.

Adding UGC to email increases

- CTR
- engagement
- sales
- website traffic

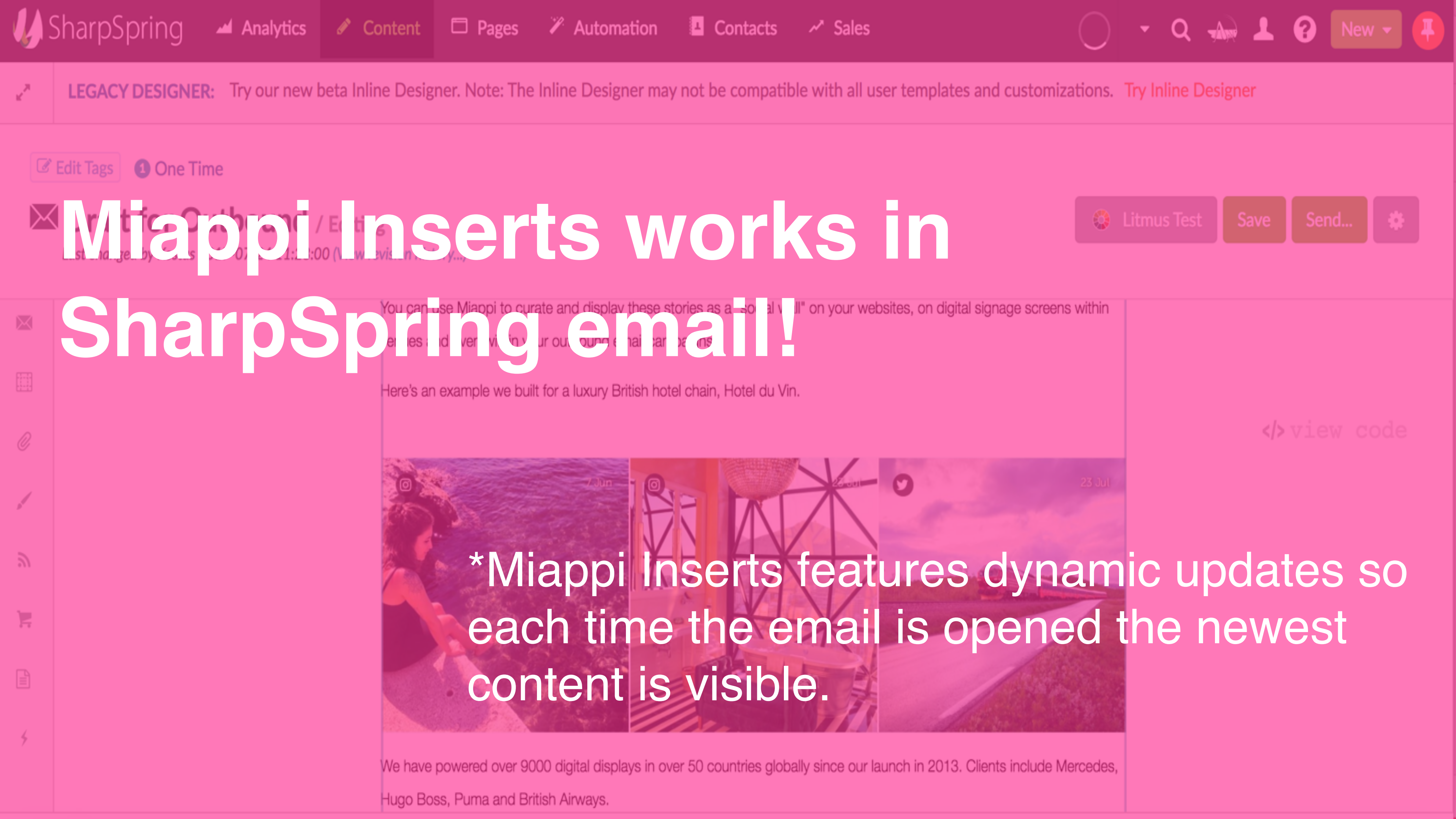


“UGC drives a **73% increase in email click-through** rates”

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

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Questions?

Continue the Conversation

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