

User-generated content and how customer photos boost your bottom line

Hello!

Julia Manoukian

Senior Content Marketing Manager

julia.manoukian@crowdriff.com

[@juliamanoukian](#)

www.crowdriff.com/resources



Meet CrowdRiff.

CrowdRiff is a visual content marketing platform trusted by over **800+** travel and tourism brands worldwide.



**Zürich,
Switzerland.**



Agenda

1. **Using social media to boost your following & bottom line: 6 tips (30 mins)**
2. **Getting rights to UGC to drive more purchases online (20 mins)**
3. **Break: 5 minutes**
4. **Use Instagram & Facebook live to build an audience & loyal customers (30 mins)**
5. **Live Q&A: 20 minutes**



Introduce yourselves!

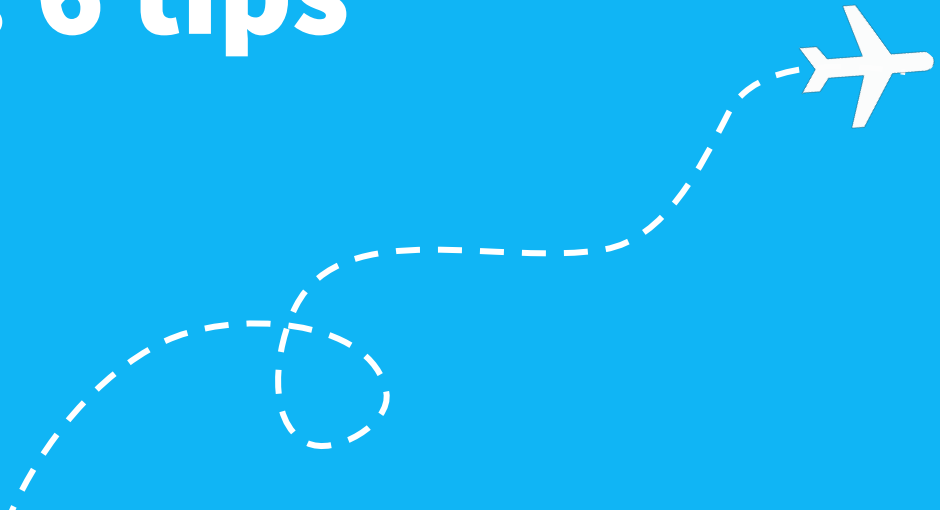
Introduce yourselves!
On social media?

Introduce yourselves!

On social media?

Frequency?

Using social media to boost your following & bottom line: 6 tips





1 Pick one platform

2 Get personal



Quick tips



Share your origin story



Let your staff takeover your account for a day



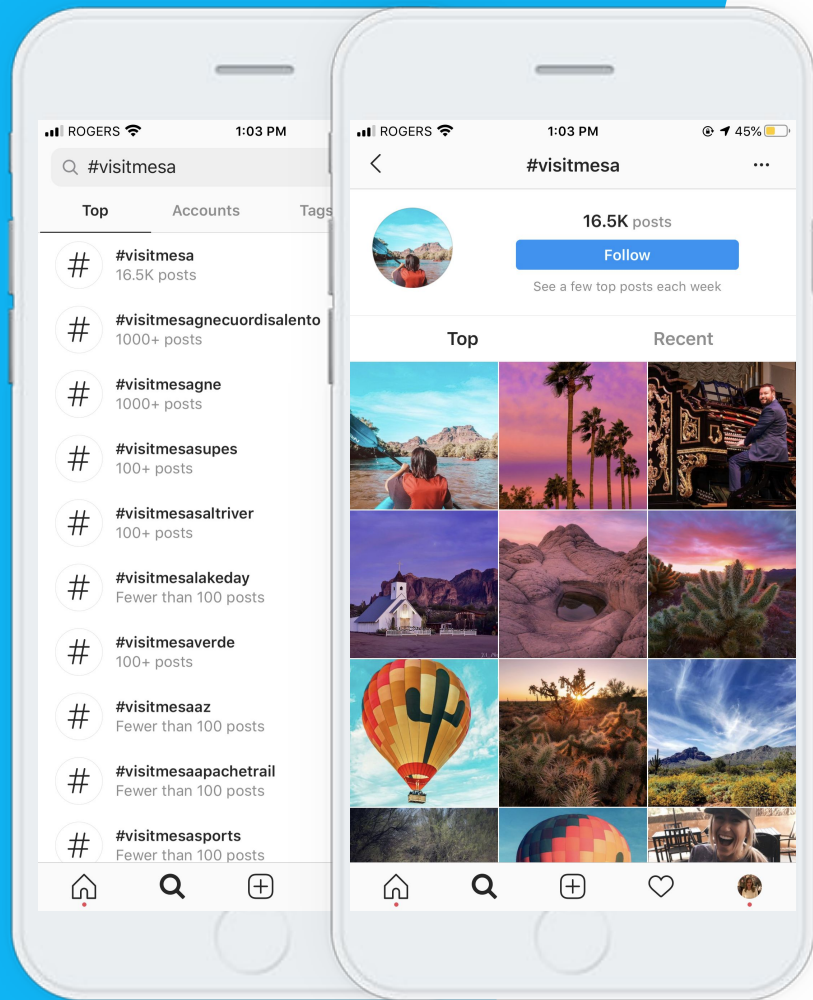
Give people a peek into your “day in the life” in the business



Focus on authentic over perfect



3 Use hashtags wisely



**Hashtags are
an important
discovery tool on
Instagram**



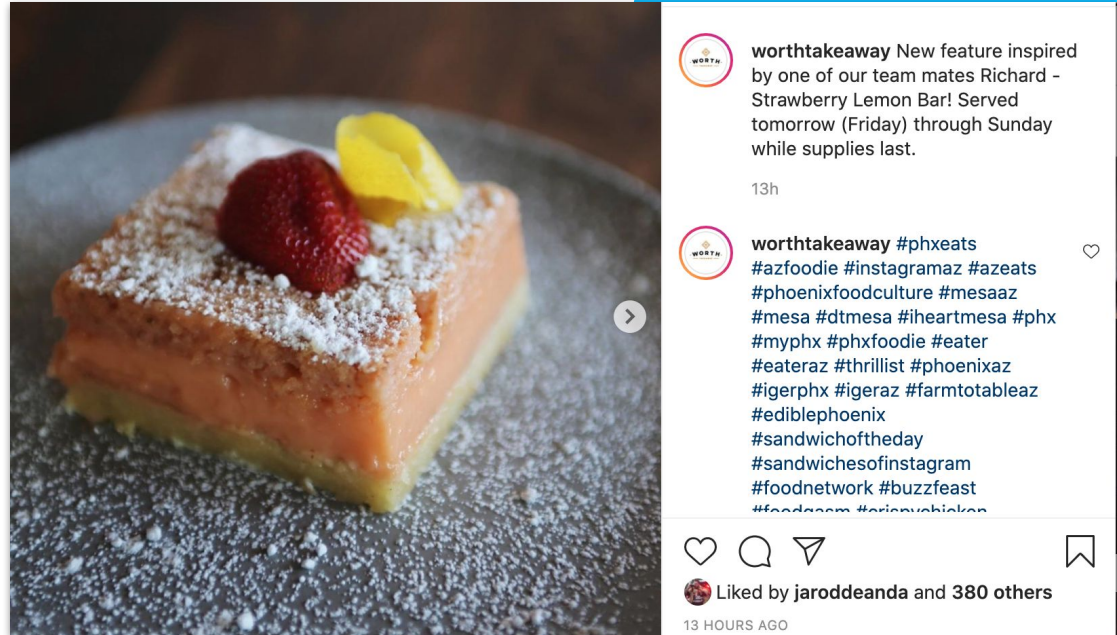
Posts with at least 1 hashtag

get more engagement

than posts without hashtags

@worthtakeaway

Add your hashtag in the first comment to keep your captions “clean”?



Source: Instagram

4 Showcase your customers





Dave Gerhardt • 1st

CMO at Privy (#1 Sales App on Shopify) | B2B Brand Builder

3h • 







B2B companies should copy everything about the UGC playbook (user generated content) from ecommerce. You should never run an ad again that does not have real customers in and proof in it. Screen record over Zoom, cut it, and boom there's your ad.

...see more



172 • 23 Comments

Quick tips

-  When your customers tag you in a post, repost to your Instagram Story
-  Search your location tag for photos related to your business
-  Ask for permission before reposting to your feed
-  Give credit (tag the person) when you mention them in your post

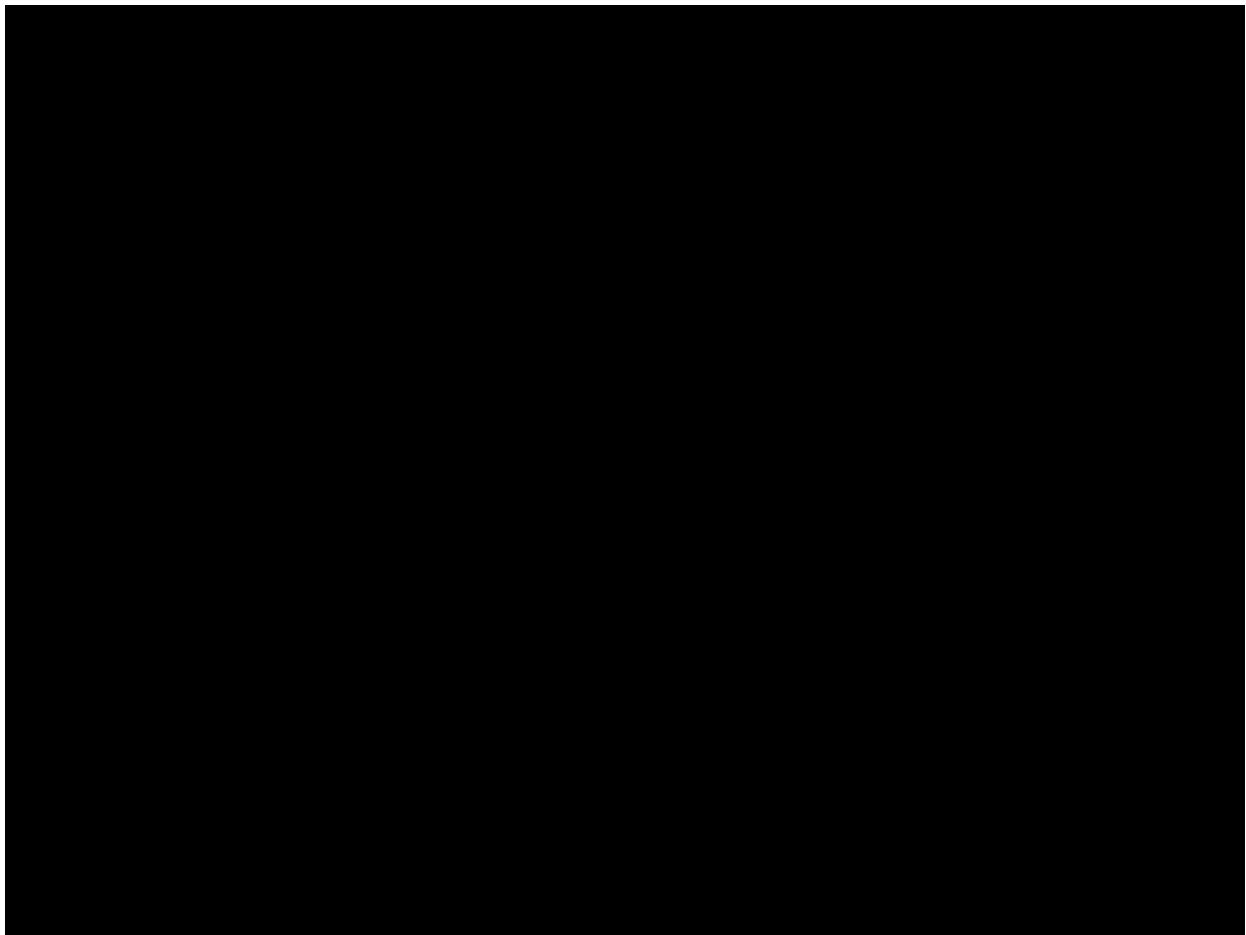


SPECIAL FOR FIRST-
TIME ONLINE ORDERS!



BOGO





Source: @stellaradventures



5 Partner up

Quick tips

- 🌵 Find complementary businesses that target the same customer
- 🌵 Bundle your offerings (e.g. clothing store + boat tour)
- 🌵 Coordinate a week where you cross promote each other
- 🌵 Tag @visitmesa and use #VisitMesa and #CityLimitless

6 **Make it easy for people to buy**





T.C. Eggington's

@TCEggingtons · Breakfast & Brunch Restaurant

 **Start Order**

 pay.link

[Home](#) [Reviews](#) [Menu](#) [Photos](#) [More](#) ▼

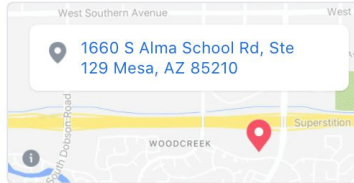
 Like







About

[See All](#)



 An exciting opportunity to create and develop an extra special eating experience for young and old, over light conversation or business that starts with the "Crack O' Dawn", just one of Eggington's original recipes, served up with style.

 14,056 people like this



T.C. Eggington's is at **T.C. Eggington's**.

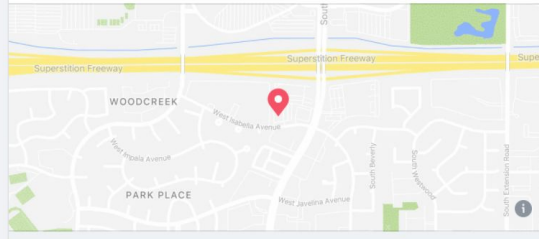
3h · Mesa, AZ, United States · 

Do you love smoothies as much as we do? ❤️

Smoothies are fresh AND so filling! We have a few different fruity smoothie flavors. 🍓

In a hurry? Call ahead and or order online and we will bring your smoothie to your car!

[#smoothies](#) [#fruitsmoothie](#)



Easy to order online



Hours and details listed in the header

Visual to grab people's attention



T.C. Eggington's

@TCEggingtons · Breakfast & Brunch Restaurant

Start Order

pay.link

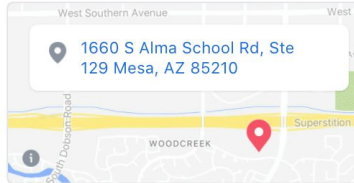
[Home](#) [Reviews](#) [Menu](#) [Photos](#) [More](#) ▼

Like



About

[See All](#)



An exciting opportunity to create and develop an extra special eating experience for young and old, over light conversation or business that starts with the "Crack O' Dawn", just one of Eggington's original recipes, served up with style.

14,056 people like this



T.C. Eggington's is at **T.C. Eggington's**.

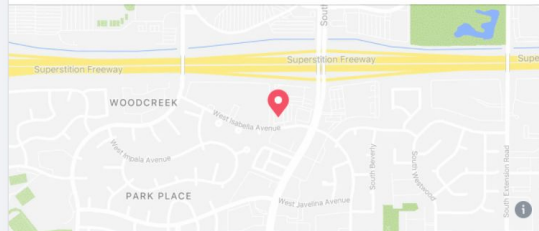
3h · Mesa, AZ, United States ·



Do you love smoothies as much as we do?

Smoothies are fresh AND so filling! We have a few different fruity smoothie flavors.

In a hurry? Call ahead and or order online and we will bring your smoothie to your car!
[#smoothies](#) [#fruitsmoothie](#)





T.C. Eggington's

@TCEggingtons · Breakfast & Brunch Restaurant

Start Order

pay.link

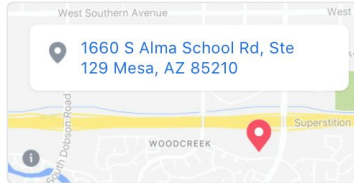
Home Reviews Menu Photos More ▾

Like



About

See All



An exciting opportunity to create and develop an extra special eating experience for young and old, over light conversation or business that starts with the "Crack O' Dawn", just one of Eggington's original recipes, served up with style.

14,056 people like this



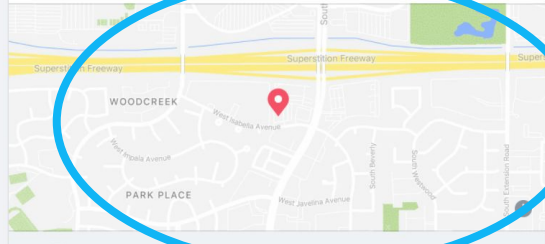
T.C. Eggington's is at T.C. Eggington's.

3h · Mesa, AZ, United States ·

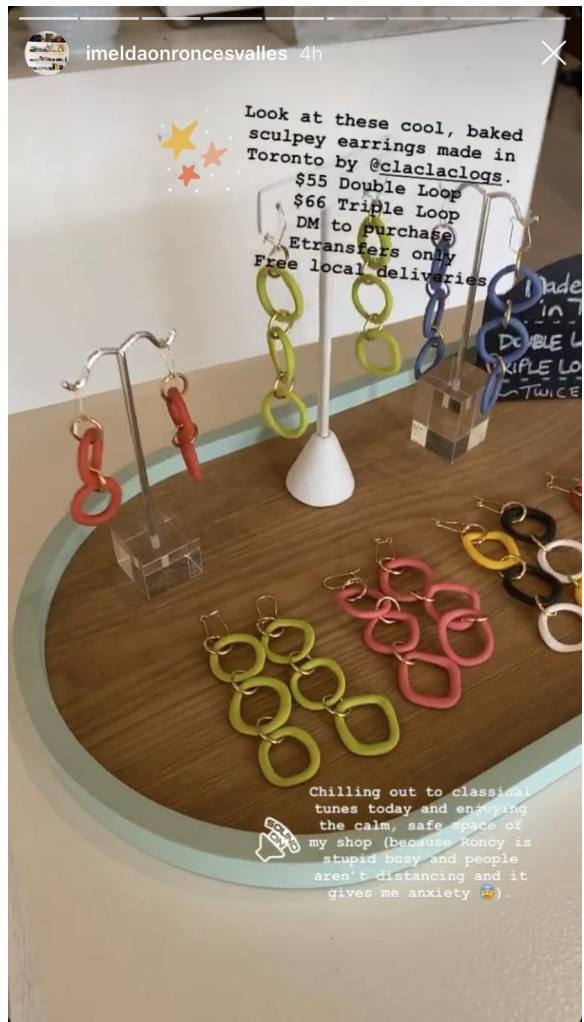
Do you love smoothies as much as we do? ❤️
Smoothies are fresh AND so filling! We have a few different fruity smoothie flavors. 🍓

In a hurry? Call ahead and or order online and we will bring your smoothie to your car!

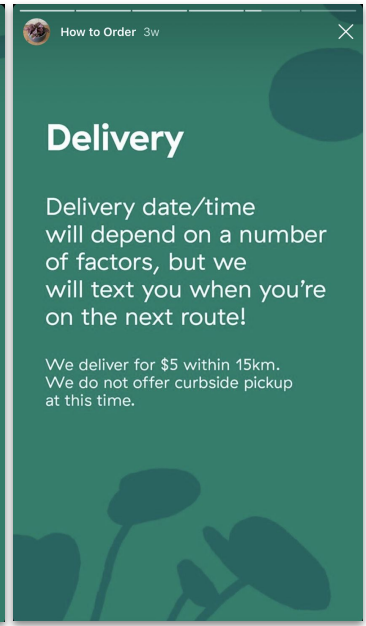
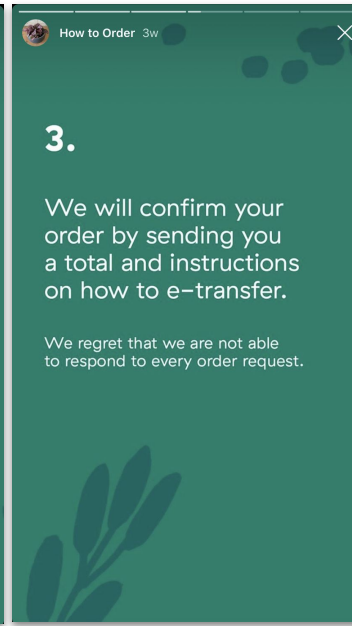
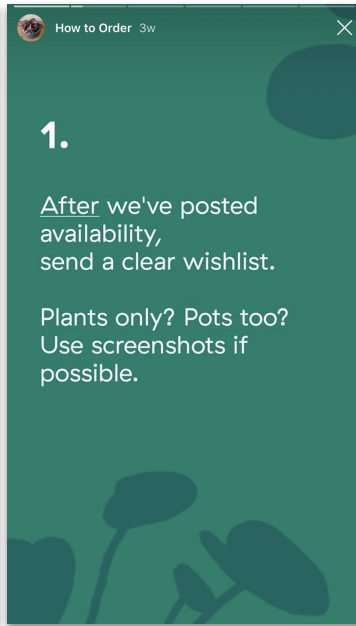
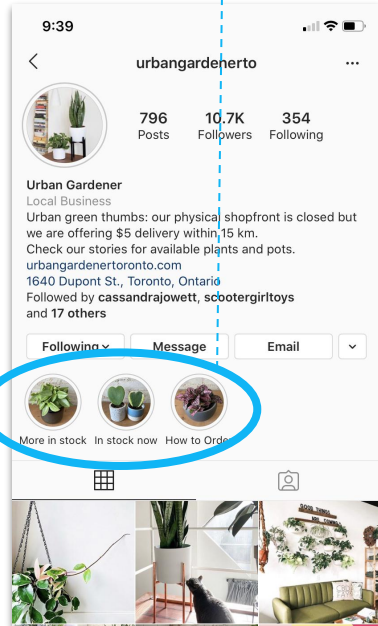
#smoothies #fruitsmoothie



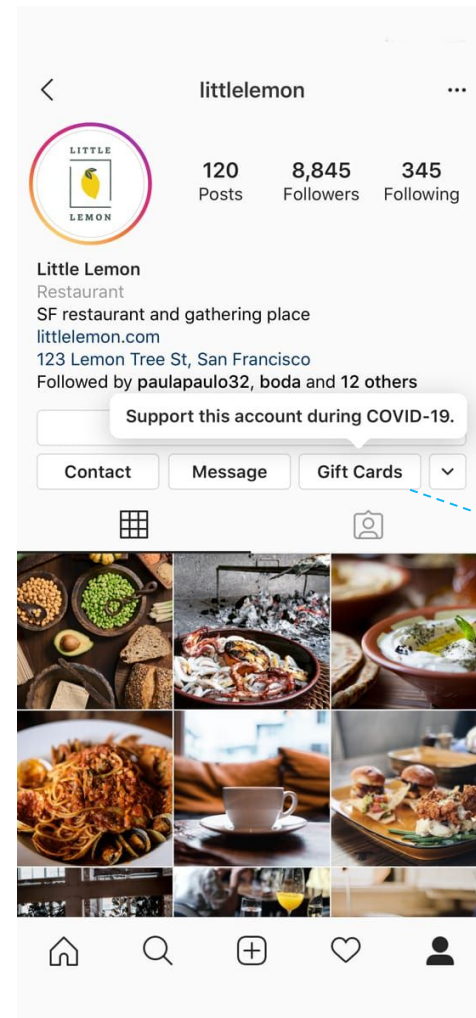
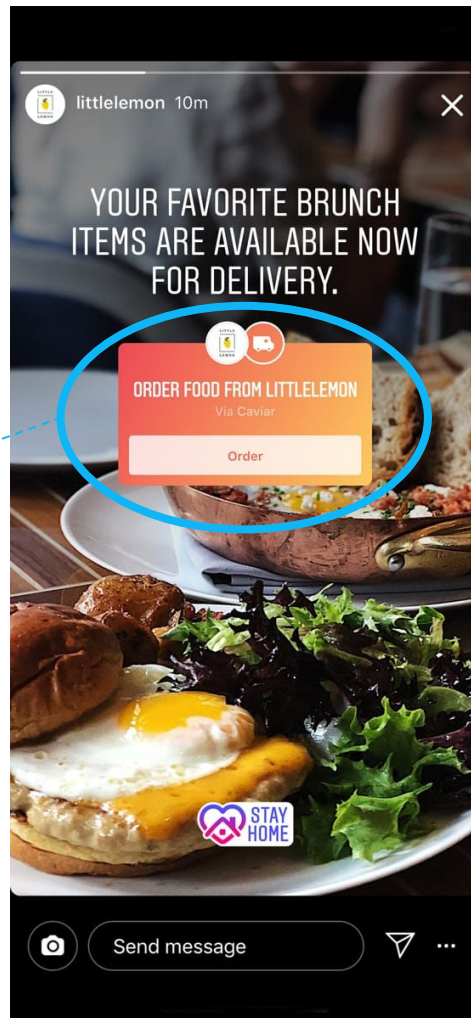
Map and description to guide people to the restaurant



Clever use of Instagram Story Highlights



New stickers to send
your visitors to your
delivery partner





Gift card option

6 social media tips for now & beyond

 Choose 1 platform that you can keep up with

 Get personal





 Use hashtags wisely

 Showcase your customers

 Partner up

 Make it easy to buy

Discussion


-  What are your biggest challenges when it comes to growing your business on social media?
-  What's been your most successful social media “tactic” to date?
-  What kind of posts receive the most impressions/engagement?
-  Any exciting campaigns coming up?

**Getting rights to UGC to
drive more
purchases online**



User-generated content:

Content that is *voluntarily* created and shared by fans or customers of a brand who are not associated with that brand.

A solid blue wave-like shape that starts from the bottom left and curves upwards towards the right, spanning the width of the slide.

User-Generated Content



Text



Pictures



Multimedia



Social Media



Reviews &
Testimonials



Blog Posts



Video Content



Q&A Forums



Case Studies

**Using user-generated
content?**

Why UGC?

4x

More likely to purchase
if referred by a friend

Source: Nielsen

1/2

Say UGC is extremely
influential when
deciding
whether or not to buy





Source: BizReport

12x

Customer reviews are
trusted 12 times more
than marketing from
a brand

Source: CIO.com

Why consider UGC?

-  Users trust other consumers more than brands themselves
-  Thousands of UGC images & videos shared everyday
-  More brands are identifying consumers' visuals and incorporating them into their marketing to make it seem more authentic and relatable
-  It works!



azstateparks



Follow



2,570 posts

119k followers

380 following

Arizona State Parks

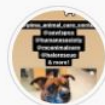
Tag us in your pictures using #AZStateParks!

linktr.ee/azstateparks

Followed by visittucson, roaminghills, imjessmess +9 more



Local Eats



How to Help



COVID-19



Podcast



Dog Safety



Fire Safety



Google Tr...

POSTS

IGTV

TAGGED



Case Study: Dollywood

40%

Increase in social
media following







70%

Increase in social
media engagement

3500

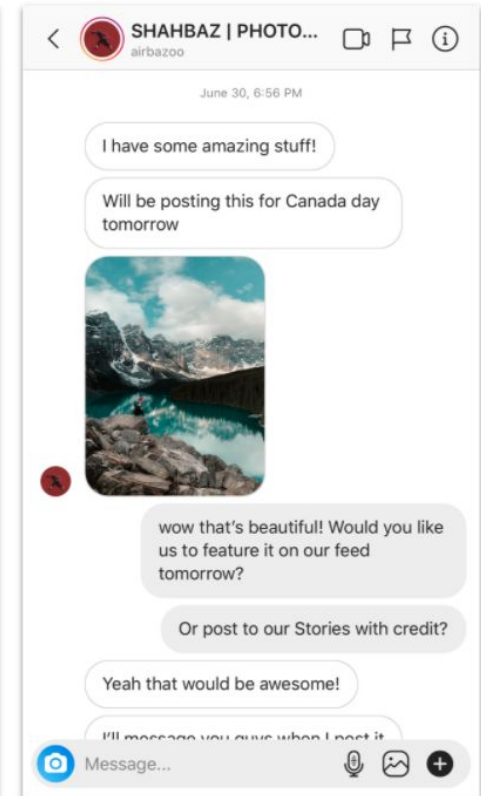
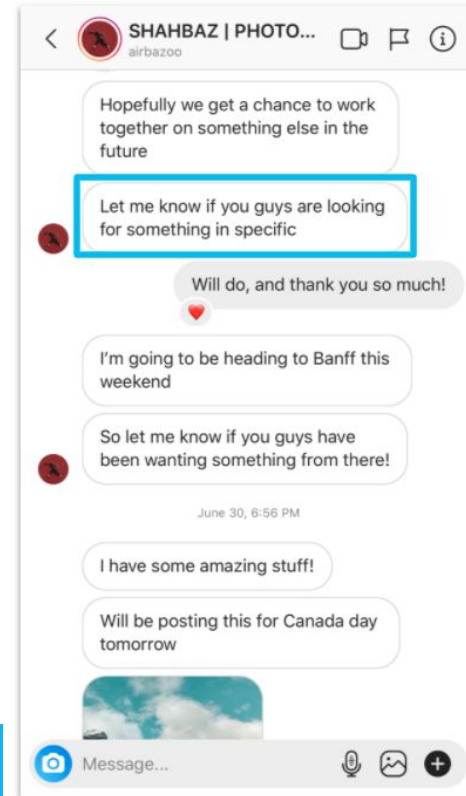
Rights-approved
images

Why UGC matters more than ever


-  Ability to source imagery and videos for multiple channels
-  Diversifies your brand's aesthetic on social
-  Published content never feels “stale” or inauthentic
-  UGC will make your message more trustworthy
-  UGC can replace gaps resulting from budget cuts
-  UGC is the voice of your community

Getting rights to UGC

- 1) Saves you time & money
- 2) Build relationships w/ creators
- 3) Follow recommendations of social platforms



Tips when asking for rights

1. Leave a nice comment that shows appreciation for their work.
 2. Tell them how you want to use their photo.
 3. Give them a way to explicitly say “yes.” Let them know what hashtag they can use when they respond back to you.
 4. Always take a photo of the verbal request.
- 



tideh2ofly • Follow

St Joseph Bay



gulfcountyfl @tideh2ofly Love this shot! 📸 We're looking for eye-catching photos to feature in a digital visitor guide of Gulf County. We'll give you credit of course 🙌 If that's okay with you, please reply with #YesGulfFL



4w 2 likes Reply

— Hide replies



tideh2ofly @gulfcountyfl
#YesGulfFL



4w Reply



gulfcountyfl Thanks!



4w Reply








Liked by **gulfcountyfl** and 67 others

APRIL 14

Add a comment...

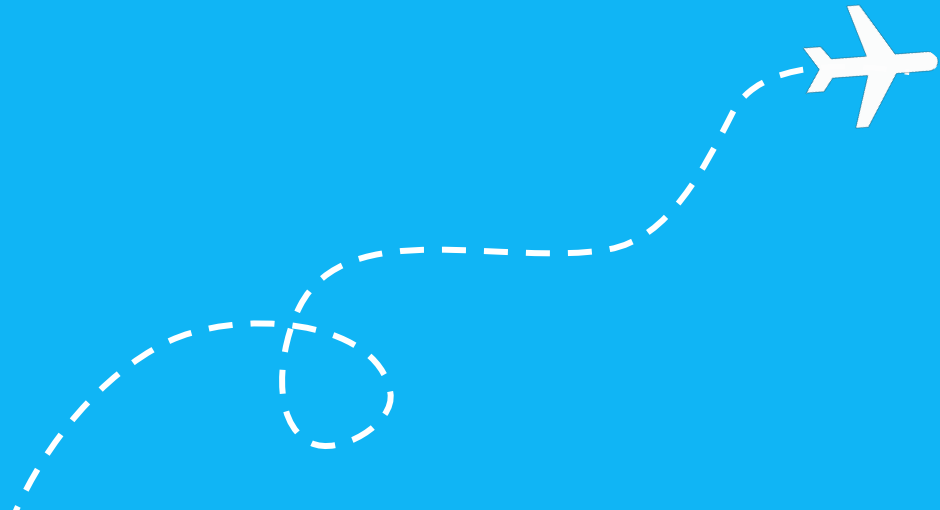
Post

Getting rights to UGC to drive more purchases

-  Identify what content is driving the most engagement online
-  Reach out to creators and ask for permission to use their content
-  Remember to ask nicely!
-  *Always* take a photo of the rights request
-  Give the user credit when reposting the visual

Break time 🕒 ☕
5 minutes

**Use Instagram &
Facebook live to build an
audience**



Live video channels



Facebook Live



Instagram Live



Periscope
(Twitter)



YouTube Live

10x

More comments
vs non-live video

3x

Engagement vs
non-live video

80%

Would rather
watch a live
video than read a
blog

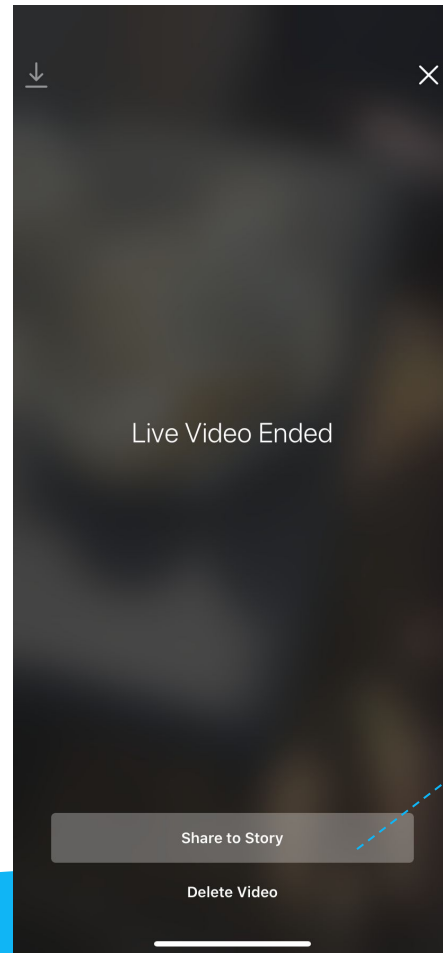
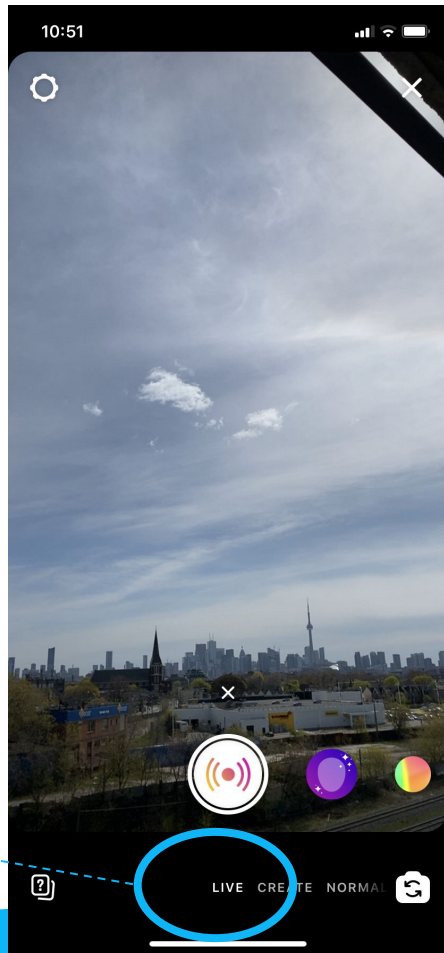
¹Source: Falcon.io

²Source: Falcon.io

³Source: LiveStream.com

**Using Instagram & Facebook
live?**

Choose the Live option
in your Stories



Share to Story



1 Teach something



queencreekolivemill • Follow



queencreekolivemill Healthy & Simple Salad Dressing

Perry shows us how to make a quick and easy salad dressing that his mother used to make for him growing up. He still makes this dressing at every meal for his family today. All you need is some good extra virgin olive oil, balsamic vinegar, half a lemon, salt and pepper! Let's go!

20w



carolyn.ro Yummy ... I think I'll make myself a salad right now! 😊



20w 3 likes Reply

— View replies (1)

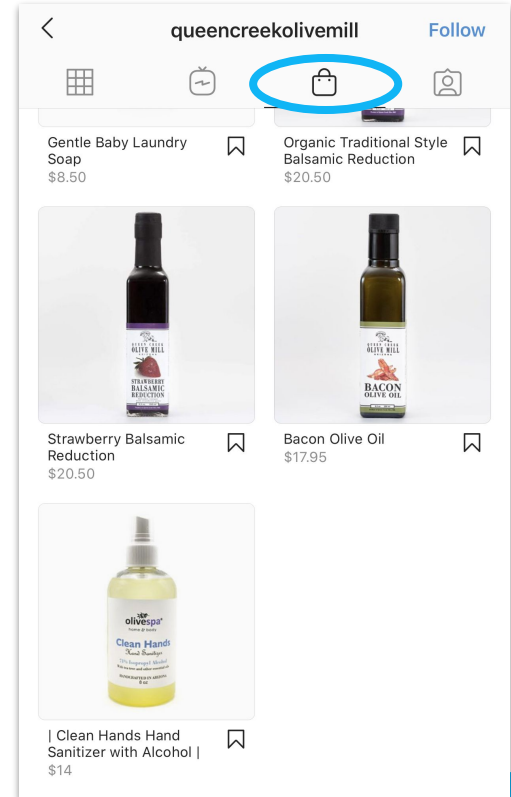
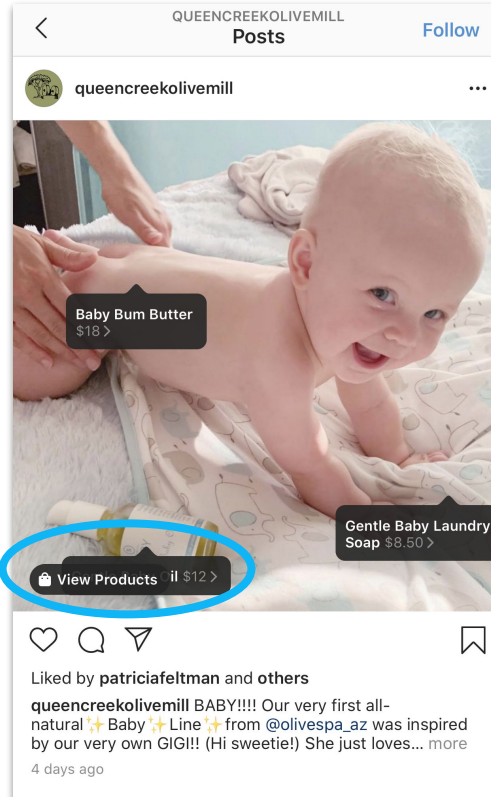
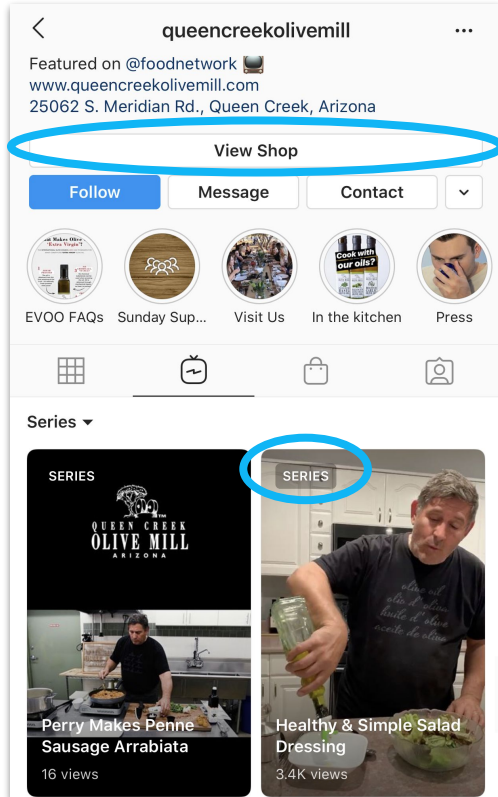


3,425 views

APRIL 5

Add a comment...

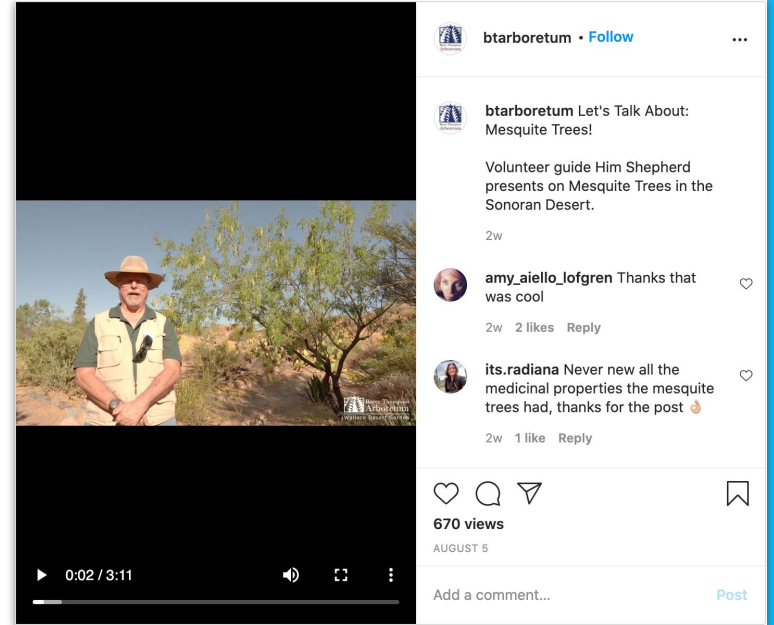
Post





2

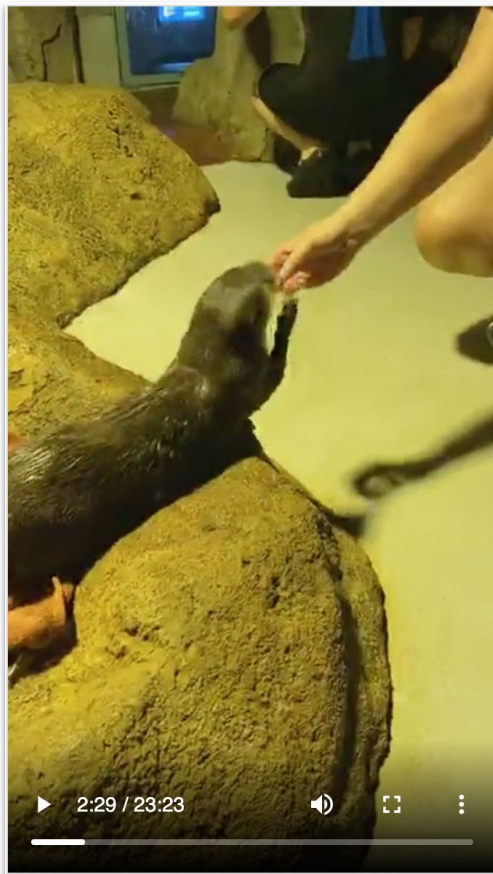
**Feature subject
matter experts**





3

**Take people
behind the
scenes**



odysea.aquarium • Follow



odysea.aquarium Otter Banks at OdySea Aquarium

4d



im_lauren_c I love those Otters!!!❤️



4d Reply



reachthebeach90 Thanks for the heads up! We hustled over and got to watch the training. So fun!



4d Reply



1,858 views

4 DAYS AGO

▶ 2:29 / 23:23



Add a comment...

Post



odysea.aquarium • Follow
OdySea Aquarium



odysea.aquarium You "otter" know how much fun this is going to be! Join us today at 2 p.m.!

5d



odysea.aquarium #otter #otters #ottersofinstagram #otterlife #animals #otterlove #otterlover #otterlovers #ottergram #cute #wildlife #ottercute #instaoatter #nature #animal #cutanimals #otterlive



5d Reply



oh_so_stace



4d Reply



Liked by joshtburgess and 303 others
5 DAYS AGO

Add a comment...

Post



4 Livestream events



downtown_12_west • [Follow](#)



downtown_12_west Tommy Grills Band

6/12/20

10w



543 views

JUNE 12

Add a comment...

[Post](#)



5

**Showcase your
experience &
offerings**



moondustfarms • Follow

...



moondustfarms Chalk Art Love restock

Our friend Kathy restocked her space today. She's showing you all the new things!

10w




508 views

JUNE 11

Add a comment...

Post

Other ways to use live video

- Q&A with your audience, local guests or residents
 - Influencer, partner or customer takeover
 - Showcase what sets you apart
- 

Live video & IGTV tips



Promote your video with ads



Have a plan, but don't worry about perfection



Tag other people and your location



Respond to comments live



Repurpose the content

Q&A