

Winning Strategies for Optimizing User-Generated Content



Boost Social Media Content

User-generated content can be a great way to boost SO (social optimization) on social media platforms, such as Instagram, Twitter and Facebook.



Integrate UGC into Your Paid Strategy

Consider utilizing UGC in paid Facebook or Instagram advertisements, especially if the UGC contains a positive review.



Launch a UGC-Powered Sweepstakes or Contest

If you're looking to increase the volume of UGC related to your brand on social media, consider launching a UGC contest or sweepstakes.



Integrate UGC Into Your Website Content

One of the best ways to use user-generated content is for populating your website, and as a bonus, it is an excellent strategy for improving your site's search engine rankings.



Spread Awareness and Create UGC with Product Sampling

Sending free product to past customers or potential new customers is an excellent way to generate authentic conversation about your brand to your target audience, which is key to increasing awareness and driving sales.

Please contact us at 312.815.5505 or hello@wilksgrp.com for a free 15-minute consultation