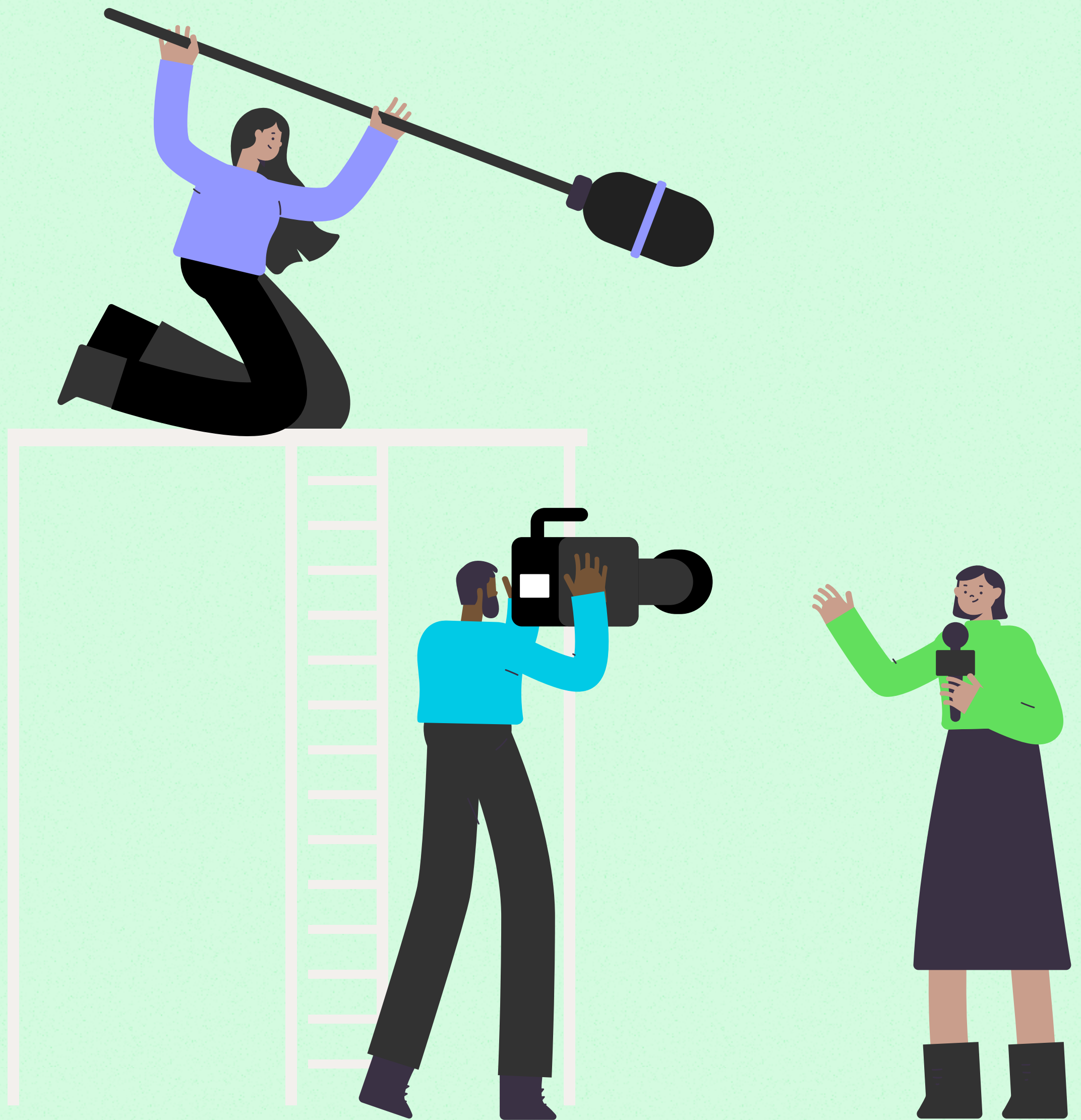**INSENSE**

Cheatsheet

How to create compelling, authentic UGC that resonates with your target audience

UGC is rapidly becoming a cornerstone of brand strategies, thanks to its inherent authenticity, which cultivates trust and fuels product purchases.

But what truly distinguishes a video as authentic, transforming it from a mere ad to compelling content? What are the essential characteristics that make a creative piece resonate genuinely with its audience?

In this guide, we delve into the key considerations for designing a successful UGC strategy for your brand or product.

By the end of this read, you'll be well-equipped to incorporate these insights into your briefings and elevate your collaborations with top creators!

Let's dive in!

Creative is your targeting

Keep in mind that your creative pieces should encompass elements that not only resonate with your target audience but also reflect their world. For instance:

Demographic Representation

Ensure that your chosen demographic is visibly featured in the creative, considering age, ethnicity, location, and overall ambiance to guarantee that your message resonates with the right individuals.

Targeted Hooks

Directly address your target audience in the hook, e.g., 'Hey College Students' or 'Curly Hair Care Tips Just For You' to effectively connect with these specific groups..

Customer Language

Leverage the language of your customers. Dive into their expressions, acknowledging their challenges, triggers, and aspirations for an improved life. A valuable tip is to incorporate phrases taken from their testimonials to authentically capture their sentiments.

5 tips on how to make UGC authentic

☑ **User Reviews:** Value feedback as invaluable insights. Integrate real user reviews into your creative brief guidelines, adding both credibility and audience trust.

☑ **Personal stories:** Ask creators to share personal stories or experiences related to the product or service. Sharing personal narratives deepens audience engagement, making content more relatable and compelling.

☑ **Real Environments**: Choose settings that mirror daily life. Whether it's a parent filming amidst school runs or a teacher in their classroom, authenticity shines through real-life scenarios.

☑ **Organic Expression**: Encourage creators to embrace natural speech patterns, adding filler words or adjusting lines to make it sound more organic to their speaking style.

☑ **Spontaneity**: Guide creators to capture moments as if they're unfolding naturally, like answering a sudden call or transitioning between tasks.

Strategies for Effective Creative Testing

Now that you've collected your ideal assets from the creators, it's time to map out your campaign timeline!

Here are some key recommendations to kickstart your creative testing on social platforms, and discover which ad will outperform the best:

- Run 3-5 ads within each Ad set.

- Allow at least 7 days before shutting down underperforming creatives.

- Tailor the testing period (ranging from 7 to 30 days) in line with your marketing budget.

- When a creative works, improve and iterate.

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Eager to engage top-tier creators and take your UGC strategy to the next level?

Schedule a demo today with our expert team and uncover the potent impact of authentic UGC in reaching your audience!