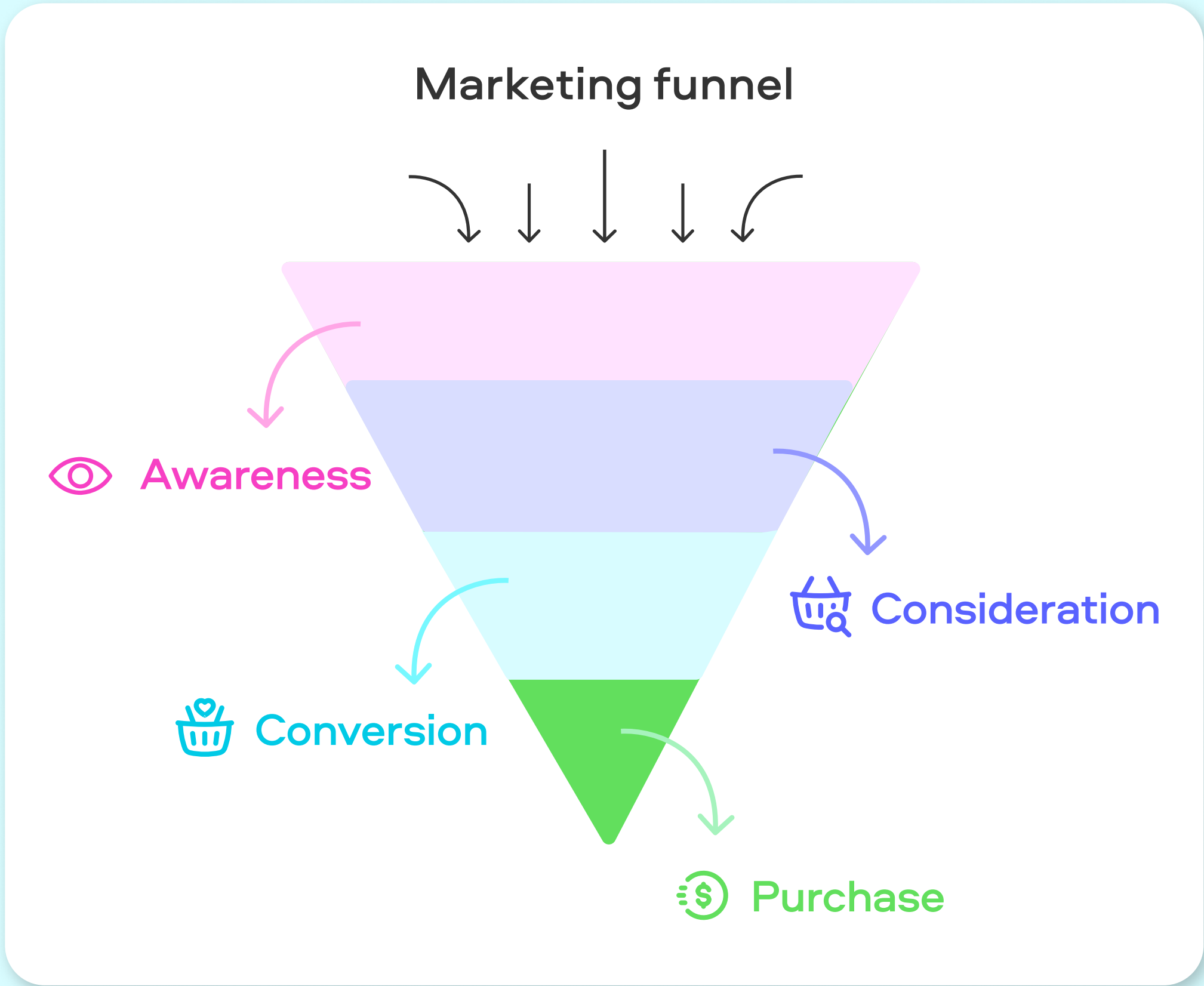


# Cheatsheet

How to turbocharge your marketing funnel with UGC



To effectively guide your customers through their buying journey, you should carefully craft your content strategy to encourage conversions.



In this cheatsheet, we’re exploring how you can incorporate UGC in each stage of your marketing funnel and how to select the optimal content type for every step.

Let’s dive in!

## Stage 1: Awareness (top of the funnel)

### Let customers meet your brand!

At this very first stage, you can add UGC to your social media channels and introduce your brand to new customers, increasing its awareness.

Our most successful clients usually take a 2-step approach:



#### Step 1

Collaborate with nano and micro-influencers to post about the brand on their own social media.



#### Step 2

Repurpose the content generated by creators, working on a little bit of post-production and posting it on the brand's own social media channels.

## Some specific types of UGC content fit best with the awareness stage:

- Honest user review (you can get this type of content from product seeding campaigns)
- Educational content
- Before & after videos
- Problem & solution
- Product demonstrations
- Entertainment videos
- Unboxing
- Skits/creator personality
- Sharing the story of your brand foundation

## Stage 2: Consideration (middle of the funnel)

### Let customers learn more about your products!

This is the moment when you add UGC to your paid media strategy. When launching paid advertising campaigns, you will be able to create ads that are tailored to specific customer segments based on their intentions.

At this funnel stage, UGC needs to cover more product information, address key questions, and highlight the unique selling points that differentiate your product from competitors.

### Stage 2 pro-tips



Request videos as modular content and try different iterations of the same ad in your ad campaigns.



Consider integrating UGC into your email marketing campaigns, as leads may subscribe to newsletters at this stage.

## These are the winning UGC content types for the consideration stage:

- Product comparison
- Tutorial/ step-by-step guides
- Hacks/ tips
- Testimonials
- Product reviews
- Easy-to-use video
- Problem & solution





## Stage 3: Conversions (bottom of the funnel)

### Time to make the purchase!

At this stage, integrating UGC into your paid media is vital. You want to make sure that potential customers or leads come across your social-proofed ads when they are about to make a purchase decision.

This approach can provide the extra encouragement they need and highlight some advantages of why they should do it now.

### Stage 3 pro-tips

-  **Leveraging creator licensing (or whitelisting)** is effective at this funnel stage. Customers are often more persuaded by content from an influencer's account rather than from an unfamiliar brand.
-  **Repurpose the content on your website.** At this stage, customers will be visiting your website and interacting with your brand. Moreover, it is on your website that they will most likely make their final decision. By featuring UGC on your site, you enhance the likelihood of sealing the transaction

## These are the top-performing UGC types of content for the conversion stage:

- Price comparison
- Product comparison
- Urgency videos (out-of-stock, limited editions)
- Limited offers/discount videos



## Ready to turbocharge your marketing funnel with UGC?

Take your first step towards success by [booking a demo](#) with our expert team today and learn how to elevate your UGC strategy with Insense starting now! 💡

