

An Amazon's Seller's Step-by-Step Guide to UGC





the writing is on the wall

Who is Christina Ink?

The Brand: Imagine modern-day warrior meets old-school traditional values--wrapped into a lean, mean content marketing machine. We help you scale your Amazon business with distinct content so that your brand gains the recognition and sales it deserves.

The Person: I'm not 'just' a content marketer. I'm a determined entrepreneur who knows the powerful benefits content offers, from growing two six-figure businesses in less than 8 months to going viral three times over on social channels. Content is the driving force of the digital dawn.

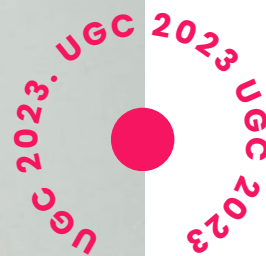
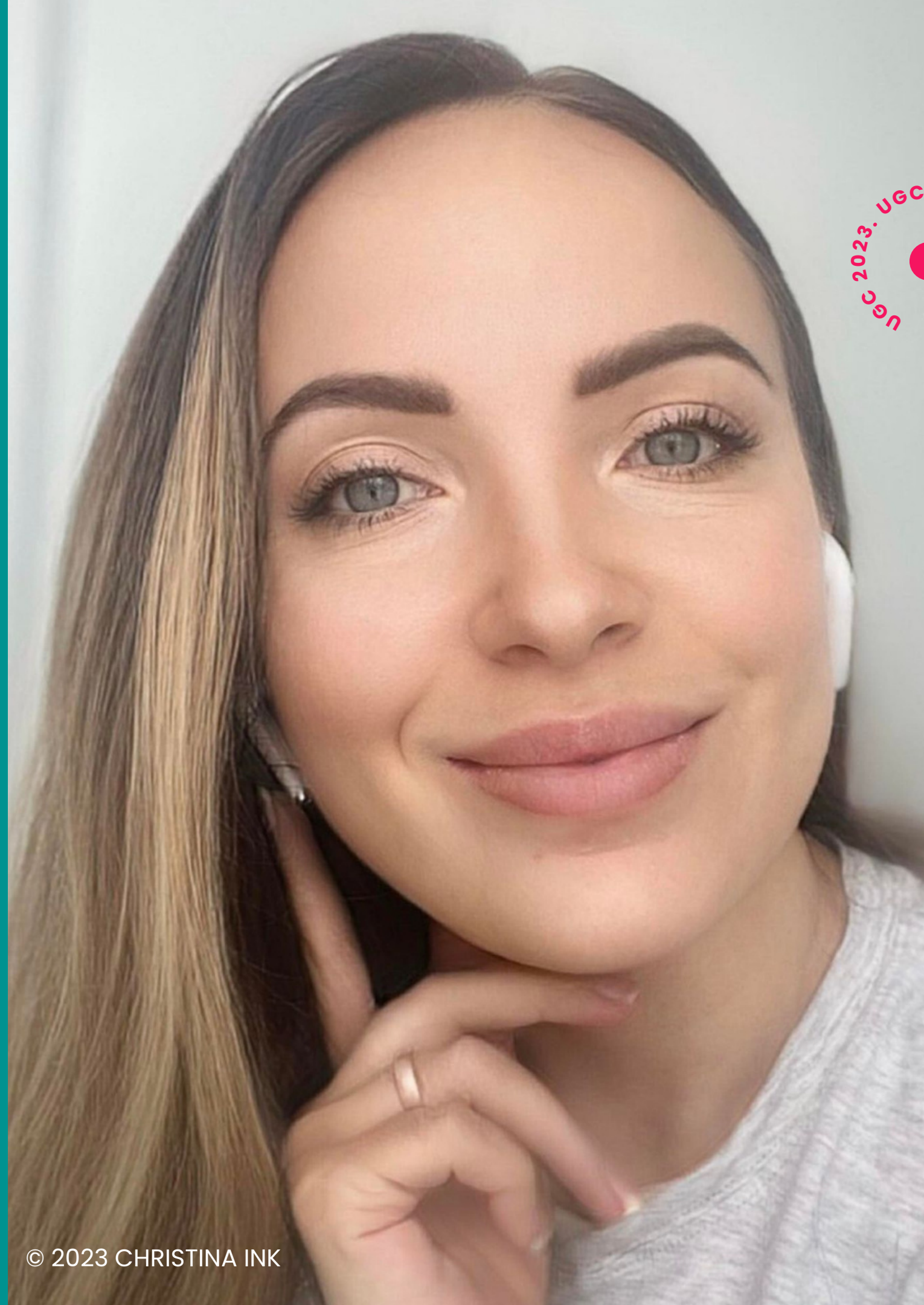
What gives with UGC?



UGC has exploded to the forefront of e-commerce, proving the most authentic and trusted type of content available today. Customers rally behind a brand if they believe it is authentic in how it represents itself, and that's exactly what UGC helps Amazon FBA brands achieve.

In a world where brands strive to outdo each other, sifting through mass amounts of content to decide who is genuine is challenging. The more we flood customers with content, the less they listen. That's why more brands are turning to user-generated content to become more authentic and transparent.

Leveraging UGC can increase conversions by 4x to 5x more for e-commerce brands. With that in mind, Amazon customers are ready to buy. If they relate to what they see and trust the marketplace, they are far more likely to click add to cart.



What is UGC, anyway?

User-generated content is a blanket term for any original, brand-specific content created by customers and brand fans published on social media, e-commerce platforms, and other channels. **UGC includes images, videos, testimonials, reviews, unboxing videos, product demos, and more.**

Why choose UGC?



- **Relatable**

UGC is trusted by shoppers more than ever before.

- **Affordable**

Amazon sellers can source UGC for less than a tank of gas.

- **Accessbile**

Anyone can gain access to quality UGC across the digital landscape.

- **Adaptable**

You can leverage UGC across nearly every component of your Amazon listing, website, and social channels to boost sales and authority.

Shoppers are no longer:

- **Impressed by pushy marketing tactics.** They crave stories, connection, and interaction with other human beings.
- **Convinced by fake reviews and contrived content.** Your customers are more likely to buy from you if other customers say good things about your products and brand.
- **Passive parties led by commercials and billboards.** Customers like to dictate their own fate and want a say in who they buy from. They often choose brands that share the same values and, more so, that connect with them on a human level.





UGC on Amazon

User-generated content helps build trust and confidence in Amazon shoppers more than any brand-generated content that uses aggressive old-school marketing tactics.

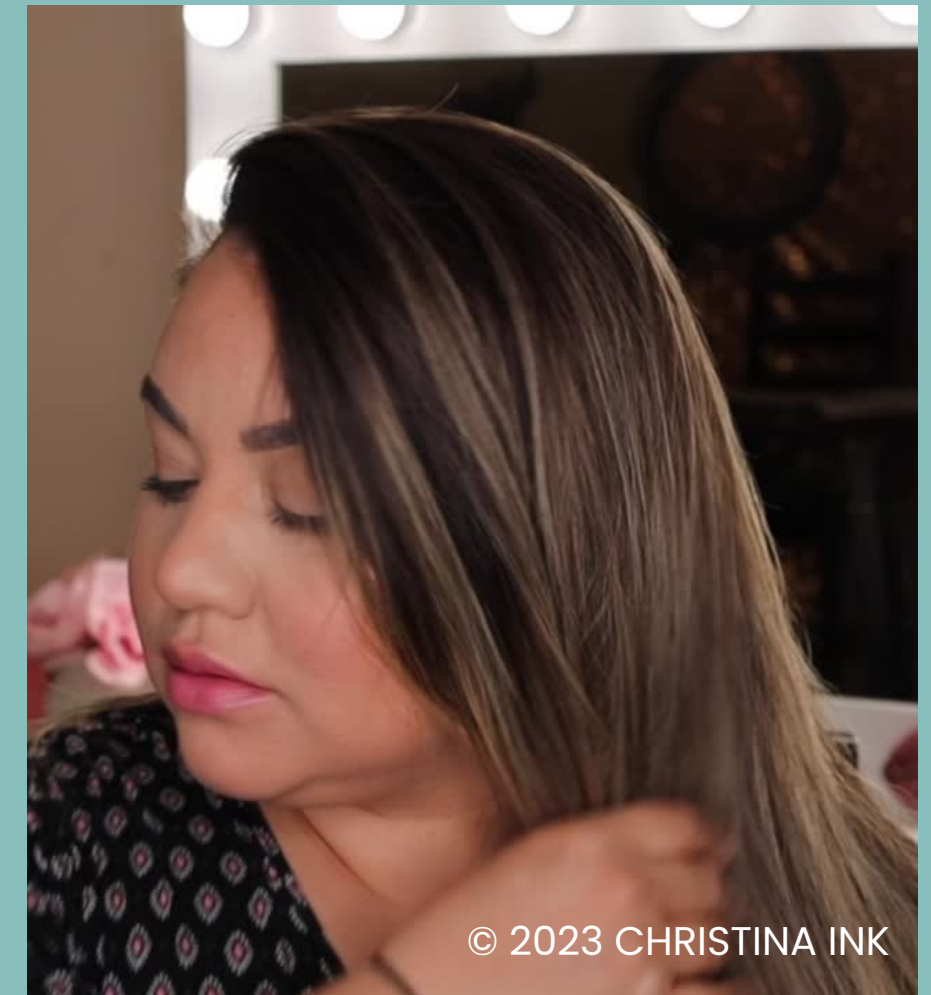
● Amazon Images

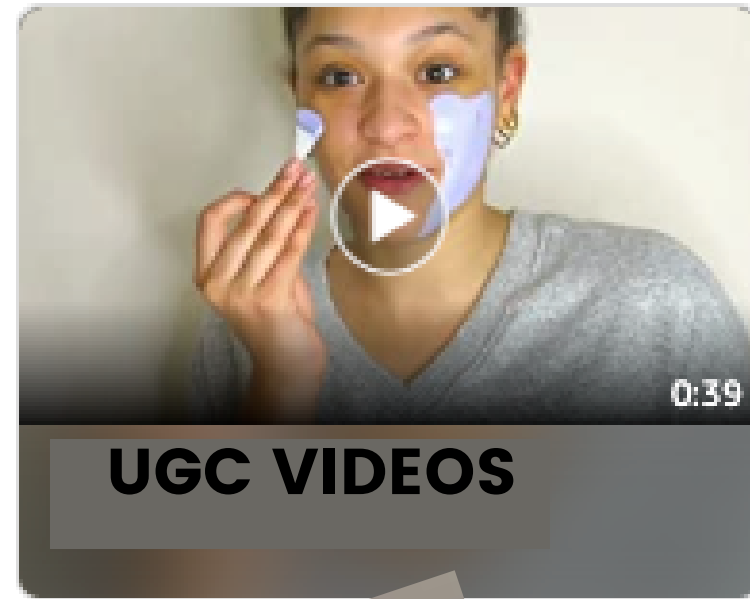
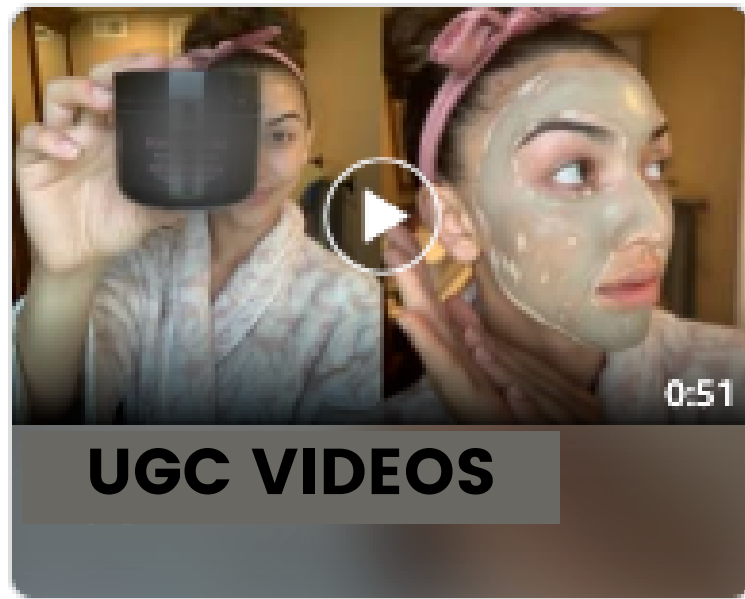
Instead of paying thousands of dollars for professional product photography, consider using UGC.



● Product Video

Video content is king on and off Amazon. Hire a UGC creator to create your entire Amazon product video.





● Amazon Brand Story

The Amazon Brand Story is one of the best places to leverage UGC content in 2023. Try leveraging UGC images to highlight your shopping demographics, so customers feel further compelled by your brand story.

● Amazon Posts

Similar to social media posts, Amazon posts help promote your products in a user-friendly approach. The content leveraged in Amazon Posts can be repurposed across social channels.

● A+ Content & Amazon Store

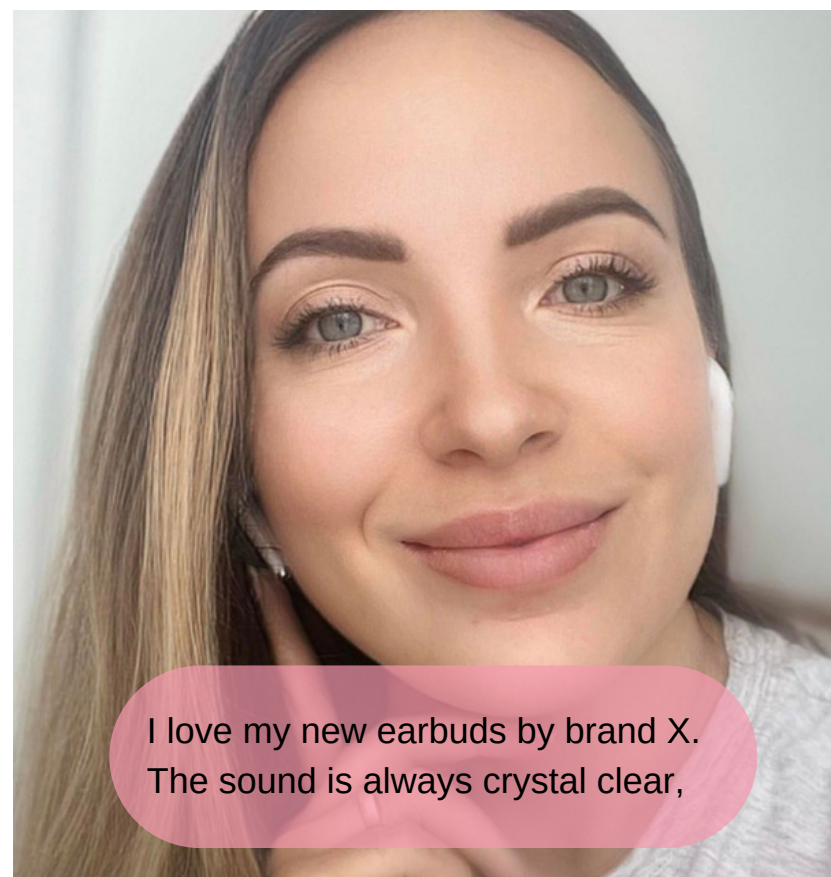
A+ Content can have a big impact on a seller's bottom line. Why not leverage UGC in your A+ Banners, Storefront, Amazon Posts, and more?

● Amazon Inspire

Amazon Inspire is a new feature within the Amazon shopping app that allows customers to discover and shop for products using a personalized feed. Brand Registered sellers can leverage qualifying photos from their Amazon Posts to be eligible to appear in Inspire.



Repurpose Your UGC



**Website & Blog
Images & Videos**

**Social Media
Content & Amazon Posts**

**Amazon Listing
& Product Videos**

***Don't forget off
Amazon...***



Social Media

TikTok, Instagram, Facebook, etc.



Website Images & Videos

Intro vids, explainers, testimonials, etc.



Blog Images & Videos

Create your own unique blog gifs and images using UGC. Repurpose UGC videos in your blog articles.



FAQs & Case Studies

Provide your customers with great insight by leveraging first-hand accounts with UGC.

How much does UGC cost?



UGC Costs

The cost of UGC can vary depending on the experience level of the creator, type of content, advertising agreement, and whether or not the creator includes editing, or will post and promote across their own channels.



IMAGES

Still images can range anywhere from \$25 to \$200 and up. Remember that low-pricing does not necessarily mean quality results or professionalism.



VIDEOS

Videos are generally priced by length of content and editing. 15 seconds or less can be found online for as low as \$50, while longer, more comprehensive video content can cost several hundred dollars and up.



AD CONTENT

Content that helps promote your brand and product on Amazon will likely offer custom contracts with contingencies. Be sure to consult your creator and be clear on deliverables before purchase. Pricing ranges based on scope and marketplace.



Where can sellers access UGC?

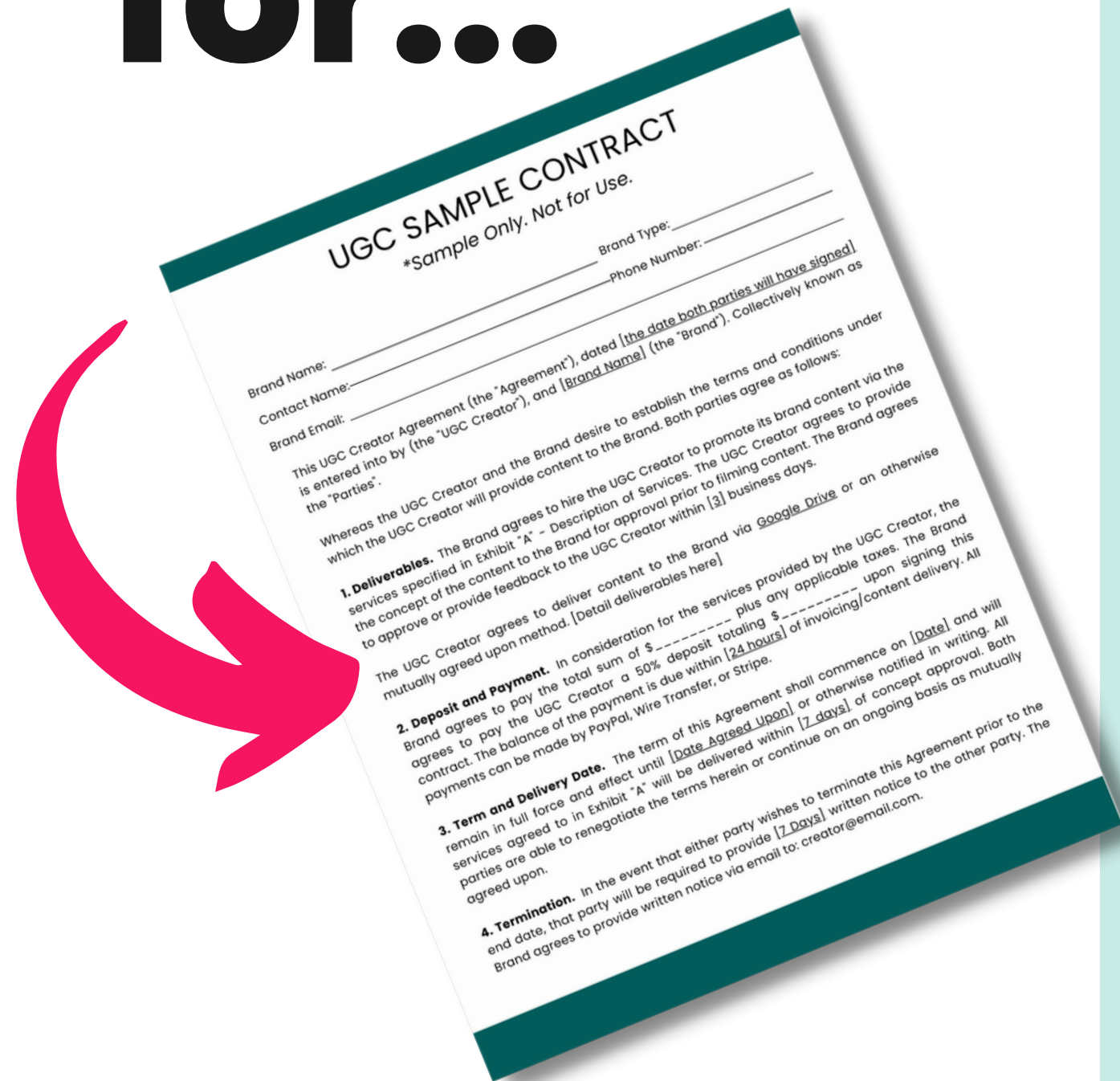
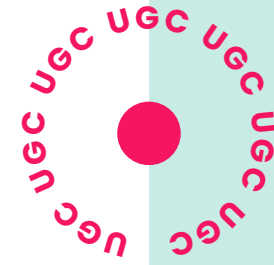
Finding UGC in 2023 is not difficult, but it can be time-consuming. Have a team member manage the process or outsource it to a reputable agency. Agencies know what to look for, how to decipher contracts, and can unlock the best rate for your project.

UGC AGENCIES

FREELANCE SITES

SOCIAL MEDIA

What to look out for...



Target Audience – Not knowing your target demographic can mean creating UGC that does not yield great results. Create a buyer avatar before shopping for UGC.

Restricted Content – Restricted words can harm your listing if the content contains trigger words in any of your images, videos, or graphics.

Contracts & Copyright – Don't skip the contract phase, or you can face serious risks from copyright claims and or have your Amazon content removed.

Low Quality – Poor quality can be an issue with UGC because of low cost and accessibility. Vet creators by reviewing portfolios & reviews.

Lack of Process – Dealing with independent contractors can mean dealing with a lack of organization. Ensure you can manage the project or hire an agency to manage it for you.

Metrics to track

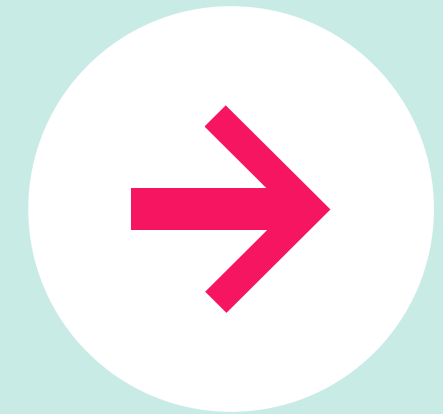
Testing helps you understand the effectiveness of UGC content. You can also glean insights after performing a comprehensive listing audit.

The brand referral bonus program is a great way to glean insights from off-Amazon content like email marketing.

Test, test, test...

01. Identify Goals

What are you hoping to achieve by leveraging UGC across your Amazon listing, social channels, and website?



02. Metrics

Track insights across channels. Conversion rate, subscribers, followers, reach, impressions, engagement, etc. Some metrics may be housed with UGC creators.

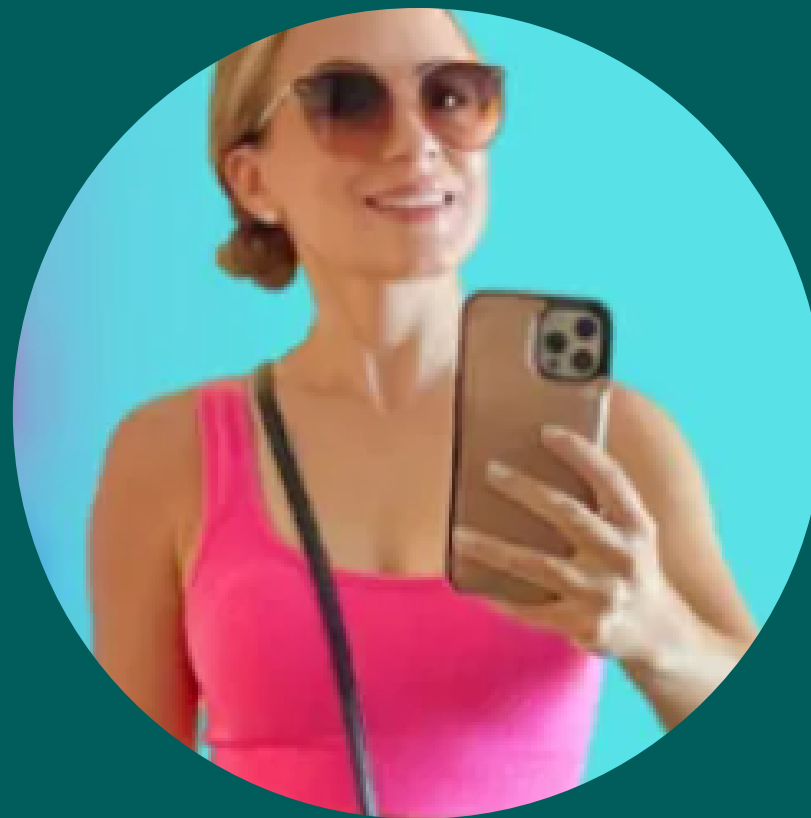
03. Monitor & Optimize

Perform content audits on Amazon and off. What type of UGC is most effective? Rinse & repeat.

Contact

Reach out to the team at Christina Ink to unlock affordable and reliable UGC, or speak directly with these creators today!

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