

# 5 Ways To Use User-Generated Video For Marketing





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User generated video is gaining more and more ground in today's marketing landscape. But what can YOU do with user generated video for marketing? Here are 8 ways to get you going, but first off all we take a look at the rise of "UGV". User Generated Video is used for a wide range of applications, including marketing, problem processing, news, and reflects the expansion of media production through new technologies like smartphones, tablets & laptops. Even media companies are starting to realize that user generated content is interesting enough to change their business models.

User-generated video has gained in popularity over the last few years, as more and more users have begun to use social media and "content-based" sharing sites like YouTube, Facebook, Pinterest, et al.

## **1. Customer Testimonials**

Customer testimonials are the easiest way to use User Generated Video in your online marketing efforts. Using customer testimonials adds credibility to your business, because people rely on other people. This lift in credibility can also lift your conversion rate.

Have you ever tried recording a video? You will notice that it's very hard to fake emotions on camera (if not, you should consider an acting career). This means that the people who do record a video testimonial are your best brand ambassadors. They talk in a positive way about your brand or business, and they are out there to spread the word for you!

## **2. Product Reviews**

Have you ever bought a product or service online? And did you read or watch a review before purchasing? When shopping online 70% of the people say they read reviews before they actually purchase a product or service. Lots of the reviews you find will probably be text-based. If you know that people don't really like to read online, because it's so time consuming, you can consider using video reviews.

Besides the social proof which is being added to your website, shop, or Facebook page, you also get valuable feedback of your customers or users, and that feedback will definitely help you to improve your product!

Video is also easier than text to spread across the web. It's harder to get text reviews to become viral, a video on the other side is made to share. Imagine having your customers spreading the word about your products on social channels

### **3. Video Contests**

Mobile devices like smartphones, tablets & laptops come with a built-in camera & an internet connection. This enables the users to capture video everywhere, making it easier to get user generated video content.

Unlike most people think, a video contest doesn't have to be expensive. There are several tools that can be used to set up a video contest. You don't need big bucks to get your own custom YouTube page where people can upload their video. We have a Video Marketing Suite at Bubobox that gives you all the tools to set up a video contest in no time. Just copy & paste a piece of code in your website or link your account to your Facebook page and visitors can start recording & uploading their video.

Tips when organizing a video contest:

- Add gamification elements to get users start sharing their videos. Our leaderboard calculates a score based on shares, likes, views, ... Or you can use your own magic formula ;)
- Reward contributors with an incentive to activate them to upload a video (coupon, freebie, or even just their social status...)
- The first video entries are (most of the time) the hardest to get. Once you have a couple of videos, the other visitors will be more likely to enter the contest as well.

## **4. Support & Customer Care**

Video technology has introduced a better way for companies to provide better online customer service. One of the most common ways to use video in Support & Customer Care are prerecorded How-To videos solving common problems. But you can go a step further! Every company has service, acquisition or loyalty goals, and for every goal there's a way you can use video to reach those goals.

Land's End, an online apparel retailer, is using a live video chat to help customers during their shopping experience. It has proved to increase sales, and the loyalty of customers has grown as well. It's like having a personal shopping assistant helping you out when shopping online.

Besides the How-To videos or the live video chat you can go a step further and give your customers the possibility to add a video when they fill in a support form. People really don't like to type a problem, because it's time consuming and it's not clear if the support operator understands the problem.

Give your customers the possibility to add a video when they are facing a problem. You will get valuable feedback of people using your product or service.

## **5. HR & Recruiting**

It's always great to receive hundreds, maybe thousands of cover letters and resumes when posting a job on an online job board. Unfortunately it's your task to read those letters in an attempt to get the best candidates.

It's hard to find the right candidate by only judging their resume and cover letter. How do you know if they will fit in your company culture? How do you know if they are motivated, or skilled enough to work for you?

Video Job Applications help hiring managers to get the right candidate faster, so your company saves time and money. Candidates have the opportunity to highlight relevant experience and skills and at the same time they are showing off their personality and passion for your company.

Hiring managers can read the candidate's body language, listen to speech patterns, test certain skills, etc. This surely is a win-win situation for both candidates as hiring manager.