



6 TIPS

FOR TURNING

SELFIES#

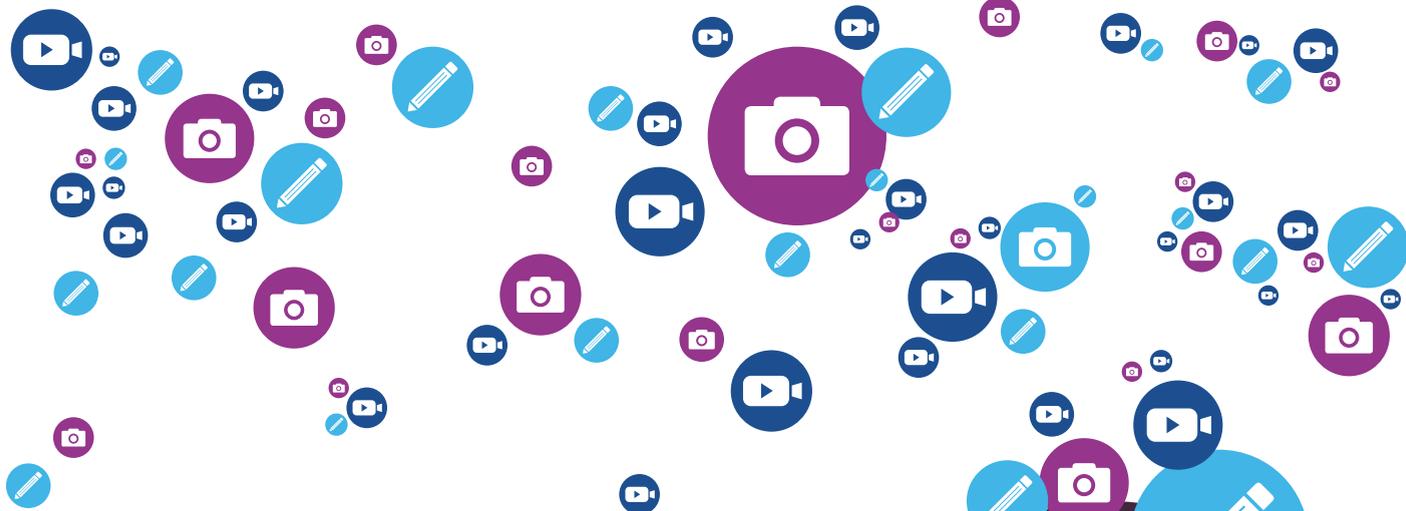
— into —

\$ALES\$

an informative ebook by

this.noment

So, you're thinking about incorporating user-generated content (UGC) into your ecommerce strategy?



More than just a novelty, UGC has become a very real and material way for retailers to build brand affinity and make the cash register ring.

If you add all your fans and followers across Facebook and Twitter, and if you are like most retailers, you've already got a huge fan base that is ready, willing and able to start the selling for you. So, what are you waiting for?

Here are our 6 tips for driving more sales with UGC.

74%

of consumer buying decisions are influenced by social content

ODM GROUP

1

LEVERAGE YOUR LOYAL FAN BASE FOR MERCHANDISING.



It's almost always the case that a small few (the 20%) contribute the majority (the 80%) of photos, videos or any other type of user generated content to the brand.

(The Pareto Principle has never been more evident.)

To that end, turn the focus of your UGC on your most loyal members—your loyalty club. There are a few big reasons to consider focusing your efforts to this audience:

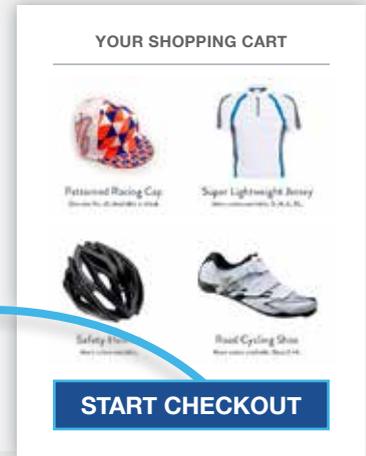
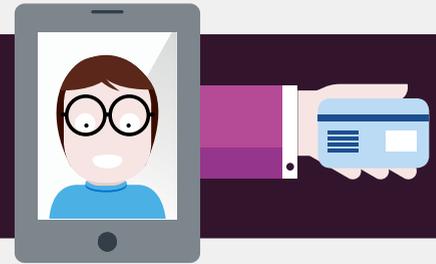
- They will be the most active participants, yielding the greatest level of value with the least effort
- Your members will feel a sense of *reward* by being a part of an exclusive

community that now serves as the face of the brand

- There's already a level of trust developed between you and this audience, which means you won't need to moderate every UGC submission before you activate it
- And the most important reason to focus on your loyalty members. Well, that's covered in our next tip.

2

CONNECT SELFIES TO SKUS TO SALES.



If you have a strong and loyal fan base, consider what Sephora did for their recently launched Beauty Board—a members-only program that empowers members to submit and tag their beauty looks with the products they used.

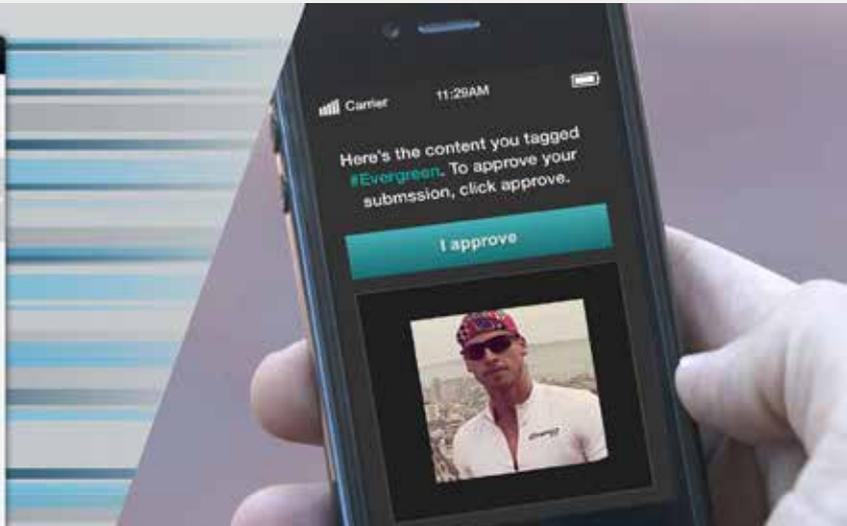
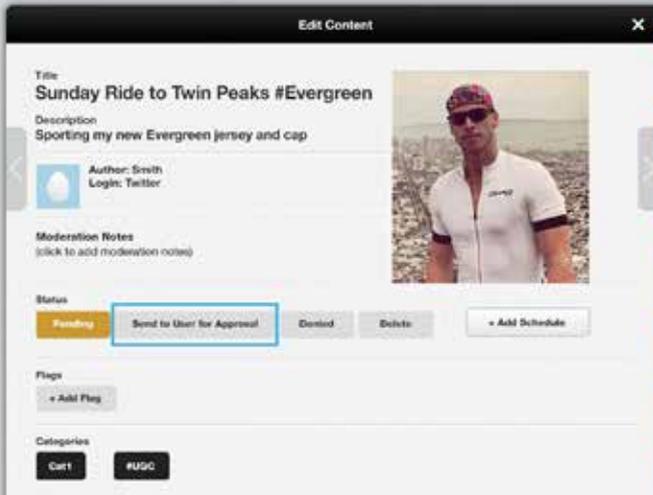
Each photo submission links to products for sale on www.sephora.com, providing a direct connection between photo and product SKU. Just one click from selfie to shopping cart.

By empowering members to tag their own photos, retailers can save themselves hours of moderation and tagging manpower all while turning their members into true merchandising machines!

But, what if you don't have the fan base Sephora has and want to open yourself to your entire audience? Well, that's just the perfect segue to our next tip.

3

IF YOU'RE USING HASHTAGGED UGC, GET USER CONSENT.



If you want to leverage hashtagged content in your marketing, be sure to get consent from each user.

Just because a consumer tweets an image or uploads a photo to Facebook, leveraging your hashtag, it doesn't mean you are the rightful owner of that content. In fact, if you don't take certain steps to remove legal liability, you could be susceptible to lawsuits from irate consumers.

At This moment, we work closely with our customers to protect their interests when they run broad hashtag UGC campaigns. Throughout our experience, we've found that while the majority of users will indeed provide their consent, the amount of UGC that doesn't receive approvals is **not** a nominal percent. So, it's critical you follow the terms of use for each social network.

4

THINK MULTI-CHANNEL. MAKE UGC UBIQUITOUS.



When you think about leveraging the power of UGC, don't limit your scope to just your website. Think bigger. Here are just a few ways you might want to distribute content to your audience wherever and whenever your audience is present.

- In-store media wall that shows off UGC and encourages shoppers to join the community right there and then
- Pipe UGC into ads that you use on your site as digital end caps, as well as in media buys to drive traffic to your online store
- Leverage UGC in your social channels to engage your already-built communities with fan content
- Go big and take advantage of multiple digital billboard options, such as the Time Square screens, ballpark big screens and any similar high-traffic environment
- 50% or more of your engagement is happening on mobile. Turn your UGC into a mobile feed for a killer on-the-go experience for consumers looking for real-time entertainment

5

INTEGRATE UGC INTO YOUR CORE MERCHANDISING STRATEGY.



Patterned Racing Cap
One size fits all. Available in black.



Super Lightweight Jersey
More colors available. S, M, L, XL.



Safety Helmet
More colors available.



Road Cycling Shoe
More colors available. Sizes 6-14.

UGC is so powerful it shouldn't be an afterthought, it should be a primary way to drive sales on your retail site.

Consider the following ways to integrate your UGC strategy with your ecommerce platform:

- Connect your UGC technology with your ecommerce platform so there is a seamless shopping cart integration, and one-click accessibility from UGC to SKU
- Align the tagging of your UGC assets with the same custom data event structure that you do for the rest of your site. Tracking attribution from UGC view to product sale is important for you to begin understanding

which type of UGC (source, type, quality, etc.) produces the highest ROI

- Integrate UGC into the core shopping experience by including these assets on 'standard' product pages, search results, homepage promos and anywhere else your audience goes to window shop. You'll likely find UGC is a powerful way to allow your visitors to "try on" items and get them closer to purchase than simply showing them a model shot.

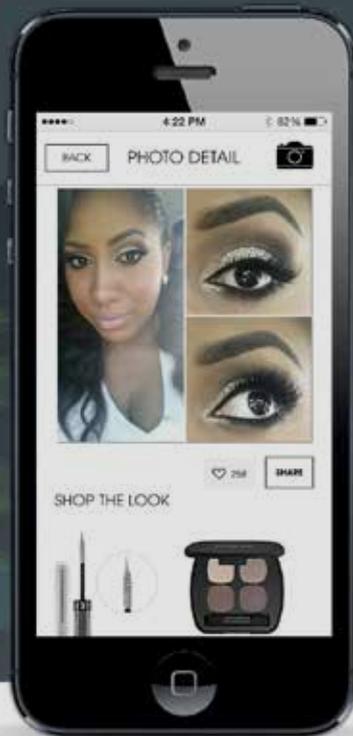
6

FIND A TECHNOLOGY PARTNER THAT ENABLES UGC TO HELP YOU SCALE.



Thismoment
Content Cloud

IT'S AS EASY AS
FIND, MIX, SHARE.



Choose a partner who understands both the opportunities, as well as the landmines that exist in this relatively new channel.

Since 2008, Thismoment has been providing the world's biggest brands, like Sephora, Levi's, Coca Cola, Frito-Lay and Wells Fargo, with the technology to execute flawlessly on their social-enabled marketing and merchandising goals. We've enabled our customers to:

- Manage more than 10 million moderated UGC submissions
- Support global audiences in more than 60 languages
- Launch more than 1,000 brand channels
- Drive over 1 billion media views combined

And, now we're helping brands execute on their ecommerce goals with a social shopping platform that is simply unmatched in the industry.

For more information or for a demo of our social shopping solution, please reach out to one of our social shopping specialists.



shopping@thismoment.com



+1 415 200 4730

thismoment

Thismoment offers the leading content marketing platform for finding, mixing and sharing digital content everywhere. The world's most recognizable brands use Thismoment's platform, Content Cloud, to effortlessly source the best brand and user-generated content, create original brand playlists, and distribute them to cards and feeds that are optimized for every device and social channel. Content Cloud integrates with leading social media and digital asset management systems to seamlessly enable enterprise workflow and collaboration. Hundreds of top brands and agencies choose Thismoment to power their digital marketing programs, including Coca-Cola, Microsoft, Intuit, Kia Motors, Levi's, Lionsgate, FleishmanHillard and Digitas. To learn more visit www.thismoment.com.

