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Embedding User Generated Content in your Marketing Campaign

Article from [Revalsys Technologies](#)

This article explains about the embedding user generated content in your marketing campaign

User generated content is available everywhere on the web and marketers are using the benefit of such content by using it as a tool for enhancing customer engagement.

As companies are realising how valuable is using user generated content as customers are more attracted with original images, videos shared by real people as they can visualise the things properly.

It's a great approach to generate buzz and helps in establishing a trusting relationship with your prospects. And when you're successful in establishing a trusting relationship, it lends greatly in making your marketing campaign successful.

What is user generated content?

- Facebook posts and comments
- User generated blog posts
- Blog comments
- User generated videos
- Reviews
- Customer testimonials
- Forums
- Podcasts

How to incorporate user generated content into content marketing plan?

Some of the ways of using user generated content are using various social media plug-ins throughout your website which will encourage the website visitors to create and share their own user generated content. You can even embed a Twitter stream that shows all your mentions or a Facebook comment box.

This will help you to distribute that content on both the platform - your website and Facebook. Using social feed prominently on the website and hosting user generated content on the website as standalone content is very much helpful. However, companies can adopt more strategic and thoughtful ways to provide more impact on their marketing campaign.



As blog is an important tool for attracting new visitors to your website, use a clear CTA button that encourages the visitors to share their views about your blog posts and website content.

It's also important that you use your social media sharing buttons throughout your blog and website, and that too at the right places. Simply incorporating a social feed with a hashtag of your brand to your blog is not just enough to have most effective approach.

Some online marketers are embedding user generated content such as videos and images containing their products along with emails to provide a better approach.

Using user generated content on paid advertising is also very effective. Though doing this is quite a challenge for the marketers but when done in the right way it can deliver huge difference to your marketing results.



CONTACTS

For more information on Revalsys Technologies,
visit www.revalsys.com

8-2-293/82/1/83-A, 1st Floor,
Road No 12, Banjara Hills,
MLA Colony,
Hyderabad - 500034
Telangana, India

Phone: +91 7032660301

info@revalsys.com