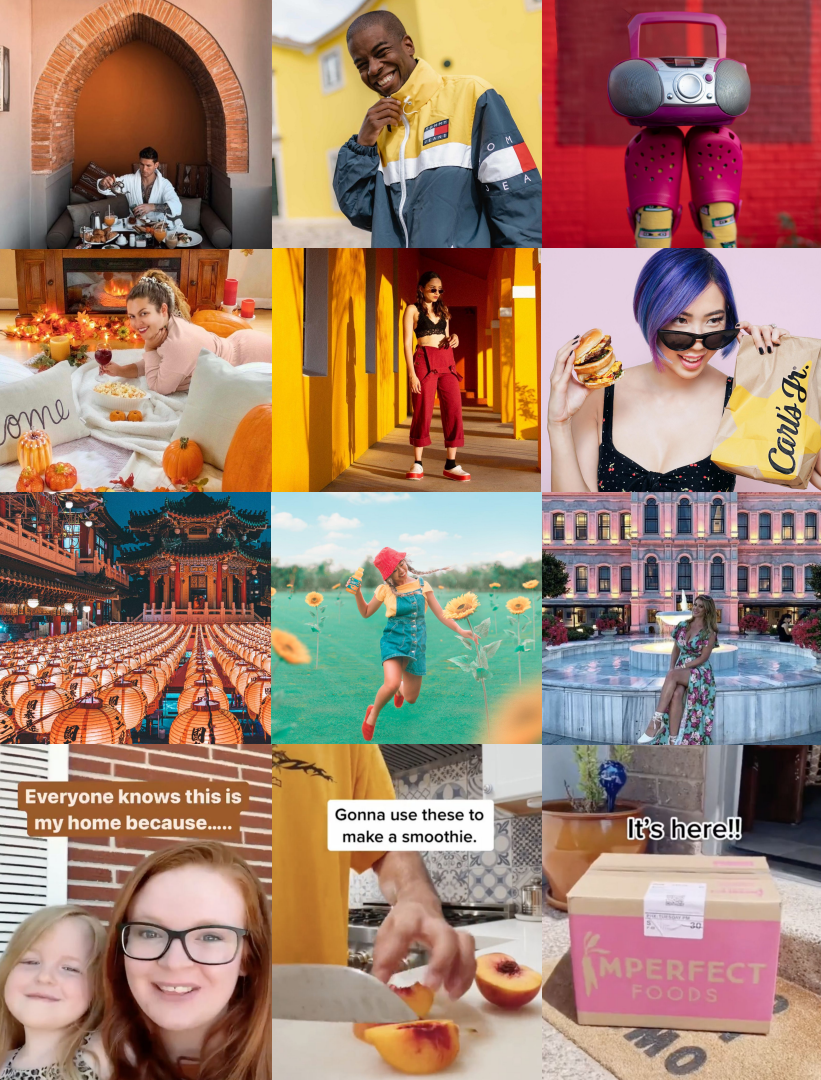




# 5 Brands Crushing UGC & Influencer Marketing Strategies

*Their tips & tricks condensed just for you :)*



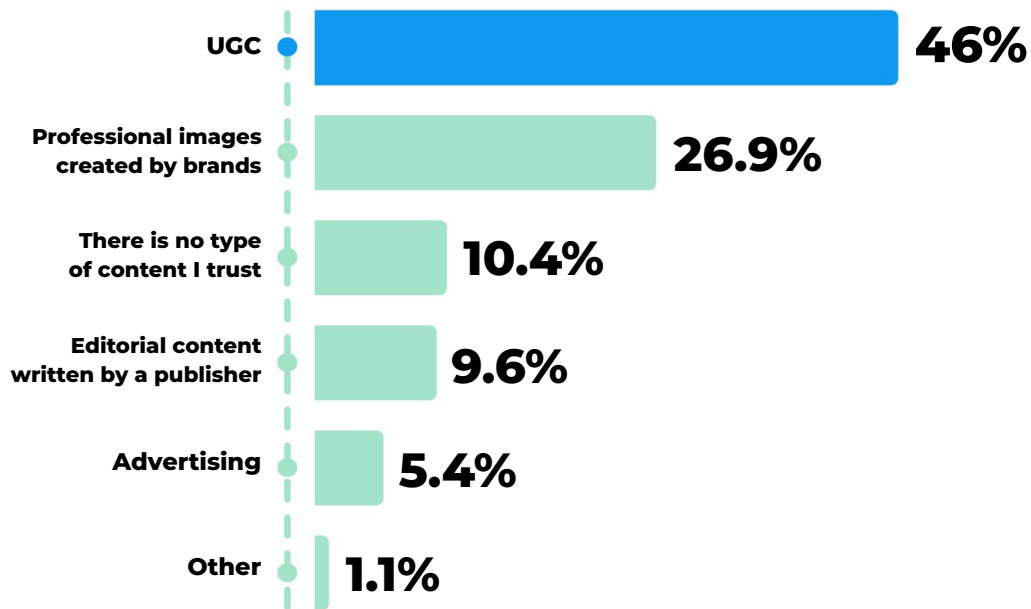
# UGC is the #1 most trusted content source.

The demand for social content is at an all-time high—in fact, the content creation industry is predicted to reach \$47 billion by [2032](#)!

While most marketers understand the value of user-generated content (UGC) & influencer marketing, understanding the *why* behind success is key to unlocking the full potential of these powerful strategies.

In this eBook, we analyze five case studies, handpicked for their creative approaches, high-performance results, and invaluable insights on how to make creator content stand out from the crowd.

## What type of content do you trust the most?



[Chart source](#)

# Explore 5 creative uses of UGC & influencer marketing

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## Crocs is a step ahead with Gen Z

Crocs set out to target Gen Z with fresh and engaging social content. By empowering real fans to create branded content, Crocs was able to appeal to their digitally native consumers through authentic and creative storytelling. To date, Crocs has activated more than 600 creators and generated over 800 pieces of original content across 50+ campaigns.

**792.4K**

Engagements

**21.5%**

Average  
engagement rate

**3.7M**

Audience reach



# Takeaways

## 1. There is power in the collective

While the individual reach of micro-influencers may be low in comparison to mega-influencers, micro-influencers show their power as a collective. A micro-influencer campaign of 100 creators can target more communities of shared relevance than a campaign with a few macro-influencers.

## 2. Individuality influences

By activating a diverse group of creators (varying in age, gender, location, and demographics), the fashion brand has received over 800 unique images showcasing each creator's individual style. Inclusivity is especially important to younger shoppers, with [73% of Gen Z](#) and 72% of Millennials citing this as a purchase factor.

## 3. Built-in focus group

This large-scale micro-influencer campaign allowed potential consumers and Crocs to see products from different perspectives. With some creators emphasizing different product features than others, the creators "feedback" influenced the company's approach of how to better market the product line post-launch.





FOUR SEASONS

## Four Seasons localizes customer moments in 100+ global cities

With a global portfolio of 100 locations, Four Seasons needed a way to syndicate UGC cohesively using advanced localization features and specialized curation. From Austin to Madrid, Bahrain to Kyoto, Four Seasons Hotels and Resorts captures the authentic experiences of its guests anywhere in the world.

With Social Native's AI-powered UGC solution, Four Seasons is able to seamlessly manage usage rights for access to hundreds and thousands of unique and stunning images & videos. To date, Social Native has implemented over 160,000 pieces of user-generated content from over 19,000 content streams in the company's video community libraries and mobile galleries.

**160K+**

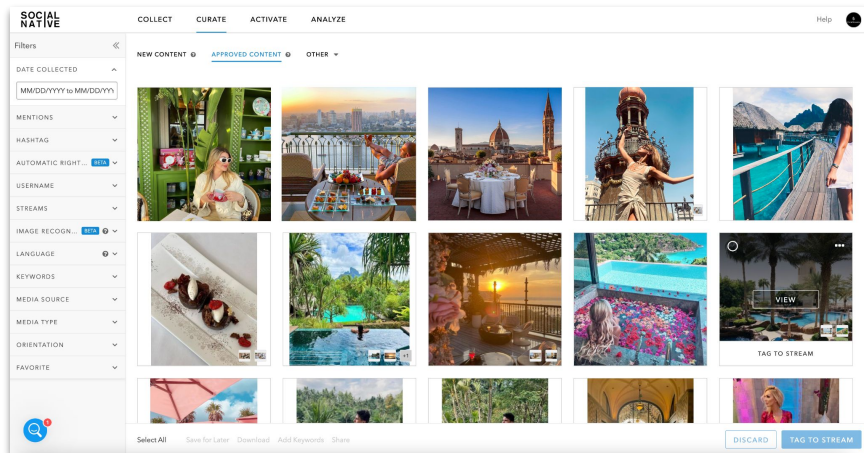
Pieces of UGC  
sourced through  
Social Native's AI  
image recognition  
technology

**19K+**

Content streams  
generated

**30+**

Languages  
recognized  
to automate  
curation



# Takeaways

## 1. Utilize an all-in-one solution

Four Seasons has relied on Social Native as their trusted tech partner for many years to [source](#), [curate](#), [showcase](#) and [syndicate](#) user-generated content across their diverse portfolio of luxury hotels and resorts.

## 2. Extend the life of customer content

By leveraging Social Native's [UGC rights management](#) service, Four Seasons can seamlessly repurpose high-performing UGC across owned channels.

[User-generated content](#) feels like it was made by friends and family which helps brands break through the noise of over-commercialized social advertising. In fact, 85% of consumers say they find UGC more influential than brand-created content.

## 3. Automate localization

As a particularly innovative solution to the client's need for localization, the Social Native platform automatically recognizes language native to the local region so that the UGC can be efficiently placed in its intended region.





## Cetaphil reaches Gen Z with TikTok creator collaboration

Cetaphil was eager to capture the hearts of Gen Z on TikTok to raise brand awareness and drive online sales from a new acquisition channel. Partnering with Social Native, the brand identified and onboarded native TikTok creators to create net-new videos to fuel their in-feed and One Day Max ads.

The brand created over 15 videos, leveraging [TikTok creative best practices](#) and featuring real Cetaphil users. The campaign delivered a 5.4% lift in brand awareness and over a 18.4% lift in ad recall.

**5.4%+**

Lift in brand  
awareness

**18.4%+**

Lift in ad recall

**15+**

Original videos  
created



# Takeaways

## 1. Show off your brand

Especially in the first 2 seconds of a TikTok ad, showcasing branding and product is key for ad recall and awareness. Creators do a great job of showcasing product in a creative way to keep viewers entertained while communicating brand identity.

## 2. Experiment with transitions

Experimenting with the perfect balance of transitions and effects can work in your brand's favor to make a mesmerizing TikTok ad while still retaining authenticity. Surprising and fun transitions reportedly return a [+53% uplift in brand recall](#) according to TikTok.

## 3. Don't be afraid of trends

Utilize trends as a reason to create content that relates back to your brand. By incorporating a popular theme ("things TikTok made me buy") [as a hook](#) in one of their ads, Cetaphil leveraged the trend to grab user attention immediately.





## Zillow shifts to real family moments for authentic TV spots

Zillow wanted to level-up their advertising to build emotional connections with consumers over traditional ads. Zillow partnered with Social Native to empower 250 families to create genuine and memorable videos within weeks. As a result, they humanized the brand's messaging.

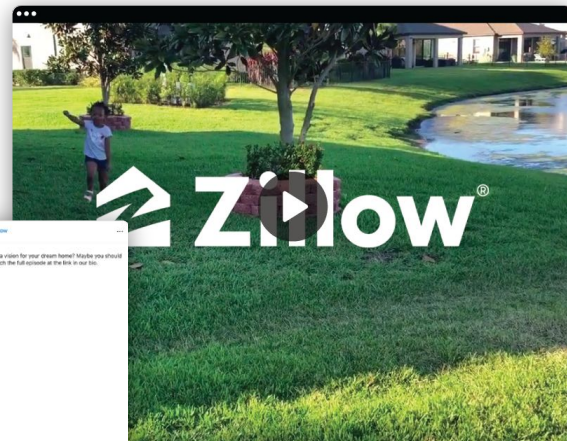
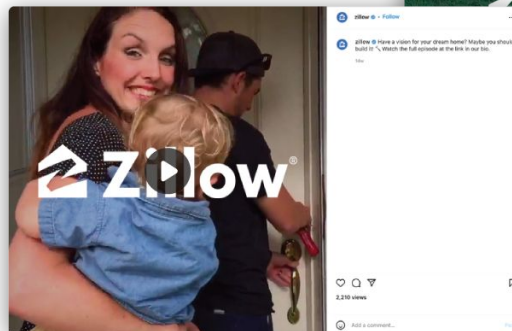
In addition to leveraging the standalone UGC assets, Zillow created two TV commercials compiling authentic consumer moments.

**250+**

**Families  
activated**

**275+**

**Short form videos  
created**



# Takeaways

## 1. Capture authentic human connections

People are drawn to stories that feel human. By avoiding the high-gloss, high-production aesthetic typically found in commercials, [Zillow](#) increased audience connection by meeting the audience on shared ground.

## 2. Personalize life's big moments—and small ones

Zillow understood it's not just about receiving keys to a new home, its introducing your pet to their new home, sharing pizza with friends on an empty floor, and the emotional roller coaster of the moving process.

By giving creators the freedom to share their personal stories, the feeling of the ad wasn't just "celebratory" but became uniting, motivating and relatable.

## 3. Empower everyday consumers

With Social Native's creator network, Zillow was able to feature creators of all different family units, ages, ethnicities, home types and living environments.

The content also varied in production level, environments, and creative visions; which furthered the campaign's appeal to a wide net of consumer personas.





## Imperfect Foods increases conversion by 57%

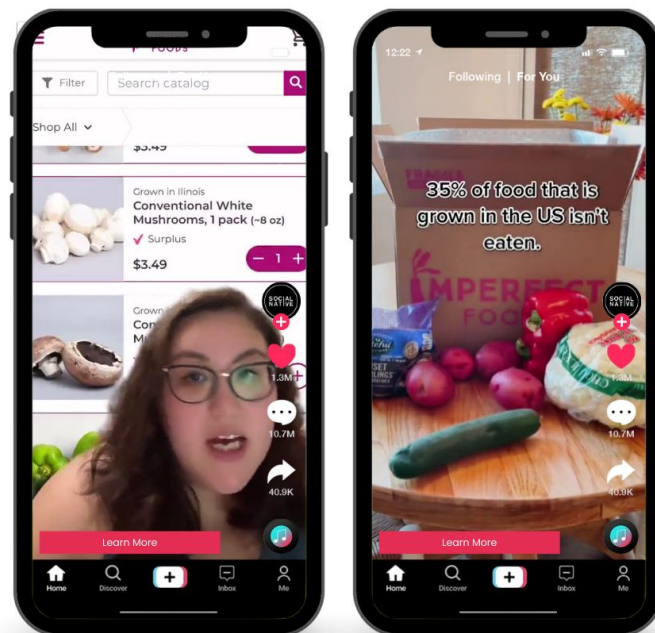
Imperfect Foods was looking to grow brand awareness on TikTok while creating cost-efficient content at scale that could highlight the brand's unique approach to sustainability and food delivery.

Imperfect Foods tested Social Native content across their TikTok channel and saw a 57% lift in #conversion and achieved a 30% higher reach to their target audience compared to their TikTok benchmarks.

The content engaged older audiences from ages 35 to 54 that converted at a higher rate.

**57%**  
Higher  
conversion

**30%**  
Higher reach



# Takeaways

## 1. Include attainable accomplishments

[Watching others](#) complete simple tasks sends a “reward” to the viewer’s brain and explains why [morning routines](#) and day-in-my-life content works so well on TikTok. Viewers are drawn to content that feels accomplishing yet attainable.

Including mundane clips (lifting the box up from the doorstep and slicing peaches for a smoothie) worked to draw in viewers for the sense of second-hand accomplishment.

## 2. Stick to simplicity

The casual home environment and simple filming style of these product unboxings helped relate to the target audience. Lo-fi content regularly outperforms high-produced content. In fact, mobile-shot content has a 63% chance of outperforming a studio-shot ad.

## 3. Lead with values

Each creator clearly communicated the main points of the brand’s sustainability values in ways that would resonate best with their niche audience. Allowing for flexible scripting and off-the-cuff narration, Imperfect Foods achieved authentic storytelling while retaining messaging control.



# How? A tech-first content solution

SOCIAL  
NATIVE

**Social Native solves the operational and legal complexity** of sourcing, recruiting, permissioning, managing and featuring social content across your e-commerce and marketing channels.



## Influencer Activations

Define your brand parameters and empower nano, micro and macro creators to create branded content.



## Content Curation

Identify the best visuals from consumers and creators, and connect them to your catalog.



## Professional Creatives

Utilize our freelancer community to create animation, stop motion, and edit existing assets.



## Shoppable Galleries

Lead customers to purchase with a dynamic display of your best images and videos.



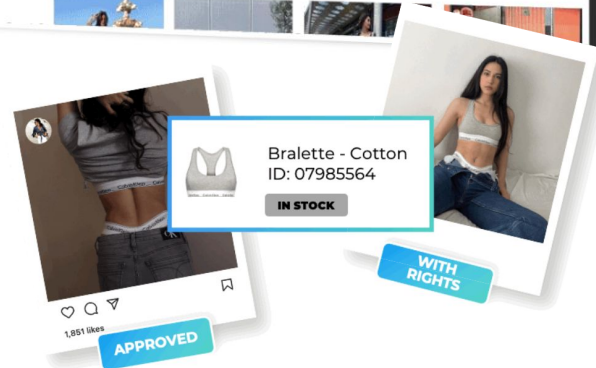
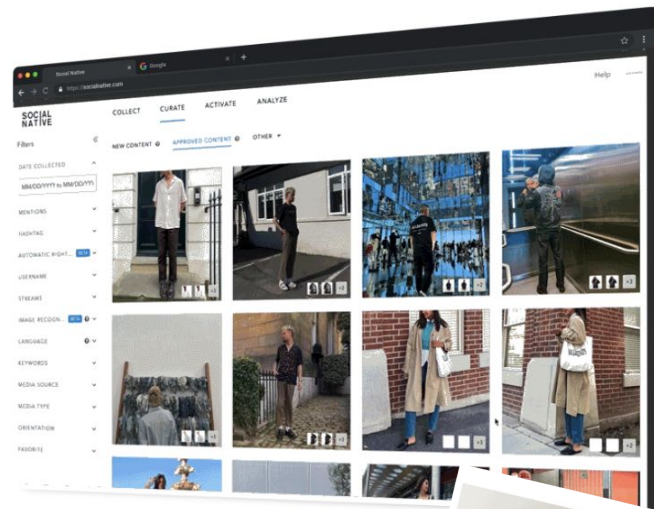
## Customer Content

Seamlessly turn user-generated content into owned assets via our Rights Management software.



## Analytics Reporting

Understand the impact of your content with real-time data and insights.



For more information about Social Native, please visit  
[socialnative.com](https://socialnative.com)

[hello@socialnative.com](mailto:hello@socialnative.com)

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TECHNOLOGY  
AWARDS **FINALIST**

**BEST INFLUENCER  
MARKETING PLATFORM**

