



SOCIAL NUCLEUS

ELEVATE YOUR UGC STRATEGY

**YOUR FREE GUIDE ON HOW TO CREATE ENGAGING
USER-GENERATED CONTENT THAT STOPS THE
SCROLL AND GETS NOTICED.**



Book a call with us

UGC IS MORE IMPORTANT THAN EVER.

User-Generated Content refers to video content created to endorse and educate on featured products by a consumer outside of a brand. In today's digital landscape, brands need to align with ever-shortening attention spans to effectively connect with their target audience with engaging content and messaging that appeals to their pain points and lifestyles.

Working with UGC creators to help customers visualise and remember products is a powerful way to boost brand authenticity, build trust and drive paid ad engagement.

If you've not yet jumped on the UGC bandwagon, or you're struggling to build a strategy that delivers real results, we're here to help. This guide is essentially your 'UGC 101' guide, aligned with our own industry-led practices to deliver stellar content to our clients. From strategising content that connects with your audience, to learning how to optimise your UGC output to scale your ad account.

Now more than ever, organic-style content is king - in other words, ads that don't look like ads. We'll take you through how to blend in on the scroll, engage with authenticity and boost your brand's memorability with high quality content-aligned with current best practices.

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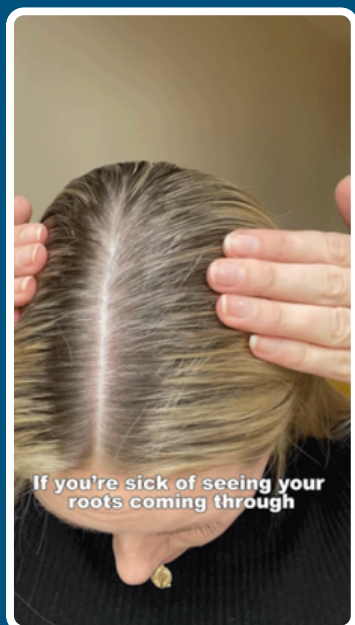
The key components of winning UGC: thumbstops and hold rates

To begin creating UGC that captures audiences from the beginning, it's helpful to understand how to hit those key KPIs with your content.

High thumbstop = effective hook

Your thumbstop rate shows the percentage of your audience that watch at least the first three seconds of your UGC. It's how you can measure the effectiveness of your initial hook - is your video grabbing attention quickly?

This can be done both **visually** and **verbally**.



Visual hook = the clip (or clip combo) that make up the first 3 seconds. This should be eye-catching and act as a pattern interrupt on their scroll. Ie something that engages the audience (the presence of an animated face, satisfying visuals), something the audience doesn't expect to see, or something that immediately relates to them (authentically showing a scenario or problem they face).

Choose your first clip wisely- it needs to contribute to stopping the scroll and powerfully pulling the audience in, to stick around for more.

Verbal hook = the use of language to relate to the audience quickly. This can be a testimonial (whether spoken to camera or as a voiceover) and captions. It's best practice to include the verbal hook as captions to engage those scrolling without their volume on.

The verbal hook can take many forms, such as:

- Communicating urgency
- Building FOMO (fear of missing out)
- Presenting the pain point (as a statement or question to connect with the audience)
- Relating to the audience's lifestyle/needs
- Aligning with trending language/styles seen on social media



It's all about testing a wide variety of hooks to find your winners - and allowing space for creativity to grab your audience's interest quickly. Consider what style would likely make your audience stop scrolling - bright visuals, aesthetic edits, an educational angle?

Make sure you keep tabs on performing hooks and styles across the marketing industry, and see if you can apply these to your brand and test their performance.

It's important to stay up to date on what's working - and what could be a piece of game changing content for your brand. Luckily, our UGC package aligns with the latest in UGC trends and insights, to ensure your UGC has the highest chance of engaging your audience.

 [FIND OUT MORE](#)

High hold rate = engaging pace

Once you've drawn your audience in, you need to make sure they stick around- whether you're educating on USPs, story-telling or showcasing how your product works. Every second truly counts - make sure every clip is chosen carefully and the pace is kept engaging throughout, with clips changing every few seconds.

Attention spans are shorter than ever: consider why your audience would keep watching- what's in it for them? Are they being educated, entertained or inspired? Bear in mind your audience as to how brutal their attention span to keep watching may be: older audiences are generally more likely to continue watching a longer video, whereas younger audiences are generally more accustomed to quick gratification on social media.

Consider using transitions and visual effects (even as simple as a quick zoom) to boost the engagement factor. And when the first round of editing is completed: be critical. Is there any 'white space' that would cause a drop off?

What makes a good UGC video

Let's go through the key factors you should be incorporating into your UGC creation, across creator/content quality and editing:

High-quality footage

Make sure your product is shown in the best light possible. This means (quite literally) great lighting presenting your product as desirable and high quality. Filming should be smooth, whether still footage or incorporating pans and zooms for shot variety.

Authentic and enthusiastic creators

Your creators are your brand's representatives - and their job is to win your audience over with real, authentic showcasing of your product. In other words - 'genuine' personal experiences perform better than overly-hyped, clearly rehearsed testimonials.

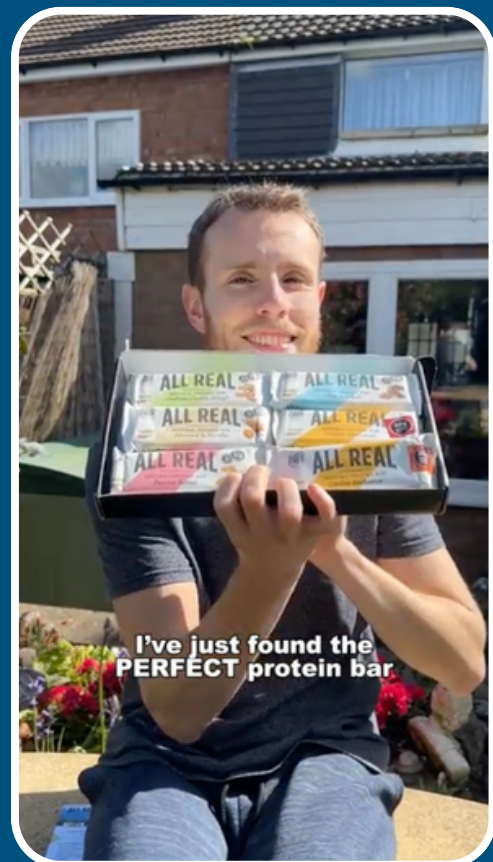
Look for creators that present naturally on camera/via voiceovers, striking a good balance between engaging enthusiasm and true authenticity.

Great storytelling

Telling a compelling story featuring your product can work wonders for your UGC's engagement. Audiences stick around to find out the outcome, or the 'after'. Think about how you can communicate how your product solves a common problem, or enhances a particular audience segment's lifestyle.

Social proof

A great way to further boost trust within your UGC is including social proof. This can be as subtle as a hook like "I tried the X that went viral on TikTok" (as this presents the product as popular in the audience's niche). Or it might be the appearance of your Trustpilot rating or quantity of 5-star reviews your product has.



CREATE WINNING UGC WITH US

Working with creators: best practices

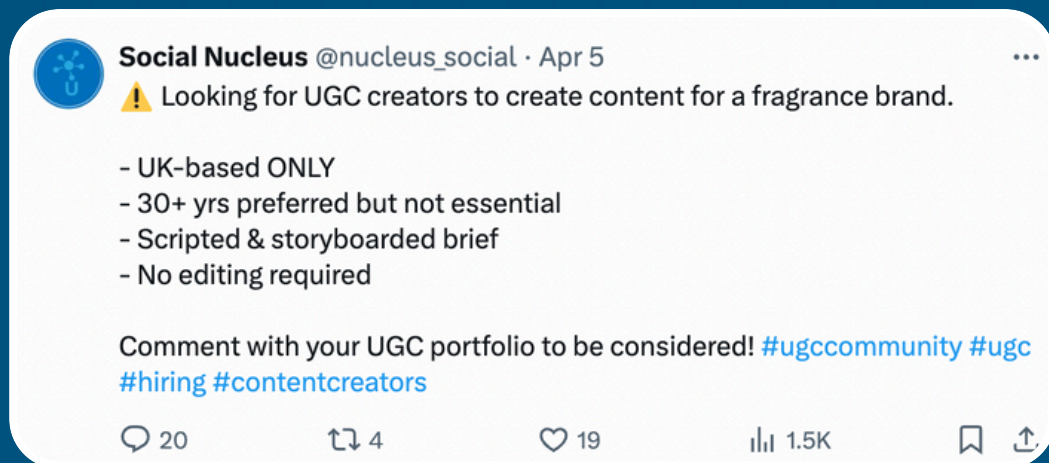
The UGC industry has grown tenfold in the last few years - and with it, the freelance UGC creator market. We've put together the best practices for working with UGC creators to craft up the content you're looking for together, from start to finish.

Finding the perfect fit

There are various platforms out there to find your ideal creator- and both active and passive approaches for scouting talent.

The active approach: deep diving on your chosen platform(s) to approach creators yourself.

The passive approach: publishing callouts/job posts outlining your expectations and requirements, and seeing who applies or expresses interest. Make sure you give a clear outline of the content style you'd like to create, and the creator requirements you're looking for (age, gender, location and any other specifics).



Platforms you can use to find creators include:

- Twitter : Search keywords (eg 'UK UGC creators' or specific niches/hashtags) or post callout Tweets with a summary of your requirements. UGC creators create active Twitter profiles to share their portfolio and recent work.
- Instagram and TikTok : Search UGC creator profiles and niches - these may act as a portfolio account.
- Fiverr : Search for UGC creator experience or post a request outlining your requirements and proposed budget (creators that match and are interested will then make you an offer to work together, and you can view their portfolio of completed work).
- Upwork : Create a job post outlining your requirements and budget for freelancers (interested creators will then apply for consideration- make sure you request their portfolio).

Approaching a potential partnership

Once you find a creator that looks like a great fit, ensure you agree on all requested requirements and compensation for their work. This agreement should be completed in writing, or via an in-platform contract (Fiverr and Upwork).

You may reach out to a potential creator via email, once you check out their portfolio, giving them a full outline of the proposed work and compensation. Give them the opportunity to ask any questions about the content, and be prepared to negotiate on pricing - particularly if you're keen to work with a very experienced creator. Rates for the content length/amount you're looking for will vary depending on experience and quality.

Creating a detailed brief

When briefing creators, it's vital to set clear expectations. This means clearly setting out the exact requirements you have agreed for the creator to complete (eg "max 30 second edited video" or "15 defined pieces of B-roll and 15 second testimonial" if you are requested raw content).

Provide helpful resources for the creator to use to fully understand your brand's image and offering- their site, social media content and relevant product page(s). It's also vital to include visual examples of similar pieces of content (whether the hook, filming style or shot types) for the creator to use, to ensure your vision is fulfilled! This also sets clear expectations on quality- whether you share from competitors or other brands whose videos act as inspiration for your own.

It's also best practice to storyboard your video (both for edited and raw content), clip by clip. If you're requesting a testimonial, align the B-roll you'd like to see alongside each script line - this helps you visualise exactly what you want to see (and how engaging your clip variations should be) and sets clear expectations for the creator. Once they deliver the content, you'll be able to clearly see if anything is missing.

Provide as much detail as possible for each clip - what exactly should be happening? What is the shot style? Can you pinpoint a timestamp in a visual example to show them exactly what you mean? Make sure to read your storyboard back to check your guidance can be easily understood.

Finally, make sure to add filming specifications to set expectations of quality and style, for example:

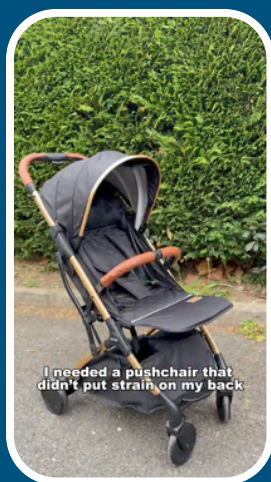
- Good lighting and clear sound, shot in a well-lit environment
- Ensure testimonial is engagingly delivered, with an enthusiastic tone
- Use cinematic mode on iPhone for highest quality
- Film vertically, with full portrait size (1080x1920)
- Keep backgrounds clean with minimal distractions



CREATE WINNING UGC WITH US

UGC styles we're loving that WORK

The UGC market is constantly changing - but there are clear styles that continue to perform well across multiple niches:



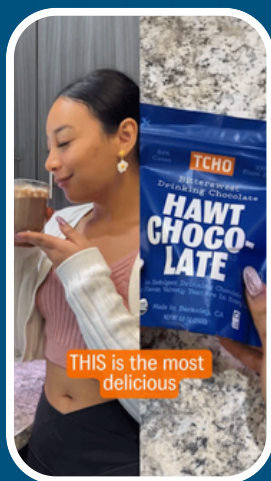
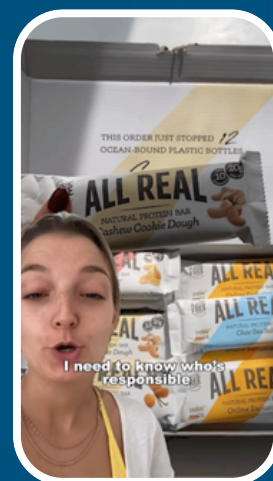
Native TikTok captions & voiceover

This testimonial combination involves the creator showcasing the product using a voiceover, placed over a range of footage (showing the product being unboxed/used/visibly making an impact etc), with voiceover captions added.

To effectively blend into feeds, using native TikTok captions here contribute to creating an organic-style ad, using a format that audiences recognise.

Green screen testimonial

This involves adding in the creator's direct-to-camera testimonial in front of a 'green screen' of B-roll footage that illustrates their messaging. It's a great way to create an authentic-style product review and engage the audience with the presence of enthusiastic facial expressions and hype-building.

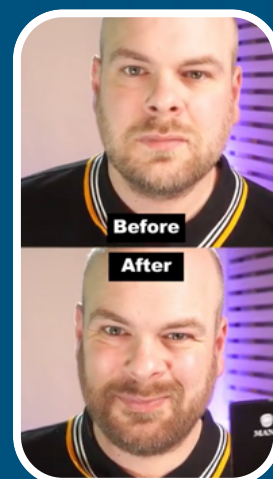


Split screen hook

This is an effective way of engaging from the outset with multiple visuals at once. It could involve splitting the screen between the creator delivering the testimonial/reacting to the product and a clear shot of the product packaging and logo. This means the audience can associate the brand with a positive experience from the very first second.

Before/after demos

When promoting a product that visually solves a problem, convincing demonstrations go a long way. Rather than a creator simply stating that a product makes a difference, create UGC that clearly shows the 'before and after'. This will make a much stronger impression on your audience, particularly if coupled with an authentic creator testimonial, in which they clearly align with the target audience's demographics and needs.



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Learning from results to optimise your UGC output

Once you've created your UGC and it's being tested on ads, it's time to learn directly from the data and understand how to optimise performance. Pay attention to thumbstop rate, hold rate and CTR, and align with material changes you can make to your ads to improve and iterate.

Optimising performing UGC

Thumbstop high? Test a new hook - whether visual (eg a different clip/clip combo/split screen) or verbal (a new hook line addressing your angle in a different way).

Hold rate high? Check to see if there are any points of audience drop off. These areas will need optimisation work to improve hold rate - eg removing any white space, replacing less engaging clips, shortening clip length to increase pace. You may even need to remove sections to create a shorter video length to test.

CTR high? It's driving clicks - but it could perform well when tested with a new audience segment

Improving lower performing UGC

Thumbstop low? Your hook isn't strong enough. Test a new hook line for this angle, change the visual hook to grab attention more effectively, and assess whether the first 3 seconds are truly engaging enough to stop the scroll.

Hold rate low? Look at where the audience is dropping off - and address the point 2-3 seconds before the biggest dropoff. This is your problem area - whether the pace slackens or the testimonial messaging isn't engaging enough. Analyse how your visuals (clips, transitions) and messaging (script lines) can be optimised to boost hold rate.

CTR low? Your UGC needs optimising to drive curiosity and clicks. It's crucial to be critical here: is the messaging powerfully connecting with your audience and the angle you're aligning with? Would a different style work better with your audience in communicating key messaging? Do you have a clear product demo (where needed)? Does the video actually speak to your audience and present a visually memorable way of introducing your product?

No matter the performance levels of your content, it is vital to continually assess performance and utilise the data to make actionable recommendations to your UGC.

If you need expert help in learning from the data and optimising performance to help elevate your ad account - we can help.



BOOK A CALL

Let's work together

Our UGC packages allow you to access trend led, engaging content that connects with your audience and drives curiosity in your product.

We'll work closely with you to create the UGC you're looking for, from strategising angles and performing hooks, working with our experienced creator network, and briefing them to create UGC pieces that engage from the outset and generate a strong impression of your product.

All in all - leave it to us to create the high quality content you need to grow your market presence



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