



Customer Generated Content Strategy

Q2–Q3 2023

Background

Customer (contractor)-, or user-, generated content (UGC) is content created by a company's users or customers. It's a form of earned media. 93% of marketers feel that [consumers trust content created by contractors more than content created by brands](#).

UGC can include reviews on a company's website or third-party site, such as Yelp; social media posts, articles, and comments; YouTube videos on contractors' channels; podcasts; guest blog posts; and blog posts on contractors' sites.

UGC can be very effective in driving brand awareness and purchases because consumers, whether B2B or B2C, trust other consumers more than they trust companies.

Additionally, LMN knows that our client base is community-driven and prefers to learn from people they know and trust.

Goals

The goals of generating UGC include:

- Generate social proof that increases sales by leveraging our own contractor-base to promote our product and trust in our product.
- Secure content that can be used as social proof throughout the buyer's journey.
- Increase brand awareness.

Strategy

To begin to generate and use UCG, we will take a multiprong approach, beginning with testing video testimonials for use on social channels and elsewhere.

Video Testimonials

Through Vocal Video, Vouch, or a similar tool, collect short, prompted videos from existing contractors the bulk of which will be general landscape business-based with a small portion being product based. See [possible topics](#).

- To appease contractors who are video-shy, use only the audio portion if the contractor prefers.
 - Simply have the contractor record a yes or no answer to a question, “Would you prefer we only use the audio portion of your response?”
- The goal of any given “campaign,” or topic is to collect at least 5 recorded video responses for use on our social media channels over the course of one to three months and on an evergreen basis depending on the topic.
 - Topics/campaigns would be aligned to quarterly themes as/when possible.
- Contractors will be asked to participate in an email, on social channels, and during AM interactions. (Also in-product messaging, if we have it).
- When posted, videos will invite people to respond in the comments with their own ideas, agreement, or disagreement or to go record their own video.
 - The contractor(s) featured would be asked to share on their social sites as well and tag LMN.
 - LMN will then comment on the post on the contractor’s channel.
- Videos will be added to LMN’s YouTube channel.
- Select topics will be combined and used in a blog post where a leading contractor and/or Mark weigh in as well.
- Existing and prospective (for select topics) contractors will be encouraged to contribute with a \$50 gift card for the first 10 respondents, a \$5 for respondents 11 through 11, and entry into a drawing for a free month of product.

Social Media

Through social media run contests/giveaways to gather user-generated content.

Contractor Instagram Stories

- Have contractors post an Instagram story as a form of entry into a giveaway using a branded giveaway-specific hashtag and tagging LMN.
- Share submitted stories on our own channel and other social channels as well.

- Curate submissions into a blog post as appropriate.
- contractors would be incentivized to post a story with entry into a contest for one of five \$50 gift cards and a grand prize of a free month of Pro+ product.

Instagram Giveaway

- Have contractors submit a photo to and comment on our channel for entry into a giveaway using a branded giveaway-specific hashtag and tagging LMN.
 - For example, “Share what you’re working on right now and how LMN is making it easier.”
- Utilized photos submitted in future posts.
- contractors would be incentives to contribute with a \$25 gift card for the first 10 respondents OR a free month of product.

Other

- One way to indirectly encourage UCG is for us to follow contractors’ social channels and share their posts as well as comment on their posts.
- Use polls/quizzes to ask questions on social channels as a way to encourage interaction.
 - To “seed” content, ask internal employees to respond with comments to “seed” engagement and increase visibility.
- Curate positive contractor testimonials/reviews from G2 and Capterra and use them in social posts and on the website.
 - Run a campaign via email to ask contractors to leave a review.
 - Consider getting on GetApp and others
 - Ask for reviews via email, social (maybe) and at the close of AM interactions and implementation.
 - Investigate <https://digital-markets.gartner.com/no-cost-review-collection>.
- Enable contractors to provide help and advice to other contractors and prospects through ZenDesk.
 - Encourage them to answer questions within the tool/academy and utilize on social channels.
 - ZenDesk makes it easy for you to [enable community members to provide help and archived advice](#) to other customers and prospects.
- Invite one or more contractors to participate in a webinar (perhaps 2x annually) and use video clips from the webinar on social media and a summary blog post.
 - Webinar theme would be how x customer solves their pain points using LMN (case study style).
- Create guest blog posts where contractor is listed as author, but post is written by a ghost-writer based on an interview with the contractor.

- Could experiment with asking contractors on social and/or by email to participate.
- Create a customer advisory panel/ambassador program that rewards a select group of customers for promoting LMN and enables LMN to gather customer insights.

Metrics

The effect of UCG is difficult to directly measure. What we will use to determine success is:

- Participation
 - A 1.5% participation rate in video testimonial creation based email and 5 click-thrus from social posts
 - Minimum of 20 participants for Instagram stories and giveaway
- Engagement on social posts (number of likes, comments, etc. divided by impressions) – initially 1% based on low engagement rates today; later 3% as audience grows
- Webinar participation/registrations where applicable
- Blog time on page of 3 minutes

Next Steps

- Ask AMs about common questions and answer them on social and FAQs on the website
- Get a list of existing contractors along with product used, tenure, etc.
 - Follow best customers' social channels and interact with those channels
 - Check out their Instagram and other social channels to see what they're talking about AND what hashtags they're using
- Map UCG tactics across the funnel, personas, and products and create a rollout timeline (started [below](#)).
- Evaluate a customer testimonial tools, pick one.
 - Vocal Video – free and paid versions, \$49 a month base paid version (\$588–\$2340 annually)
 - Pro plan includes customer releases and waivers)
 - Vouch – free and paid versions, \$30 a month base paid version (\$350–? annually)
 - Lower pricing restricts the number of users and campaigns that can be run.
 - Suggest starting with free, testing it out, and then upgrading.

Potential topics for video testimonials and social engagement (just a sampling)

- Reviews of favorite products and why. For example, what's your favorite lawnmower and why.
- What's your best advice for keeping your customer happy?
- What would you tell someone just starting out about how to deal with a negative customer?
- How would you address [x customer experience]?
- Wood versus steel fence posts
- What's your favorite LMN feature?
- How do you train new employees? How important is training? (Greenius angle)
- Why did you choose LMN?
- Dos and don'ts on specific topics – best practices. How to best trench a sprinkler line.
- If you could go back, what one thing would you change about your first year in business?
- Why did you move to LMN from another tool?
- How do you avoid burnout?
- What's your number one tip for hiring and recruiting the best employees?
- If you had a magic wand and could change anything to make your business better, what would you change?

[Potential Topics Mapped to Funnel](#) (more to come)

	Tier	Awareness	Learn/Educate	Evaluate	Evaluate/Decision	Purchase	Retention
Reviews of favorite products and why. For example, what's your favorite lawnmower and why.	Tier 2	x					
What's your best advice for keeping your staff happy?	Tiers 2 & 3	x	x				
What would you tell someone just starting out about how to deal with a negative customer?	Tiers 2 & 3	x					

How would you address [x customer experience]?	Tiers 2 & 3		x	x			
Wood versus steel fence posts	Tiers 2 & 3	x					
What's your favorite LMN feature?	Tiers 2 & 3			x			
How do you train new employees? How important is training? (Greenius angle)	Tier 3		x	x	x		
Why did you choose LMN?	Tiers 2 & 3			x	x		
Dos and don'ts on specific topics – best practices. How to best trench a sprinkler line.	Tier 2		x				
If you could go back, what one thing would you change about your first year in business?	Tiers 2 & 3	x	x				
Why did you move to LMN from another tool?	Tiers 2 & 3			x	x		