

*Ready, Set, Grow*

THE ULTIMATE  
GUIDE TO USING  
UGC IN YOUR ADS



A step-by-step guide  
to level up your ads  
using UGC

BY JANA BISHOP

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## What is UGC?

UGC stands for "User Generated Content".

If you have ever used a stock photo or video, CONGRATULATIONS, you are already a pro at using UGC!



*Shopify Says:*

Ads based on UGC have a click-through rate that's 400% higher than traditional ads.

UGC has transformed into a key component for brands wanting to advertise their products on social media. In fact, studies show that \*90% of people will make a purchase decision based on UGC! Crazy right?!

Now is definitely the time to start using UGC in your ads.



How can you use UGC in your ads? I'll cover these in the following pages.

1. Use stock video footage to create the "look" of UGC.
2. Ask friends to help you create content.
3. Hire a UGC creator. Not sure how? I have 6 steps to help you get started.

The best way to find top performing UGC ad examples is in the Creative Center on TikTok.

I'll link to it here for you: [Creative Center](#)

[Watch this video](#) to learn how to search for ads in your industry to get ideas and inspiration.

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*Shopify Says:*

UGC ads cost 50% less than average ads. Since they are perceived as word of mouth, instead of paid marketing!

## 1. How to use stock footage to create the look of UGC.

You will want to search Canva for "TikTok Video Ads".

The main thing you are going to look for is video footage that matches your product type, (ex. coffee).

**[CLICK HERE](#) to watch a video of me going through this "search and download" process. And then [CLICK HERE](#) to watch me edit it in Instagram.** You

will remove the fonts and text from Canva and just save the video to your laptop or phone. You will then take that video into TikTok or Instagram and add the text/audio there. This will make it feel less polished, and more organic.

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Millennials are a significant audience for UGC because they spend 30% of their media time interacting with UGC content.

## 2. Ask friends to help you create content.

Throw an unboxing party and film the reactions of your friends opening up your product and demonstrating how to use it. For this work, you will want to make it worth their time. Rent a nice Airbnb or a house from Home Studio List. Get lots of yummy food and make sure all of your cell phones are charged.

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## 2. Continued

This is where the Creative Center comes in handy!

Give each friend one top performing ad video to use for inspiration. For instance, one friend may handle the unboxing. Another may show a before and after. By distributing the video footage needed, you can knock out several forms of UGC in one day. Make sure you have enough product on hand for each friend to make a video with, and then,...one beautifully boxed item for them to take home.

If you have someone that is really good with editing in TikTok, Instagram or CapCut you can give them copies of each video with a list of the text to include. Again, don't worry about coming up with everything from scratch. Pay attention to the top performing ads in the TikTok Creative Center to see what their ads are saying and create something similar. Not sure how to find a top performing video? - **[Watch This Tutorial](#)**

### **Helpful Links:**

[CapCut](#) & [Home Studio List](#)

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## *Business Wire Says:*

85% of consumers believe that visual user-generated content is more influential than photos and videos published by the brand.

### 3. How to hire a professional UGC creator

I have 6 steps to consider when hiring a UGC creator listed below. Before we take a look at those, I want to explain how the process works. For instance, how do you even find a UGC creator to begin with? What's the best way to hire someone?

Currently, TikTok is the best place to find a UGC creator. You can do a simple search using the hashtag #ugccontentcreator and start scrolling through videos.

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## Hiring a UGC Creator Continued...

You will want to look for people that have the words "UGC Creator" in their bio, with a link to their portfolio. This will give you a chance to see their work and get an idea of their style.

A great account to follow on TikTok is @abigailpeugh. She is a UGC coach, as well as a creator. She is a great resource if you are looking to hire a UGC creator.

Keep in mind, UGC creators are NOT cheap. If you go into this process looking for a deal, you will create a bad name for yourself. UGC is in high demand and that means creators are charging top dollar for their work. I'm not saying there aren't any reasonably priced creators out there...but if you go into this looking for the cheapest one, you will definitely get what you pay for. Remember, this is their career. Treat them with respect, honor your word and pay them well. They are working professionals just like you.

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# 6 Steps To Hiring UGC Creators

1. Determine what you are hoping to achieve by hiring someone to create content for you. Is it to sell the product, introduce the product or show off results, etc.
2. Decide where the content will be used. TikTok Ads, Instagram Ads? Your website or social media posts. Knowing where and how the content will be used allows you to quickly narrow down the right person/rates.
3. Make a list of the types of content you need. For instance is it styled photos? Videos? Or do you need a mix of both? How many photos? How long should the videos be? 15 seconds, 60 seconds, etc. Do you need their face in it, or maybe just their hands?



# 6 Steps To Hiring UGC Creators

4. Determine the concept. Are they unboxing the product, or giving a review? Are they trying on the clothes with quick transitions in between each look? Communication is key!
5. Know your budget. Determine in advance what you are willing to spend in order to get this content created for you. Not sure where to start with the budget? Check out [@abigailpeugh](#) on TikTok for LOADS of info!
6. Put together a brief explanation of steps 1-5 for your potential creator. Let them know exactly what you are looking for so they can confidently decide if your project is a good fit for them.



## Adding UGC to your Ads

Once you have your photos or videos ready (if you hire someone you will want them to send the photos and videos directly to you), you will want to immediately use them in your ads. Keep in mind, trends change. So, if you created your videos/photos based off of top performing ads you will want to use the trend to your advantage and use your new content soon.

You will upload your UGC content just like you would any other photo or video ad.

Facebook has its own Ads Manager and TikTok does as well. This is the place where you will create your campaigns and upload your beautiful new content!

Congratulations! Now, it's time to make those sales!

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# Thank You!

It was so nice spending this time with you. UGC is gaining popularity, but a lot of people don't really understand how powerful it is. Just think, you are on the cutting edge of something that can drastically improve your ads and increase sales. I'm so excited for you!



*Jana*

You can find out more about Facebook Ads and TikTok Ads on my website [www.janabishop.com](http://www.janabishop.com).

I'll see you there!

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