

Here's a template that brands can use to effectively run User-Generated Content (UGC) ads to boost sales and productivity. This template can be adapted in Google Docs for easy customization.

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## Template for Running UGC Ads to Boost Sales & Productivity

### UGC Advertising Checklist Template for Brands

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#### Slide 1: Define Campaign Goals

##### Goal Checklist

- 📌 Define specific goals (e.g., brand awareness, lead generation, engagement).
  - Identify the target audience demographic.
  - 📌 Choose preferred platforms (Instagram, TikTok, Facebook).
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#### Slide 2: Create Compelling CTAs for UGC

##### Table: Platform-Specific CTA Ideas

Platform	Suggested CTA
Instagram	"Share your story using #BrandStory"
Facebook	"Post a photo of your [product] experience"
TikTok	"Unbox [product] with #MyBrandExperience"

**Note:** Use a single hashtag across platforms for consistency.

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#### Slide 3: Selecting High-Quality UGC Content

## Customized Checklist

- Select images and videos that are clear and authentic.
  - Ensure alignment with brand messaging.
  - Prioritize real, unfiltered moments.
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## Slide 4: Format UGC Ads for Maximum Impact

Table: UGC Ad Format Guide

Format	Best For	Benefit
Image Ad	Single photos	Builds instant visual authenticity
Carousel Ad	Storytelling with multiple images	Engages with multiple angles
Video Ad	In-depth product showcases	Captivates viewer attention

**Tip:** Use a mix of formats to engage different audience types.

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## Slide 5: Launch & Promote UGC Ads

### Launch Strategy Checklist

- Set campaign dates and timelines.
  - Cross-promote UGC across email and social media.
  - Rotate UGC ads regularly for freshness.
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## Slide 6: Track Campaign Success

Table: UGC Metrics Tracking

Metric	Purpose
Engagement Rate	Measures user interaction
Conversion Rate	Tracks purchase actions

CTR

Shows ad  
effectiveness

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**Slide 7: Offer a Free Gift or Incentive**

**Gift Idea:** Offer a downloadable “Guide to UGC Ads” or a coupon voucher for customers who share content.

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