

The Current State of User-Generated Content

UGC statistics for events, social media, marketing campaigns, and beyond

User-Generated Content Statistics

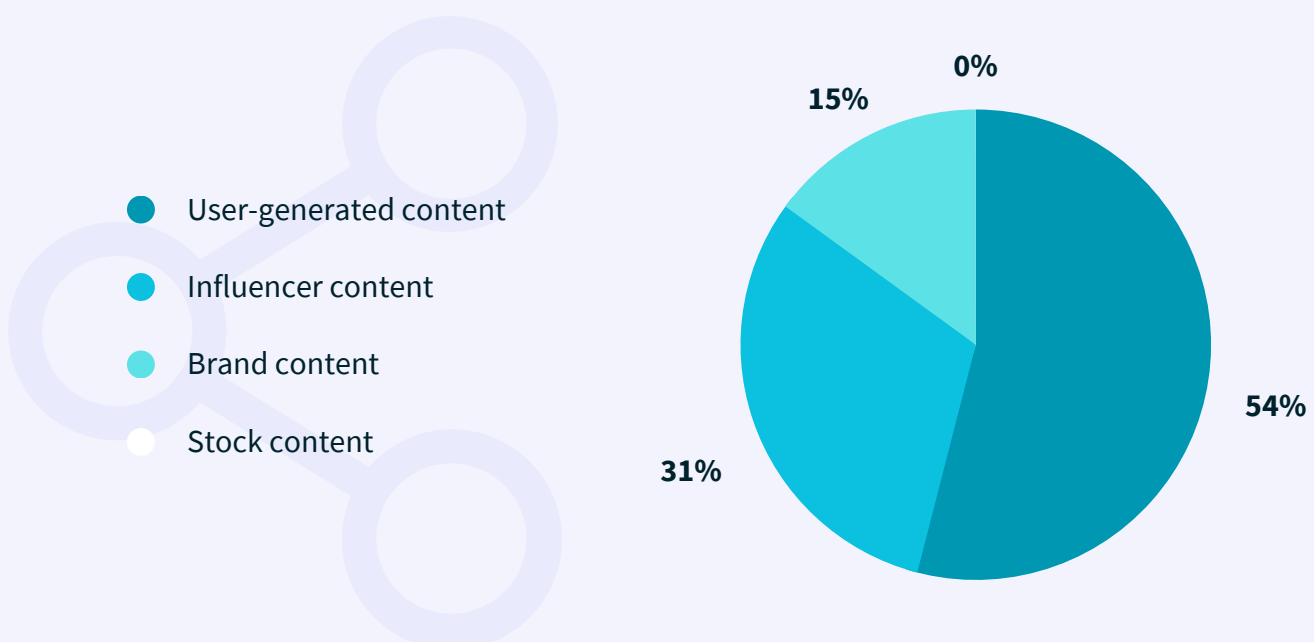
To delve deeper into the UGC trend, [Walls.io](#) conducted a survey involving 100 experienced marketers and industry experts. The results we present here are genuine, offering a valuable snapshot of the current state of UGC and its impact on marketing strategies.

These insights will equip you with the knowledge necessary to leverage user-generated content effectively and drive meaningful results for your brand.

User-generated content in social media

Social media platforms offer immense opportunities for brands to engage with their audience. Here's a breakdown of the most engaging content types on social media:

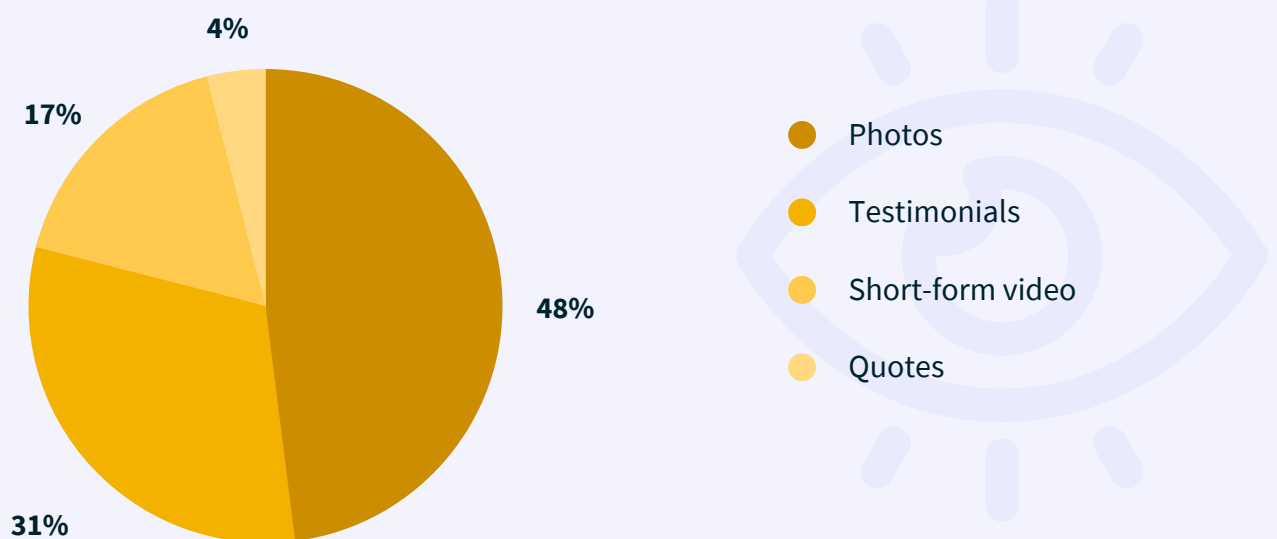
- User-generated content takes the lead as the most engaging content type on social media, confirmed by 54% of marketers.
- 31% of experts revealed that influencer content captures the attention of social media users.
- Brand-generated content ranks third in engagement, with 15% of marketers stating that social media users find it compelling.
- Our findings indicate that stock content garnered 0% of engagement in our survey.



Types of user-generated content

When leveraging UGC in marketing campaigns, various types of content can create authentic connections with the audience. Here's a breakdown of the most commonly used UGC types:

- 48% of experts found photos to be the most effective visual content format for user-generated content marketing.
- 31% of marketers expressed that testimonials are highly effective visual content for marketing purposes.
- Short videos, typically lasting a few seconds to a few minutes, were chosen by 17% of surveyed marketers as their most used type of UGC.
- Although ranked lower in our survey, 4% of participants still recognized the effectiveness of quotes as effective UGC for marketing.

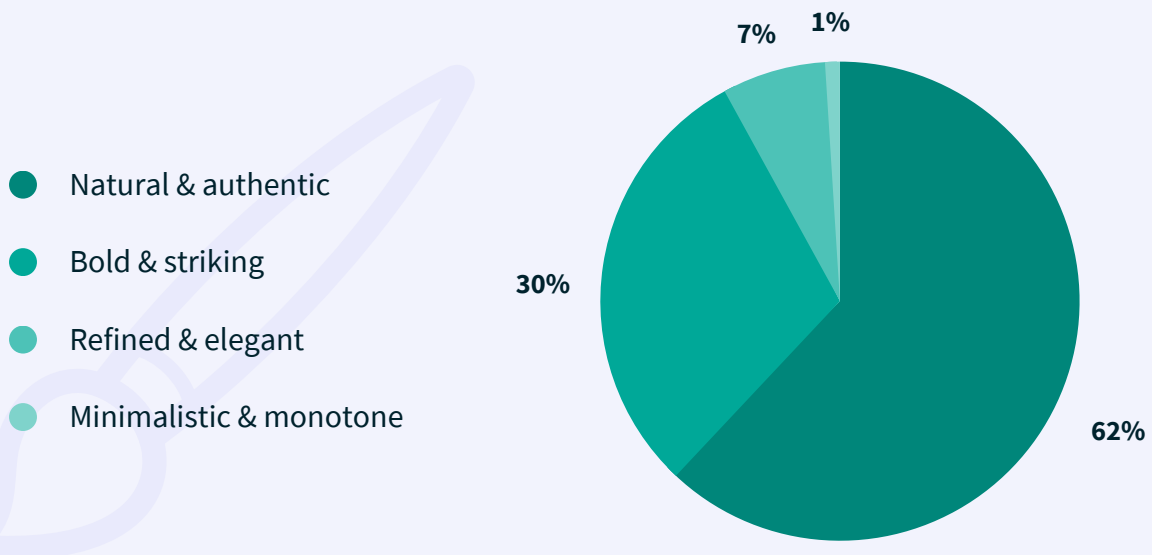


Visual content aesthetic

Visual aesthetics play a crucial role in capturing the attention of your target audience. Here are the most effective visual styles for marketing purposes, based on our survey:

- 62% of experts found the natural and authentic visual style to be the most effective for marketing purposes. This style showcases genuine moments, real people, and authentic experiences, precisely what UGC is about. It creates a sense of relatability and builds trust with the audience by conveying a genuine representation of the brand or product.

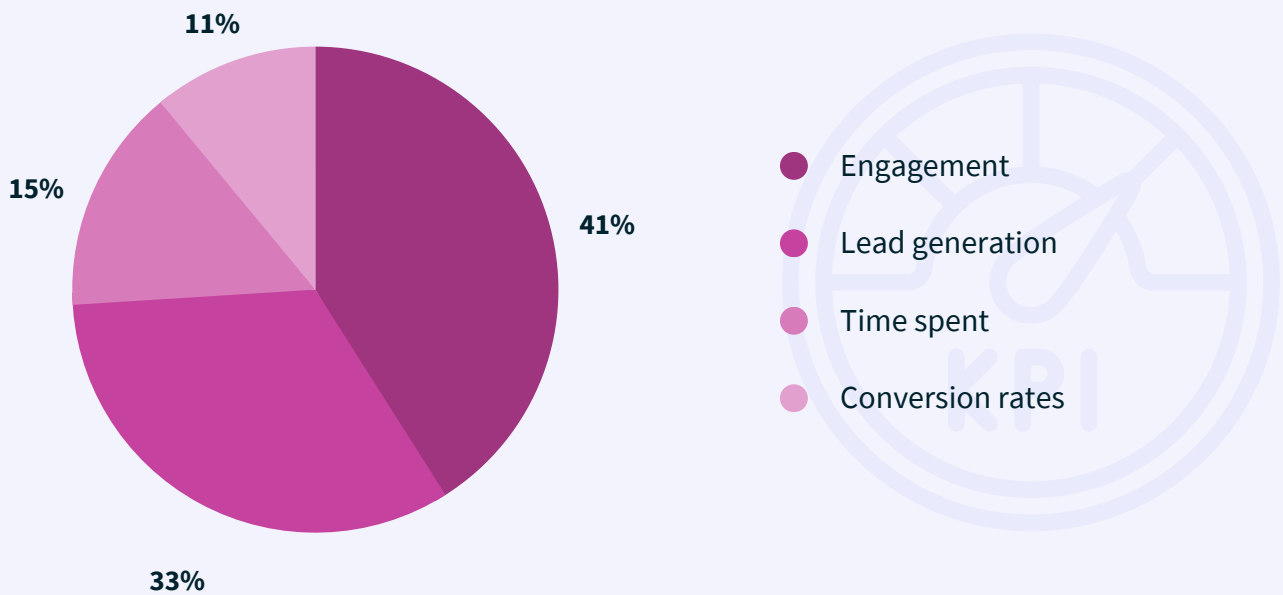
- 30% of marketers indicated that a bold and striking visual style is highly effective for marketing.
- Our survey revealed that 7% of respondents find a refined and elegant visual style effective in marketing.
- Only 1% of experts expressed that a minimalistic and monotone visual style can be effective in marketing.



KPIs of UGC

To measure the effectiveness of user-generated content, marketers rely on key performance indicators (KPIs) that provide valuable insights. Here are the most used KPIs for evaluating the impact of UGC:

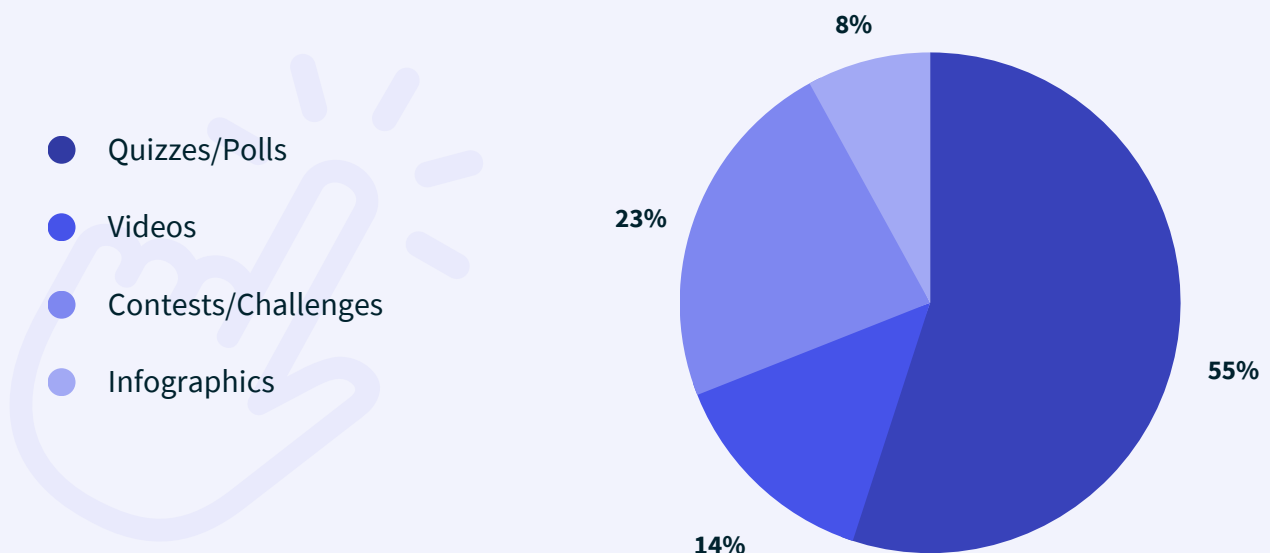
- According to 41% of marketers, engagement metrics such as clicks, shares, and comments are the most widely used KPIs for assessing the impact of user-generated content.
- 33% of marketers consider lead generation a vital KPI for evaluating the effectiveness of user-generated content.
- 15% of experts emphasize that the amount of time users spend engaging with user-generated content is a valuable KPI for assessing its effectiveness.
- Conversion rates, although ranked lower at 11% in our survey, are still an important KPI for evaluating the impact of UGC.



Interactive content formats

Regarding interactive content, specific formats have proven more engaging than others. Here's a breakdown of the most captivating interactive content formats based on our user survey:

- Quizzes or polls are the most popular interactive content format, capturing the attention of 55% of interviewed experts.
- 23% of marketers find contests or challenges to be highly engaging.
- Our survey revealed that interactive videos hold some appeal, with 14% of respondents finding them the most captivating form of interactive content.
- Although ranked slightly lower in our survey, infographics or data visualizations still garnered 8% of the experts' interest.



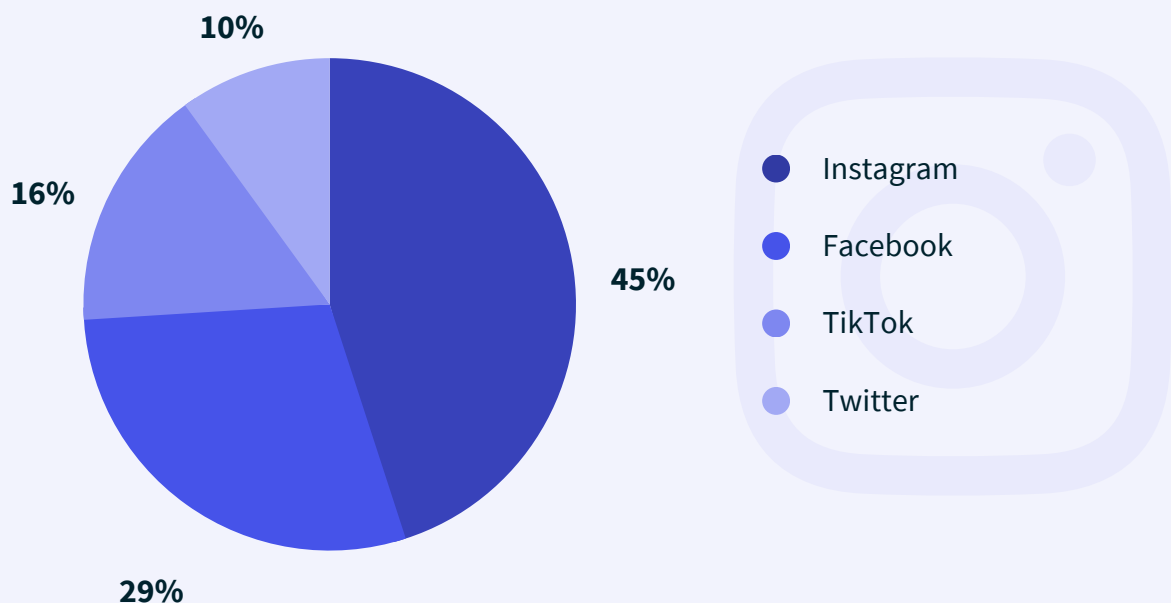
User-Generated Content for Events Statistics

In this section, we'll delve into the importance the power of UGC for events, and provide valuable insights on how to leverage these elements to create exceptional event experiences.

The best social platforms for collecting UGC during events

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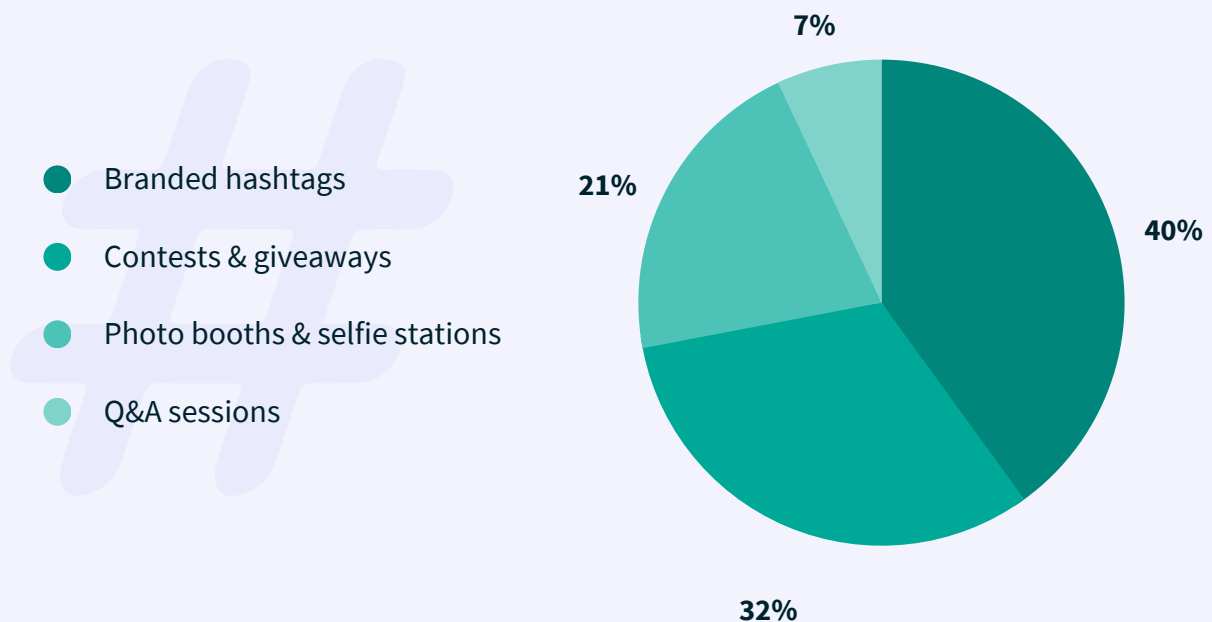
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The best way to encourage UGC during events

When it comes to encouraging attendees to create and share user-generated content during an event, several strategies have proven effective:

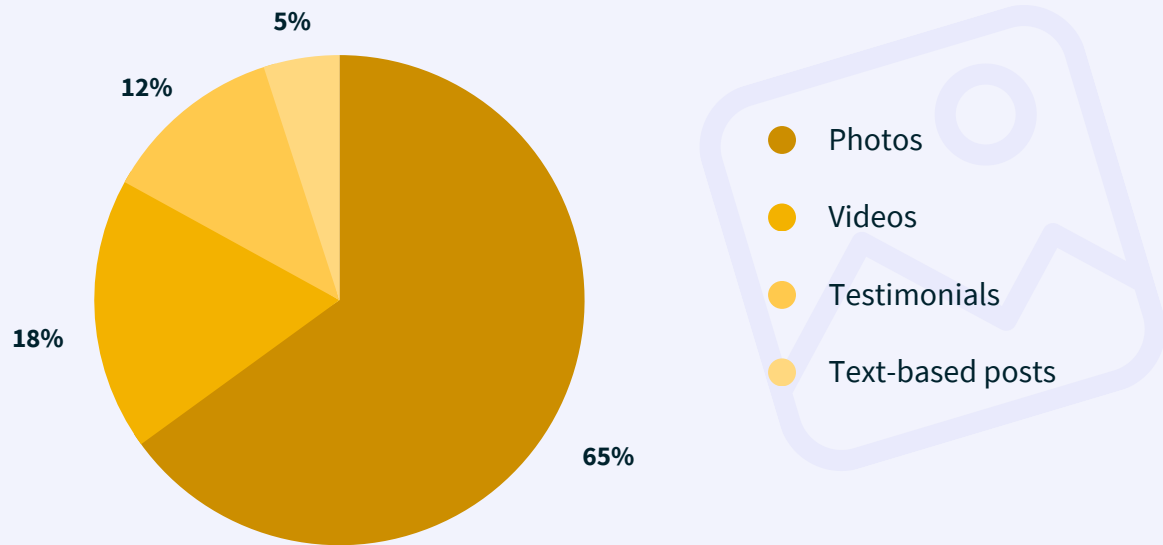
- Creating branded hashtags and encouraging attendees to use them holds the highest effectiveness, stated by 40% of surveyed event experts.
- 32% of event experts identified contests or giveaways as an effective way to encourage attendees to create and share user-generated content during an event.
- 21% of event experts indicated that interactive photo booths or selfie stations are an effective way to encourage UGC during events.
- Although ranked lower, live Q&A sessions or panels still hold an effectiveness of 7% in encouraging attendees to create and share user-generated content.



The most engaging content type at events

Different types of user-generated content have varying levels of engagement at events:

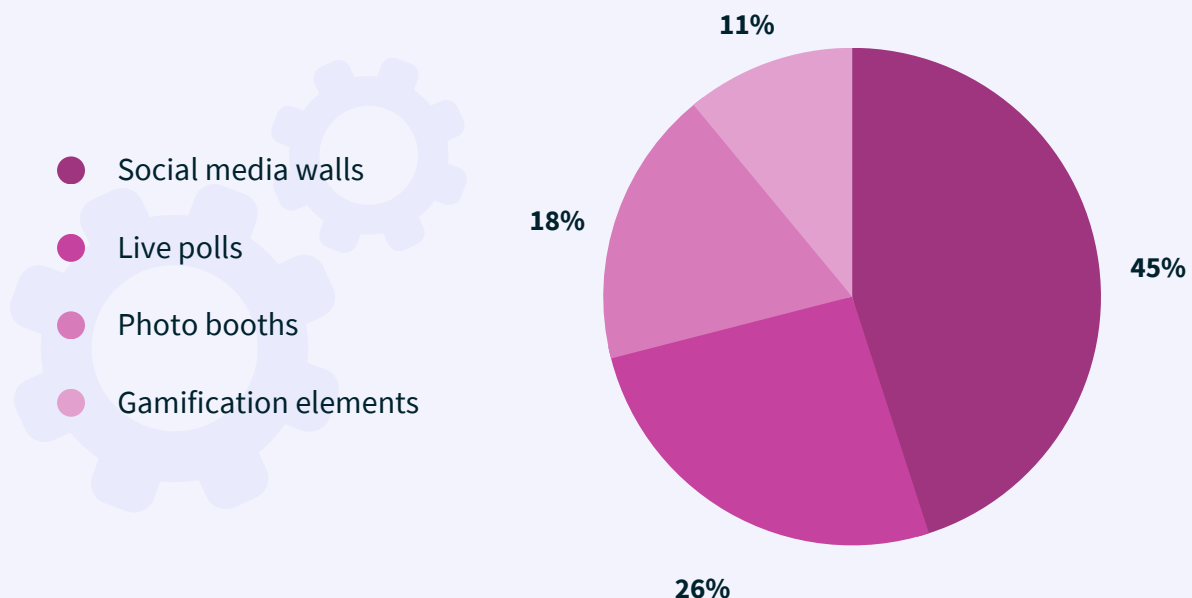
- Our findings reveal that photos hold the highest engagement at events, with 65% of respondents indicating their effectiveness.
- While not as prevalent as photos, videos still hold significant engagement, with 18% effectiveness.
- 12% of event experts identified reviews or testimonials as user-generated content that garners engagement at events.
- Though ranked lower, text-based posts still hold a level of engagement, with 5% effectiveness.



The most engaging content type at events

To enhance attendee engagement at events, various tools have proven effective:

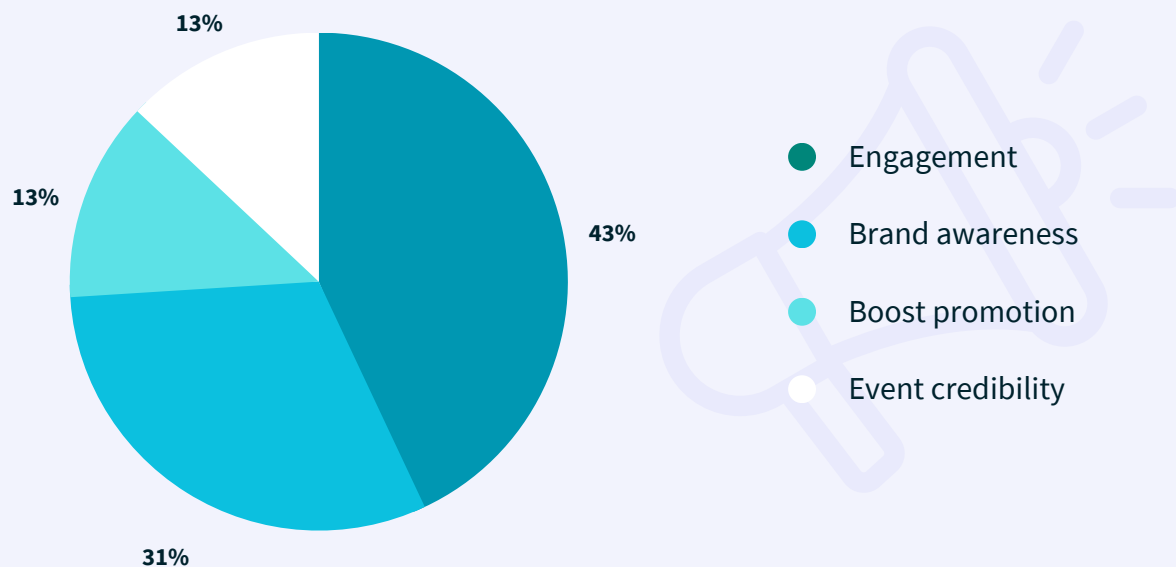
- Social media walls or live feeds hold the highest effectiveness to engage attendees at events, according to 45% of experts.
- 26% of respondents identified live polls as an effective tool for enhancing attendee engagement at events.
- Our research indicates that interactive photo booths have an effectiveness of 18% in enhancing attendee engagement.
- Gamification elements still hold a level of effectiveness at 11%.



The purpose of incorporating UGC in event marketing

Incorporating user-generated content in event marketing serves various purposes:

- The primary purpose of incorporating user-generated content in event marketing is to increase attendee engagement, with 43% of respondents indicating this goal.
- 31% of respondents identified enhancing brand awareness as a purpose for incorporating user-generated content in event marketing.
- Our analysis indicates that 13% of respondents recognize the importance of user-generated content in boosting event promotion.
- Also at 13%, improving event credibility is another purpose for incorporating user-generated content in event marketing.



Thank you!



Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please don't hesitate to reach out to us.

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