

# The Ultimate Gifting Checklist

Maximize UGC Created & Collected from Gifting Campaigns



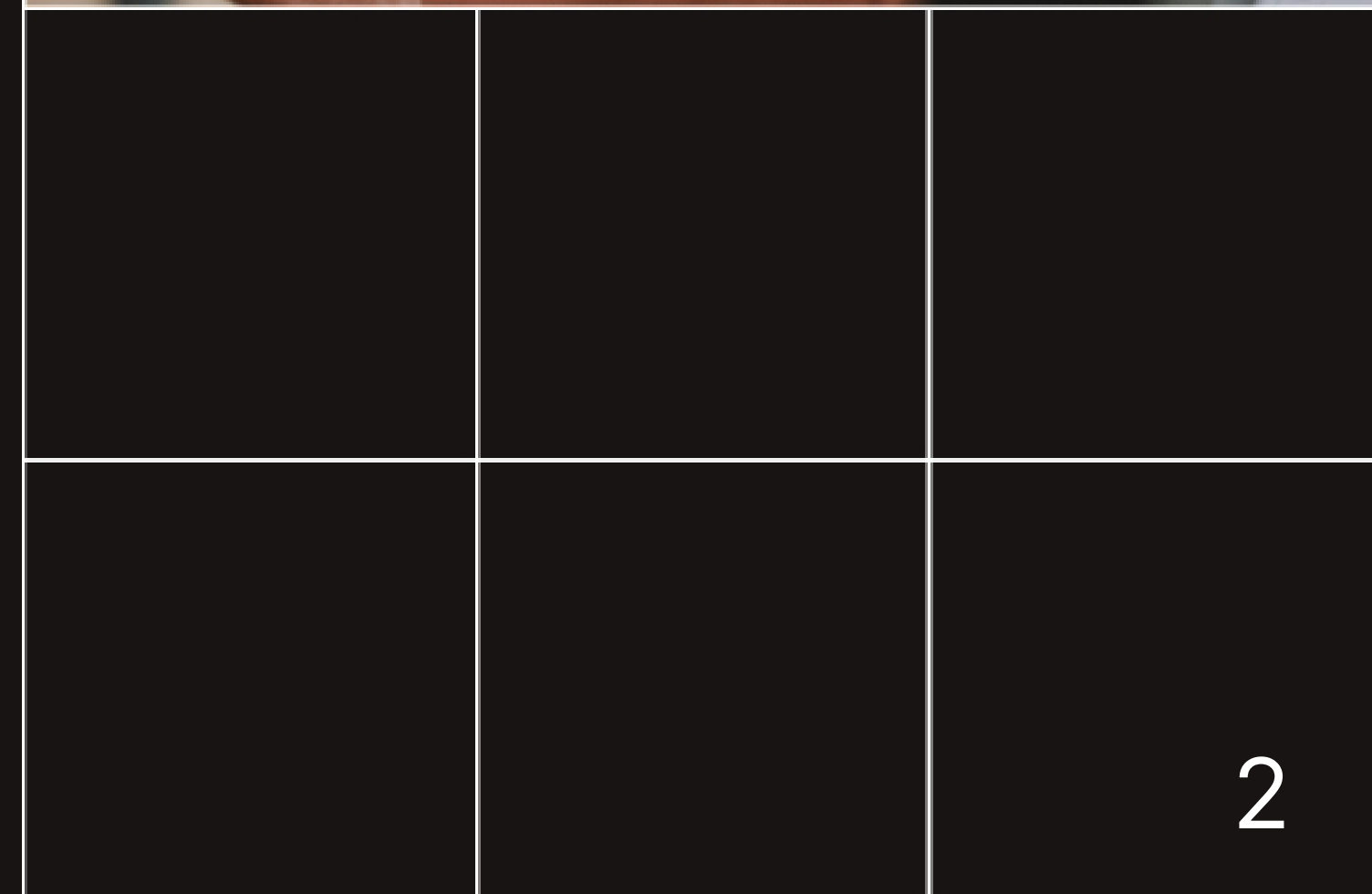


## INTRODUCTION

# Welcome to the ultimate checklist for making the most of your gifting strategy!

In the age of modern marketing, user generated content (UGC) is a brand's most valuable ally. With 79% of people saying UGC influences their purchase decisions, peer recommendations are more trusted than traditional ads. Displaying UGC on product pages increases conversion by 28%, and if you include video testimonials, conversions shoot up by 80%. Moreover, campaigns with UGC record 29% more web conversions compared to those without. In this context, gifting presents a golden opportunity to collect authentic content from influencers and customers that can be strategically placed across platforms to improve your brand's credibility and trust.

Once you collect gifted UGC, you finish a valuable step. One that you work hard to gather. But to truly maximize its potential, you need to amplify the gifted UGC all your marketing channels. Influencers and customers have powerful voices, and when they speak, people listen. This checklist is designed to help you ensure you're getting the most out of your gifting strategy and amplifying the value of your UGC to its maximum potential by spreading it far and wide to increase reach, strengthen relationships, and drive sales. **Let's dive in!**





# But first, why gifting?

Gifting is a cost-effective marketing strategy to collect UGC. Gifting is a perfect match for brands looking for scalable and low-cost ways to build their brand awareness on social media, while creating and collecting authentic content. When done right, it increases product visibility and provides authentic insights that your potential customers will relate to and trust.

92% marketers say that influencer gifting has increased their brand awareness, while 72% say that it has helped them drive sales.



Since we started gifting, we have a community of Garnier Lovers who produce authentic and qualitative UGC, which allows us to develop our visibility on the networks and enrich our product catalog to boost sales.

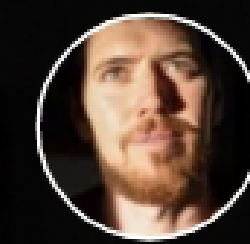
**Thomas JOUANIN,**  
Advocacy Manager, Garnier Haircare



Now that you've collected this UGC, let's make the most of it!

This checklist can be used as your guidepost for making sure you are getting the most value from every campaign you run Save it, memorize it, or frame it, but don't ignore it.

Are you ready?

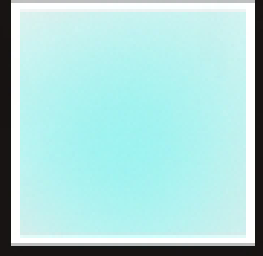


TonyCabbel

14K







# Display UGC on your brand's social handles

## Why you can't skip organic social?

Organic social media is all about keeping it real! It's the content brands share naturally. It is where your brand's authenticity shines through. It's where customers connect with your brand in a real, unfiltered way.

And when you combine organic social with UGC, you're unlocking a powerful tool for building trust. Today when 93% of consumers trust UGC more than traditional ads, leveraging it organically across your social media platforms is no longer optional. It's a must.



**Dorthy**

Obsessed with this design! 🥰



# How does gifted UGC fit into this?

UGC is an invaluable asset for your organic social media strategy. By sharing real reviews, photos, and videos from customers or influencers collected through your gifting campaign, you provide your audience with authentic content that reflects their experiences with your products.

Regularly collecting user-generated reviews and images from your gifting strategy and reposting to your social media feeds and stories will showcase the real-world impact of your products. Specifically **on Instagram this strategy helps increase engagement by 70%.**

It will also help build a sense of community around your brand. Start with actively encouraging engagement. With gifted UGC, **engagement can increase social media activity by 88% and boost web conversions by 29%.** Invite your followers to interact with the UGC you share. Ask them to like, comment, or share posts that resonate with them.

## Quick Tip

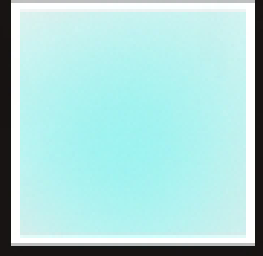
Don't limit yourself to one platform. **Test them all.** Content that performs well on TikTok might perform even better on YouTube Shorts.



It's impossible to crack the algorithms of TikTok or Instagram. The best tactic is to find the right balance between the brand's brief and the influencers' creativity.

**Thomas JOUANIN,**  
Advocacy Manager,  
Garnier Haircare





# Use UGC in your Paid Ads

## Why paid ads are essential?

Paid ads are a powerful tool for brands to amplify their reach and drive conversions. While organic social media helps build trust and community, paid ads ensure that your message is seen by a broader, targeted audience. When you combine paid ads with UGC, you unlock the perfect formula for high-performing campaigns.

UGC adds authenticity to your ads, making them feel more personal and relatable. It builds trust with potential customers. According to Hubspot, 56% of people are more likely to click on ads featuring UGC.



Emma

No ashy finish, right? 🐼



# Using UGC in Paid Ads

Integrating UGC collected from gifting into paid ads can significantly improve the performance of your campaigns. Ads featuring UGC report a 4.5% higher conversion rate than those with just branded content. Why? UGC is social proof. It's like getting a thumbs-up from real people, not just your marketing team.

According to Sleepers, 75% of consumers say UGC influences their purchase decisions. Real feedback, real results.

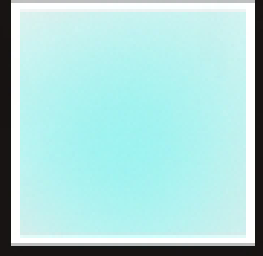
Laboratorios Phergal is leading it in the beauty, nutricosmetics, and health supplements world. Teaming up with Sleepers, they launched over 350 gifting campaigns across 8 brands in 14 countries.

**The goal?** Improve their digital marketing. And it did work. The content from these campaigns were repurposed for ads and other channels, driving a serious uptick in website traffic. Even their product showcase pages on retailer sites got a boost. Plus, featuring those glowing reviews in ads was the key to improving the consumer journey and increasing e-commerce conversions.

Review campaigns are part of the marketing activities in our customer journey. Apart from review and influencer campaigns, we are also doing SEO and SEM campaigns, collaborations with key retailers and top celebrities, social media ads, etc. to push forward the promotional effects and achieve the overall campaign goals. By combining these steps together, we are seeing improvements in the sales results. In addition, reusing the reviews in social ads on Instagram is key for us. These perform better than the other ads. Also, we have perceived and increased the interactions of our community on Instagram thanks to these reviews.

**María del Pino Navarro ,**  
CEO, Laboratorios Phergal





# Use Spark Ads to boost UGC

## What are Spark Ads?

Spark Ads are a unique TikTok ad format. These ads let brands leverage organic content, like influencer or customer posts, as creatives in ads.

**The best part?** You get to boost content that's already popular, reaching a bigger, targeted audience without losing its authenticity and they blend right into the feed, feeling like they're coming from a trusted friend rather than a brand. There's also an increase in performance compared to non-spark ads and you can also reduce unintended clicks to achieve higher CTR.





# How gifting fuels your Spark Ads

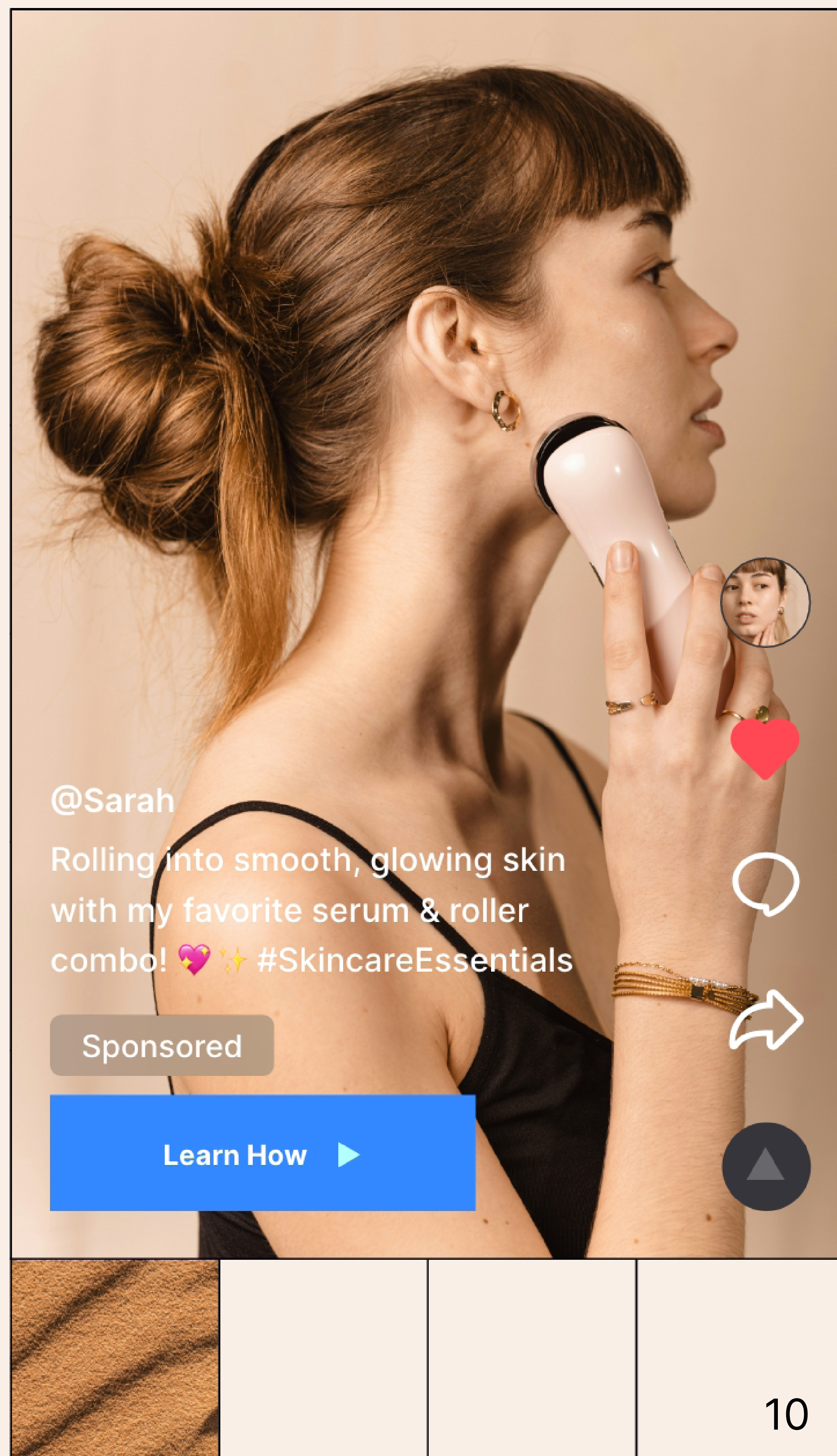
Gifting is essentially feeding your Spark Ads with valuable, authentic content. When you gift products to influencers or loyal customers, you're getting real content created with your product in action.

This UGC, whether it's an influencer customer's post, is the perfect material to amplify through Spark Ads. Spark Ads can increase engagement by 20-30% compared to regular ads on the feed.

By identifying which gifted content performs well, you can strategically boost it through Spark Ads to expand your reach and drive higher engagement. 93% of marketers say influencer content outperforms brand-generated content, proving that UGC is a key component in creating successful ads. And TikTok reports that Spark Ads with organic content can drive 27% higher recall value compared to those without.

Additionally, ads featuring UGC see 4.5 times higher click-through rates.

So, when you amplify your best-performing content through Spark Ads, you're setting yourself up for increased likes, shares, comments, and overall interaction, while creating long-lasting marketing impact and improved ROI since all the Spark Ads post engagement will be attributed to the original organic post.







Erborian has successfully harnessed the power of TikTok Spark Ads to amplify authentic UGC collected through Sleepers.

By tapping into Sleepers’ vetted TikTok community, they were able to find the perfect creative for their ads, showcasing real, UGC that resonates with their audience. Turning their best-performing UGC into Spark Ads has enabled Erborian to significantly increase their reach and engagement.

With TikTok Spark Ads, they’ve taken their top content and amplified it to a broader, more targeted audience, boosting visibility and driving more interactions.

# They saw impressive results from Spark Ads with +9M Views and +\$72K EMV.

By using Spark Ads, Erborian successfully maximized their content’s potential. They enhanced the overall impact of their campaigns and drove impressive results.

This approach increased their reach and delivered a strong return on media investment, proving the value of incorporating authentic UGC into paid media strategies.

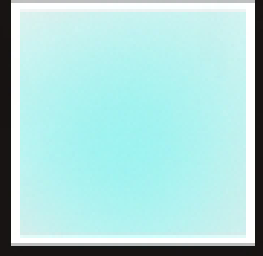
## Quick Tip

To keep your Spark Ads effective and authentic, make sure to promote UGC that aligns with your brand’s voice and values. Authenticity is crucial, and when the content feels genuine, your audience is more likely to engage and trust your brand.



@erborian





# Use UGC for shoppable content on your website

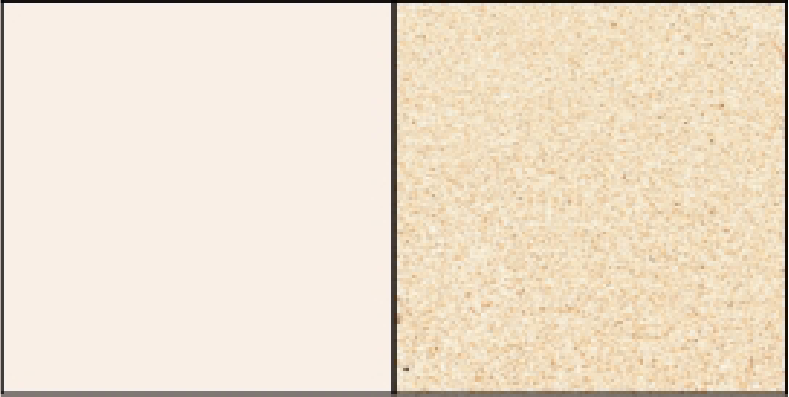
## Why does your brand need shoppable content?

Shoppable content is like the bridge between browsing and buying! It's any content, whether on product pages, or homepage on your brand's website, that lets customers buy straight from the content with a simple click. No more hopping around multiple windows. Just discover, click, and buy. For brands, it's a chance to provide superior customer experience, cutting out friction and boosting conversions.

With a bank of UGC content, it only makes sense to showcase it on your website. Whether in a carousel on your homepage or on each product page. Make the most of this valuable UGC highlighting real users.







# Best use cases of UGC on product pages

**Want to turn browsers into buyers?** Add visual UGC on product pages. It increases conversion rate by 2-3 times. Visual content plays a key role in driving product desirability and conversions. High-quality authentic photos and videos help customers understand a product’s features and appearance. User-generated photos and videos add an authentic touch, showing how products look and perform in real-life situations, making them more relatable and appealing to buyers. Creating gifted UGC galleries where customers can browse, and shop directly is a win-win. These galleries, filled with real customer photos, unboxings, and testimonials, let shoppers click and buy in a flash. 79% of consumers are more likely to buy after seeing how real people use your products in UGC.

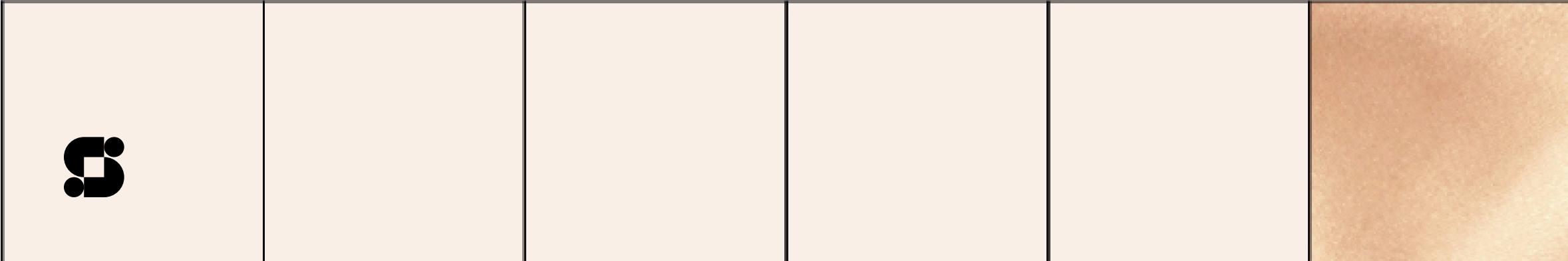
**And here’s a pro tip:** add clickable “shop now” buttons to UGC. Instant action when their interest is high!

Take Benefit Cosmetics, for example, they’ve mastered this approach. By featuring UGC in a shoppable carousel format on their website, Benefit has streamlined the shopping experience, allowing customers to purchase directly from the content. This eliminates the need to sift through multiple product pages, making it quicker and easier to buy.

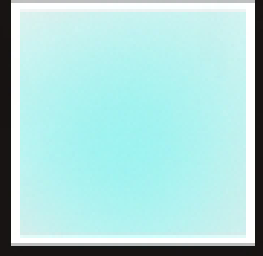
**The result?** Customers make purchases with just a few clicks, drawn in by authentic, user-generated content that builds trust and excitement. And it works, sales increase, engagement rises, and the overall shopping experience is enhanced, keeping customers coming back for more. It’s a perfect example of how leveraging UGC can boost both conversions and brand loyalty.

Influence and gifting is an extremely important lever for us, providing the dimension of transmission that we have always wanted to emphasize.

**Romane Decrept,**  
360° Communications Manager,  
PR Influence & Events, Benefit







# Use UGC to amplify new product launches

Collecting UGC before and during a new product launch should be a top priority. When you launch something new, UGC from influencers and loyal customers becomes a powerful tool to amplify your brand's message across all channels.

Reusing this content across social media, paid ads, and product pages boosts visibility, helps you get early feedback, builds trust in the product.

UGC offers real-world proof of the product's value, which can drive higher engagement and conversion rates.





# How UGC collected from gifting fuels new product launches

Gifting is your secret weapon for creating serious buzz when launching a new product.

**The best way to generate excitement?** Showcase UGC from influencers and early adopters. Positive reviews, unboxing videos, and real-life customer photos give buyers a first-hand look at the product in action. 79% of people say UGC impacts their purchase decisions, especially when they're trying something new.

Incorporating this newly acquired UGC into your emails, landing pages, and promo materials adds an instant layer of trust and authenticity. Content with UGC sees 28% more engagement than brand-generated content, making it way more clickable.

## Quick Tip

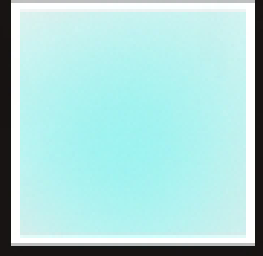
Capture early customer reviews and feature them right after launch to create social proof and drive momentum. Products with at least 5 reviews are 4x more likely to be purchased than those with

When we launch new products, gifting becomes a major part of that strategy to ensure we generate reviews from the start. For a new SKU launching, we collect between 2 and 300 reviews. For the Hero product, it's as many as we can get into the thousands. [Without Sleepers], We'd have to do it all internally.

Operationally, I think that would be very difficult for us.

**Annie Sokoloff,**  
VP Sales, Peace Out Skincare



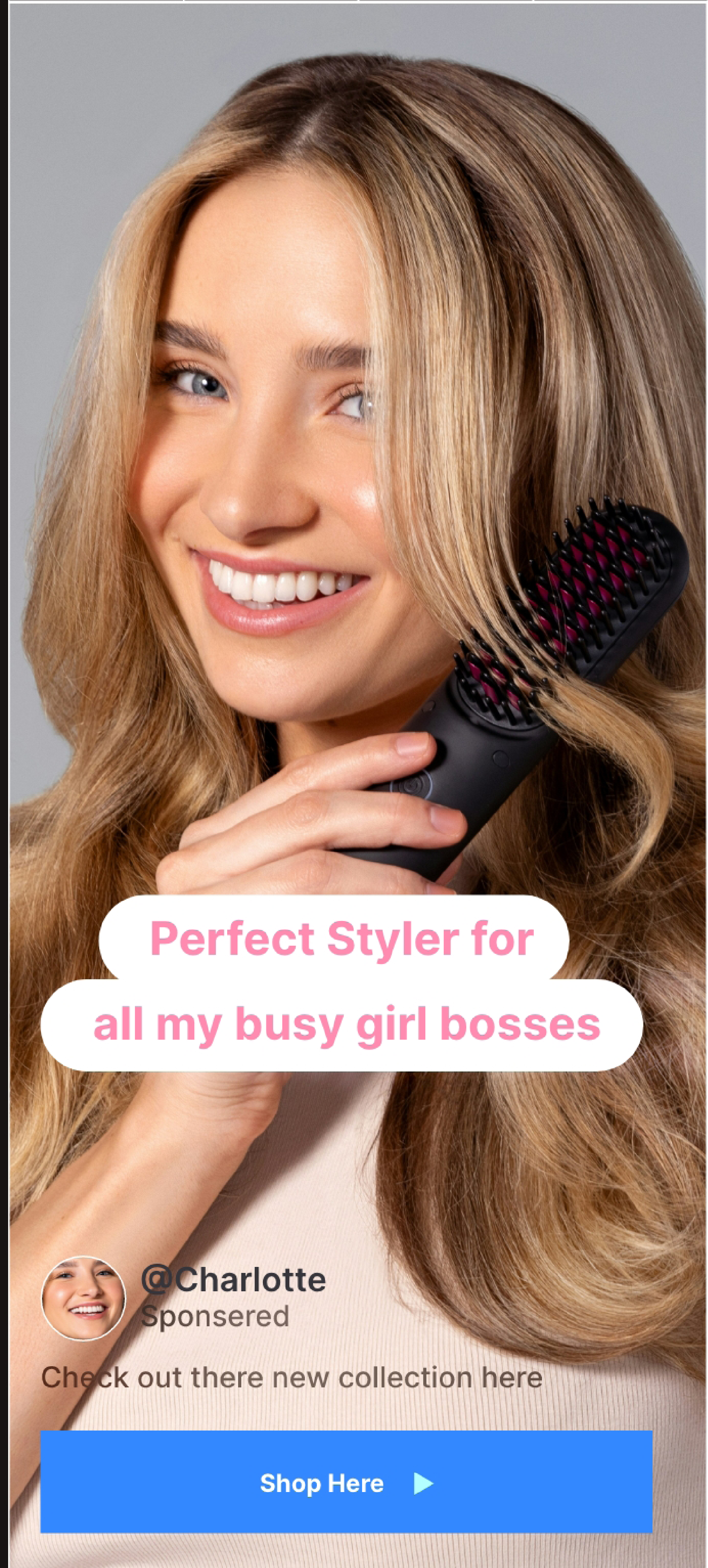


# Use UGC to amplify Your retail launch


## Challenges of Retail Launches

Launching a product in a new retail store comes with its own set of challenges. Brands must build awareness in a new market, compete with established products, and drive foot traffic to the store. However, one of the biggest hurdles is the lack of customer reviews.

Shoppers are unlikely to purchase a product without seeing feedback from others. 74% shoppers read reviews before buying as per Sleepers Consumer Survey Report. While gathering organic reviews can take time, incentivized reviews allow you to quickly collect valuable customer feedback, helping build trust and generate excitement around your product right from the start.



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# How UGC Can support retail launches

Use influencer posts and gifted reviews with photos and videos to raise awareness about your brand and product in the new retail store. 77% of consumers are more likely to buy a product if they see it recommended by real people, reported in a study by Neilson.


Leverage UGC from influencer campaigns to promote where customers can buy your products. Whether it’s a new SKU added to an existing retailer, a seasonal holiday bundle, or an entirely new retail presence, have influencers celebrate the launch with their followers. By showcasing where to find your products, whether on their social media feeds or in-store digital displays, your influencers can drive foot traffic and build excitement. Studies show that using influencer-led UGC boosts in-store engagement by 40%, creating a direct path from online buzz to in-store action.



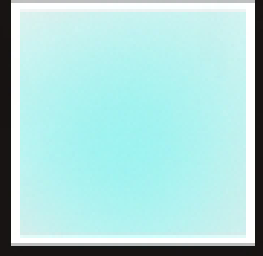
Drybar, a haircare brand, wanted to build trust among its customers across retailer sites. The brand lacked a structured plan for gifting and wanted a consistent inflow of gifted reviews to increase conversion.

By using Skeepers’ Gifted Reviews solution, Drybar optimized review generation for product launches, best-sellers, and seasonal items, featuring reviews across retailers like Ulta and Sephora. The platform streamlined review sourcing and gifting campaigns, allowing Drybar to collaborate efficiently with nano and micro-influencers. Real-time review analysis provided valuable insights into customer preferences, helping enhance product offerings.

Drybar generated over 7,000 reviews, produced over 2,300 UGC video posts. Their campaigns had a reach of 697K+ on Instagram, 5.49M impressions, 689K interactions, and a 4.61% engagement rate. The Earned Media Value (EMV) reached \$187K+, showcasing the success of their efforts.

				
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# Promoting holiday bundles with UGC

Holiday bundles are a key sales driver during peak seasons, offering customers more value and convenience while increasing the average order value.

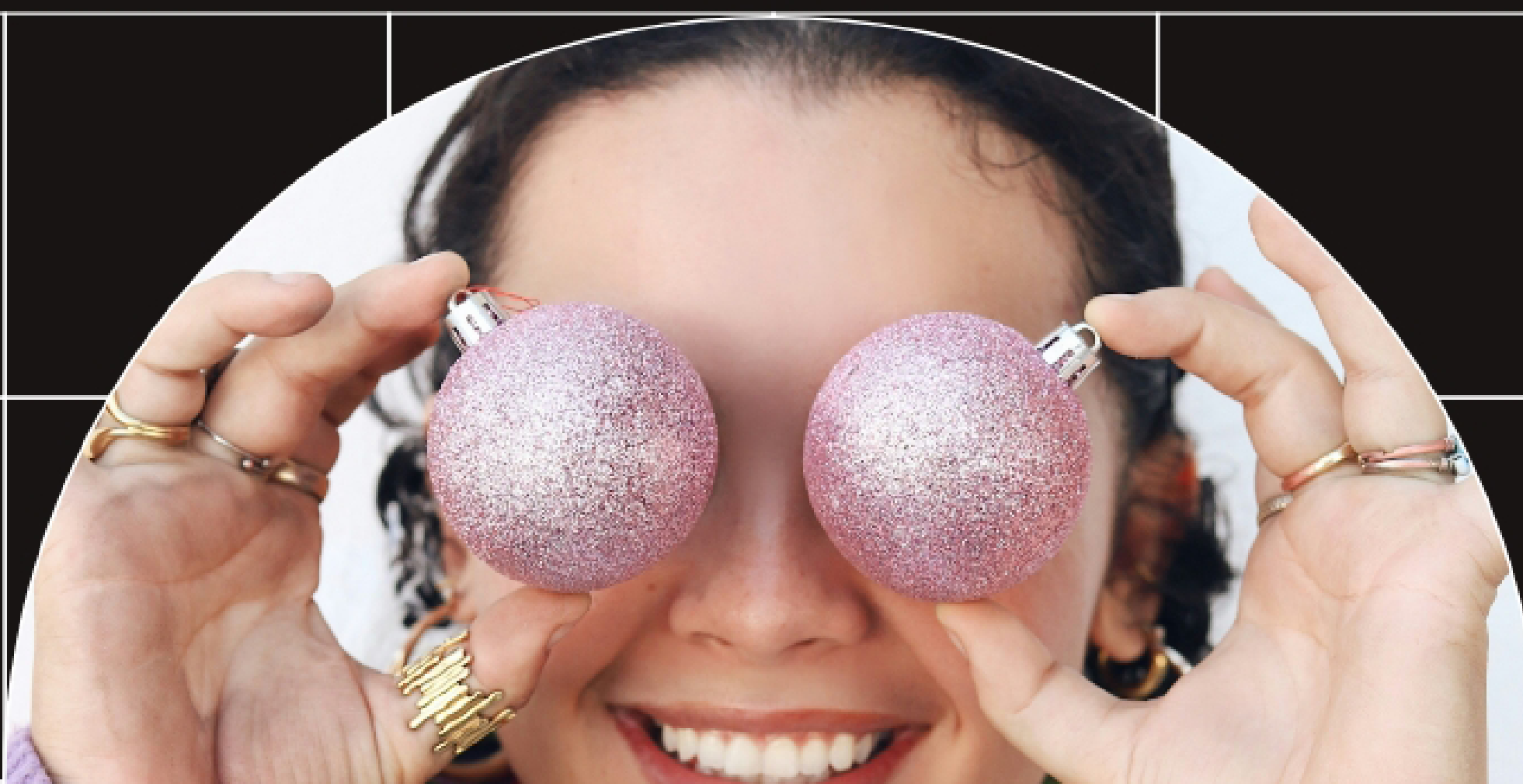
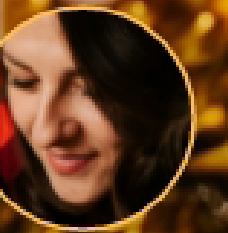
They're perfect for gift-giving occasions, creating an urgency to purchase during the holidays. Total retail spending in the US during the holiday season has surpassed \$1.3 trillion.

In 2023, total retail eCommerce sales over the holiday period added up to \$253.71 billion, representing an increase of more than 11% from the previous year.



@Katherine

Nothing Beats Cozying Up  
In Dreamy Soft Sheets  
This Christmas! 🌲 ✨





# Maximize gifting to promote holiday bundles





## CONCLUSION

Today, leveraging UGC collected from gifting across multiple marketing channels is essential to a brand's marketing strategy.

This cost-effective, scalable solution for creating and collecting content builds brand awareness, customer trust and drives conversions. Whether it's through organic social media, paid ads, or product pages, UGC has the power to showcase your brand's authenticity and resonate with your audience in ways traditional content cannot.

It's time to start utilizing UGC from your gifting campaigns across these channels to maximize its potential. Help yourself build lasting relationships with customers, improve ROI, and ensure your brand stays ahead of the curve.

## ABOUT SKEEPERS

Sleepers transforms authentic consumer voices into business with its AI-powered UGC suite. With Sleepers' Influencer gifting marketplace, brands launch campaigns with confidence, boost SEO & build trust from day 1 of the partnership. They target a first party community of micro and nano influencers in exchange for social media content or text review.

**Get a demo**