Exploring the Usage of User-Generated Content Advertising to Build Brand Equity

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Abstract:

In the time where more and more of advertising content is consumed momentarily, it is vital to hold consumer's attention right away. Moreover, in today's social media driven world, brand messages are no longer controlled by the brand owner. Today's technology allows any consumer to communicate their view like never before online. Usage of user-generated content strategy is ideal and cost-effective strategy used to reinforce the brand trustworthiness, raises immediate outreach, and improves customer trust and authenticity. User-generated content (UGC) has become an important part of the content marketing strategy in the current time where customers are ready to engage online. UGC refers to the content that is created by the users of a brand. It can be anything from comments, reviews, and images to social media posts. User Generated Content turns a loyal passionate consumer into a spontaneous campaigner of a brand. People incline to find the UGC more honest and genuine, compared to the information that brands provide to the customer. Brand Equity is the value of customers' perceptions of any brand. It remains to be on the front of marketer's minds as competition in multiple sectors gets tougher. Brand equity means brand description or brand strength and value.

This research aims to illustrate different types of user-generated advertising as well as to relate user-generated advertising to brand equity and to demonstrate the role of user-generated advertising in leverage of brand engagement. To achieve the research aims, qualitative method is adopted. Documentation and observation will be used to collect data.

Keywords:

User-Generated Advertising, e-commerce, brand equity, communal marketing, influencers, User-Generated visuals, posts.