



AN ANALYSIS OF

USER GENERATED CONTENT (UGC)

for Kelston Marketing

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Disclaimer: This presentation is a component of my Master of Science program at Full Sail University. This graduate program culminates with a comprehensive Digital Marketing plan for a student-selected case study organization. While my coursework utilizes a real organization, it is not directly reflective of or approved by them.



*Stephanie Cross, Kelston's Founder
(Kelston Marketing, n.d.)*



I. CURRENT UGC ASSESSMENT



Okay I have a seed.
I need to water it.

UGC

A LOOK INSIDE:

Kelstons LinkedIn:

"I just wanted to take the time to say THANK YOU, for doing our copy writing! It really gave us a good direction and made branding so much more valuable, memorable and unique!"
-Amery, Owner Torotea
(Kelston Marketing, n.d)



Kelstons Instagram:

"What sets Kelston apart is Stephanie's remarkable ability to align the technical with the aesthetic. She intuitively grasped the sophisticated yet approachable vibe we wanted to convey and executed it flawlessly across our entire digital presence."
-Rachel Cannon Limited
(Kelston Marketing, n.d.)



Kelstons Website:

"Kelston's talented and thoughtful approach to my brand website and client experience is next level. The one on one service and genuine thought and care into my brand is so important to me and is not what I have experienced with larger firms in the past."
-Britany Simon, Britany Simon Design House
(Kelston Marketing, n.d)



Kelston
(Kelston Marketing, n.d.)

PLATFORMS KELSTON IS USING UGC



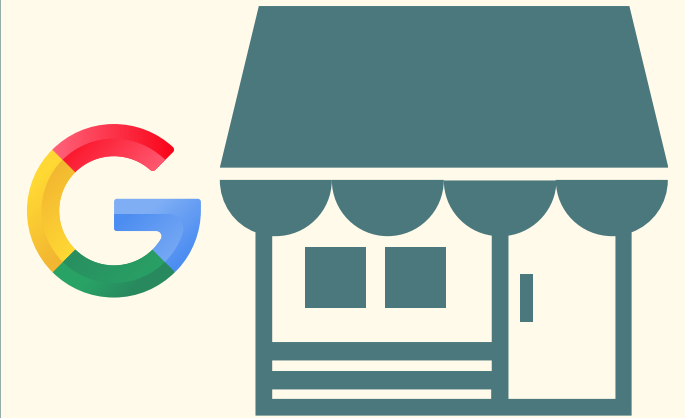
Instagram



LinkedIn



Website



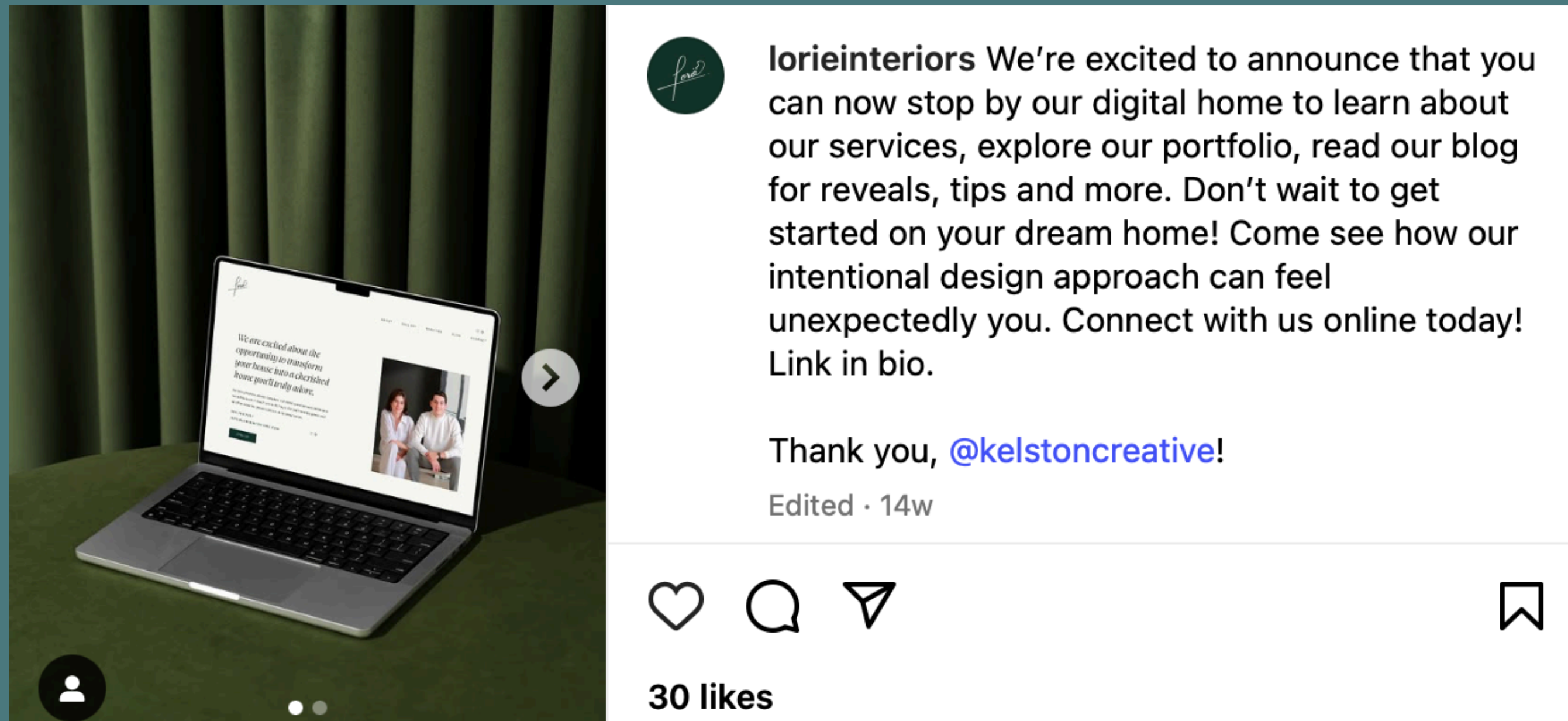
Google Business

TYPES OF CONTENT CONSUMERS ARE CREATING:

The biggest UGC Kelston has is reviews which Kelston does a great job showcasing these across their various platforms. Seeing reviews shared across their profiles such as Instagram, LinkedIn, Google Business and Website really showcases the customers perspective. These are written reviews. There is also some tags on IG such as by [lorieinteriors](#) thanking Kelston with an image:



(Kelston, n.d)



ENCOURAGEMENT/INCENTIVIZING UGC

Right now there is not any clear posts or website posts asking for user generated content. Kelston does tag often with other brands or where they are working. This is opens good opportunities for cross-marketing with other businesses. However there is nothing showing ask for UGC. This may be an area for opportunity to generate more UGC.

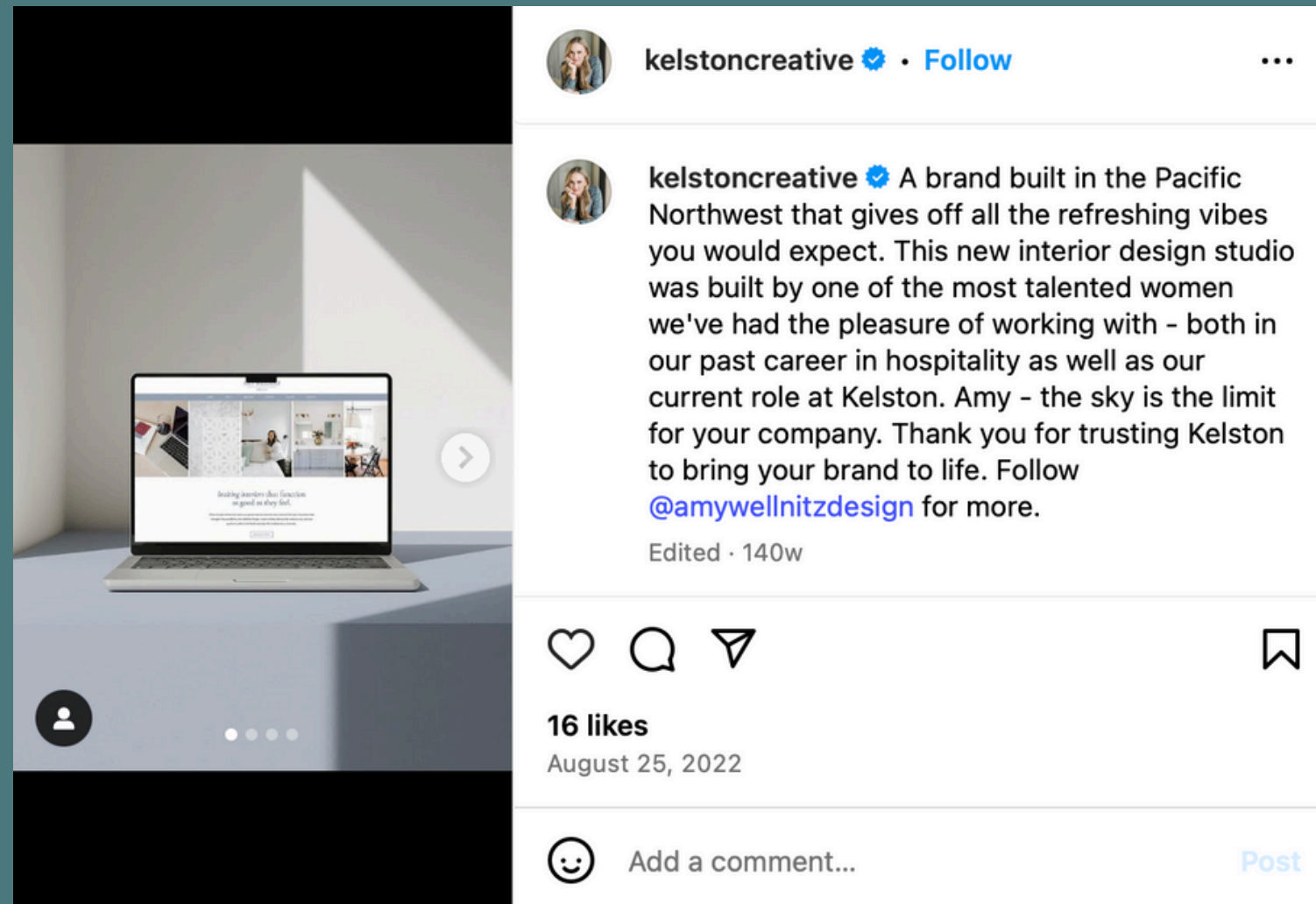




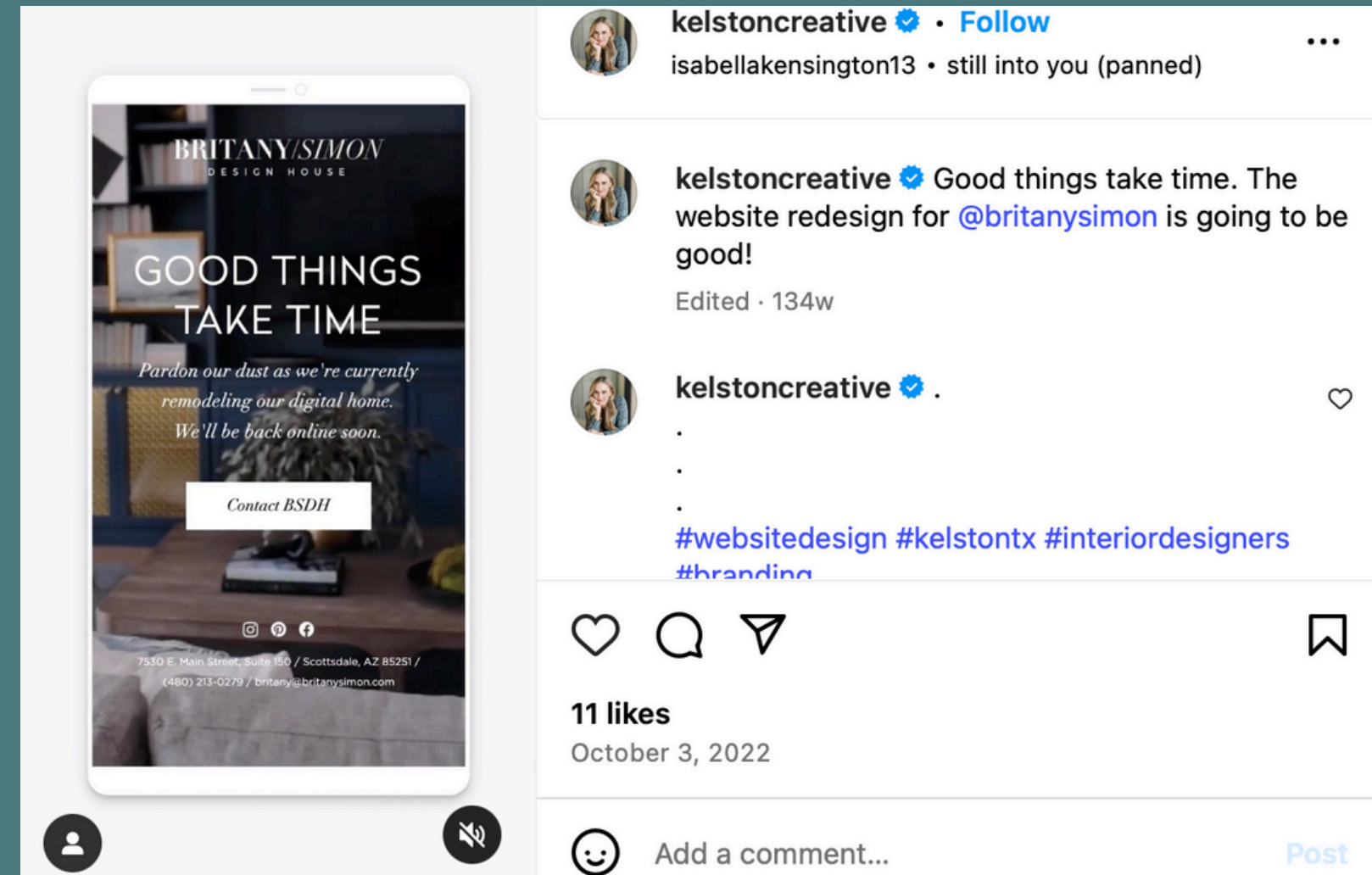
IN PLACE TOOLS FOR UGC



The main tools Kelston is using for UGC currently is Google Business and tagging other brands they work with on IG, LI and Facebook.



(Kelston, n.d)



(Kelston, n.d)




MODERATING AND MANAGING CONTENT

Kelston makes sure to engage on Google Business thanking users for the reviews they leave. This appears to be the main place that the reviews are coming from.

Kelston

Write a review

5.0 ★★★★★ 5 reviews ⓘ






Britany Simon

1 review

★★★★★ 8 months ago

Stephanie has been handling my website and branding for my design business from day one, and I couldn't be happier. Her talented and thoughtful approach to my brand website and client experience is next level. The one on one service and ... [More](#)






Kelston (Owner)

8 months ago

Thank you Britany! You continue to wow us with your impeccable designs and we are honored you choose us to uphold your brand identity and messaging.






Robin Titus

Local Guide · 42 reviews · 16 photos

★★★★★ 8 months ago

Kelston marketing revamped our entire website and rebranded the company. They knew the right questions to ask to create this. We get compliments often on our branding and we love using the tools for all other advertising things that arise.





Kelston (Owner)

8 months ago

Thank you, Robin! We love seeing your brand come to life within your digital and brick and mortar store. We appreciate the kind review.

Kelston (Owner)

8 months ago

Thank you Britany! You continue to wow us with your impeccable designs and we are honored you choose us to uphold your brand identity and messaging.

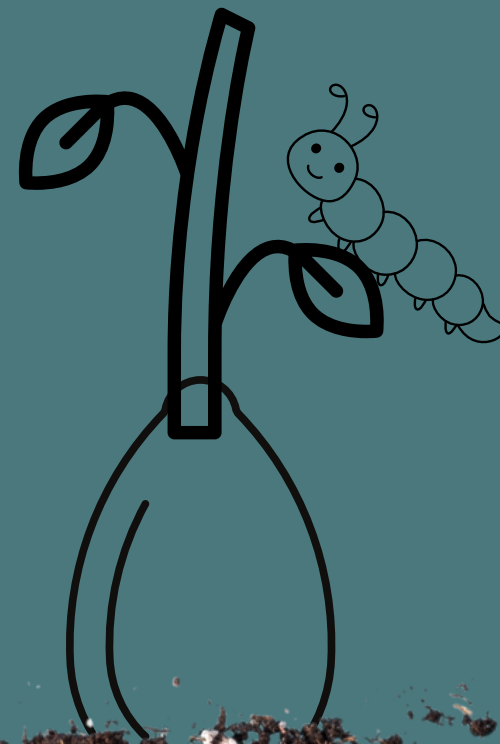
Kelston (Owner)

8 months ago

Thank you, Robin! We love seeing your brand come to life within your digital and brick and mortar store. We appreciate the kind review.

(Kelston, n.d)

II. STRATEGIC BENEFITS UGC



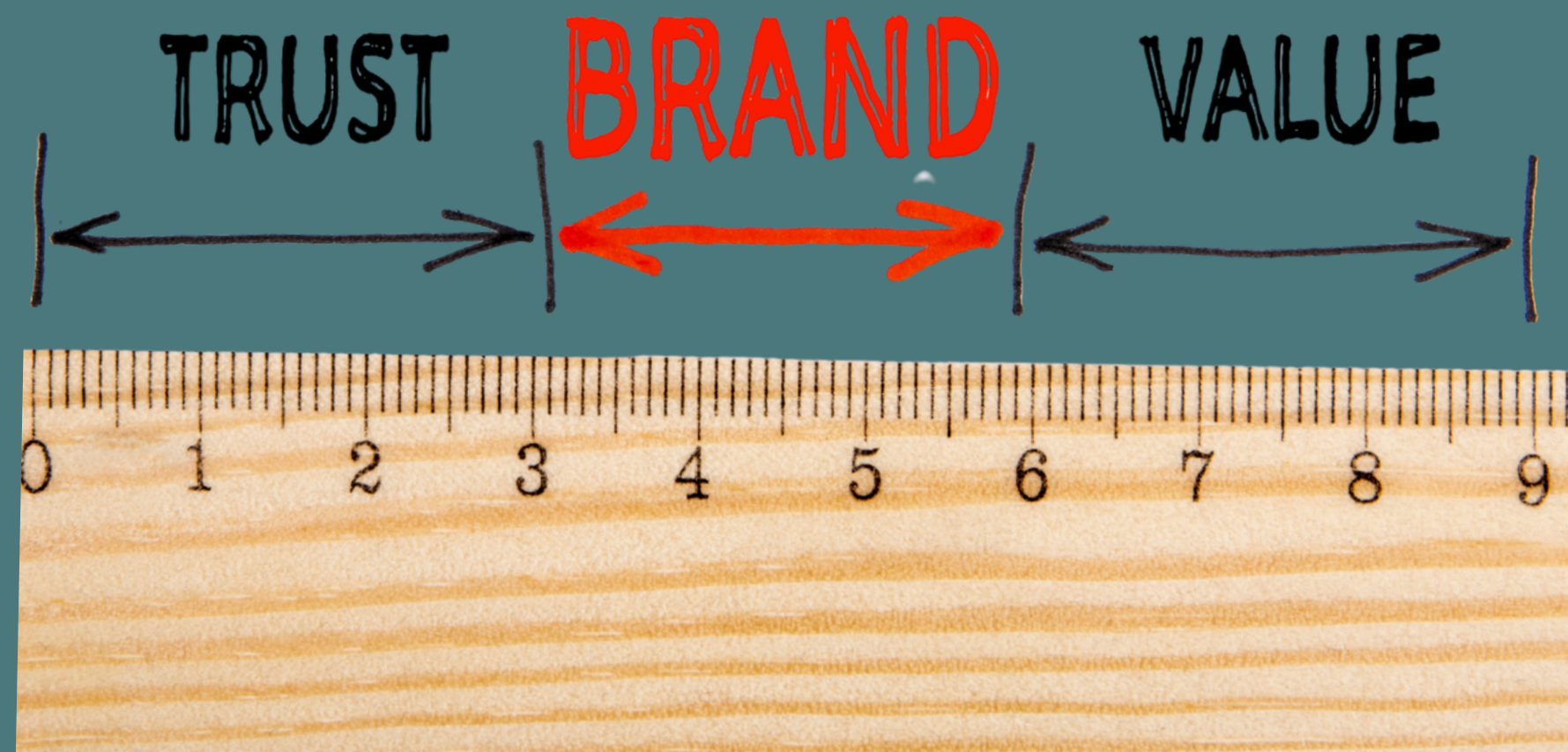
We have caterpillars
we can benefit from.
They can also benefit from us.

UGC IMPACT ON CONSUMER TRUST

- "82% of U.S. adults say they at least sometimes read online ratings or reviews before buying items for the first time" ("The Reviews are In," 2019)
 - "40% say they always or almost always look at ratings or reviews" ("The Reviews are In," 2019)
 - "50% visit the website after reviews" ("The Reviews are In," 2019)
 - "19% look for more reviews to validate" ("The Reviews are In," 2019)
 - "The robots are also looking at reviews: Moz's 2018 research found that review signals—defined as review quality, velocity and diversity—ranked as the third-most important factor in local search-ranking factors.
- Cheryl Sullivan, president of price and promotion at DemandTec and previously CMO of PowerReviews, says that customer reviews—also referred to as user-generated content (UGC)—went from "nice to have" to "need to have." ("The Reviews are In," 2019)

These stats show how much trust is put in the brand by users being able to see user reviews. The impact reviews has is crucial to success. In this matter Kelston is doing good. By having reviews posted across the channels it can help Kelston establish trust and brand loyalty.

TRUSTED
BRAND



UGC IMPACT ON BRAND PERCEPTION



“Customers frequently assess brands according to whether they are thought to be better overall, in terms of quality, innovation, or value (Kirsch). Customers' preferences and purchase decisions are influenced by their perception of a brand, since they tend to choose companies they perceive to provide the finest goods or services available (EastHall Design). A number of factors, such as prior encounters, advertising campaigns, and word-of-mouth referrals, can affect this perception (Garvit). Brands that are able to effectively project an image of superiority and excellence frequently see increases in consumer satisfaction and loyalty.” (Gretel, n.d.)

This shows the VALUE reviews can have to effect perception of a brand with written testimonials.

“Brands can effectively shape consumer perceptions by implementing four strategies: highlighting the value proposition, building brand trust and credibility, leveraging emotional connection, and using specific pricing strategies (Weatherwax). Emphasizing value propositions includes effectively meeting customer needs and outlining their product's distinct advantages of features, which can positively influence consumer attitudes. Putting an emphasis on meeting needs and going above and beyond builds loyalty and trust, particularly in a time when value is valued above all else (Tlapek).” (Gretel, n.d.)

Kelston posting UGC like reviews across their socials helps to develop brand perception.

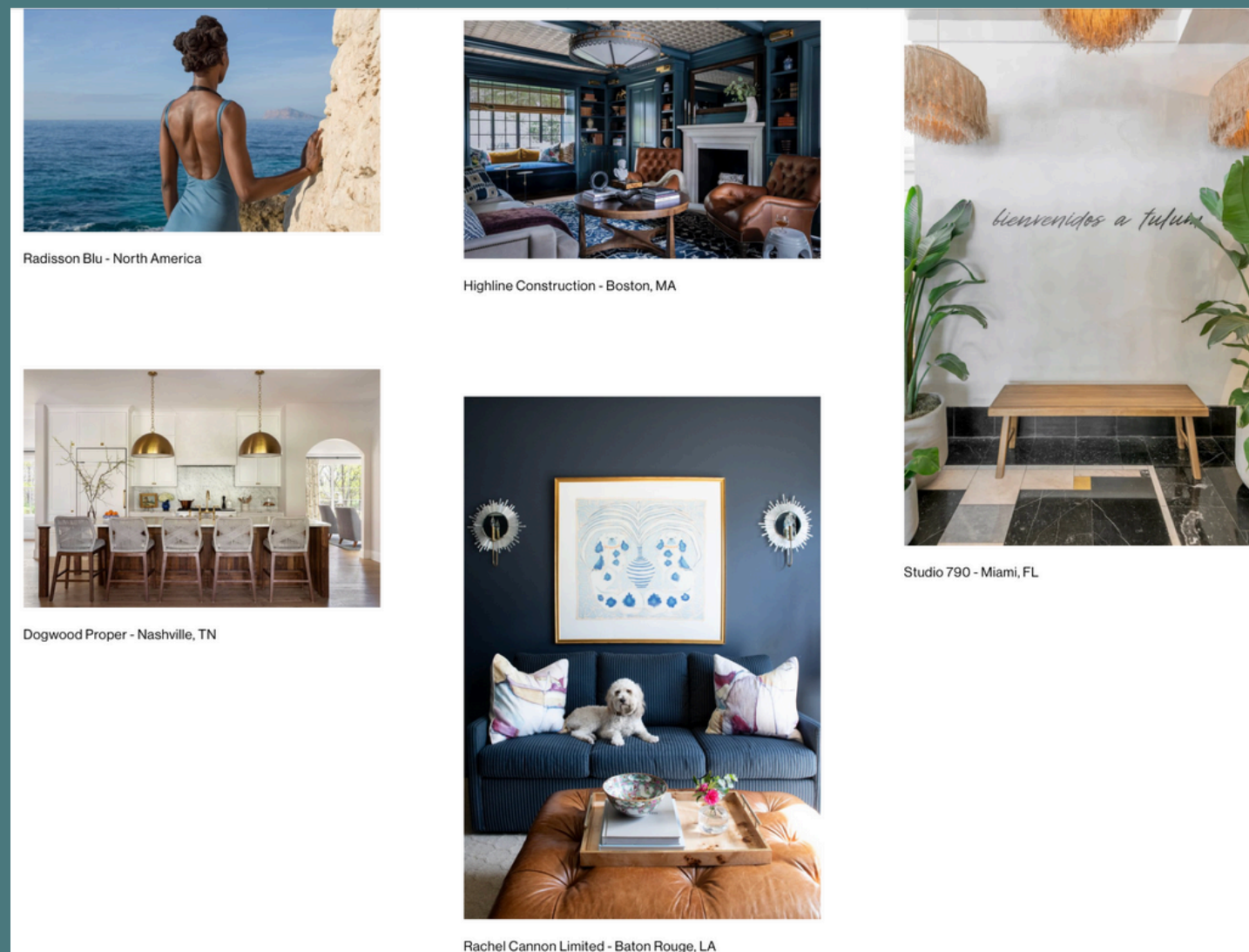


UGC IMPACT ON CUSTOMER LOYALTY

SPREAD
the
WORD

“As these customers share their positive experiences, they initiate a chain reaction, encouraging others to explore and trust the brand. Leveraging UGC allows brands to not only broaden their reach but also to foster a community of engaged and loyal customers, united by shared experiences and trust in the brand.” (The Value of User-Generated Content for Boosting Customer Loyalty, n.d.)

Developing a community of good reviews Kelston can develop good customer loyalty. This is good that Kelston responds to many of the Google reviews. One thing Kelston does well, while not UGC, they share on their website images from clients they helped.

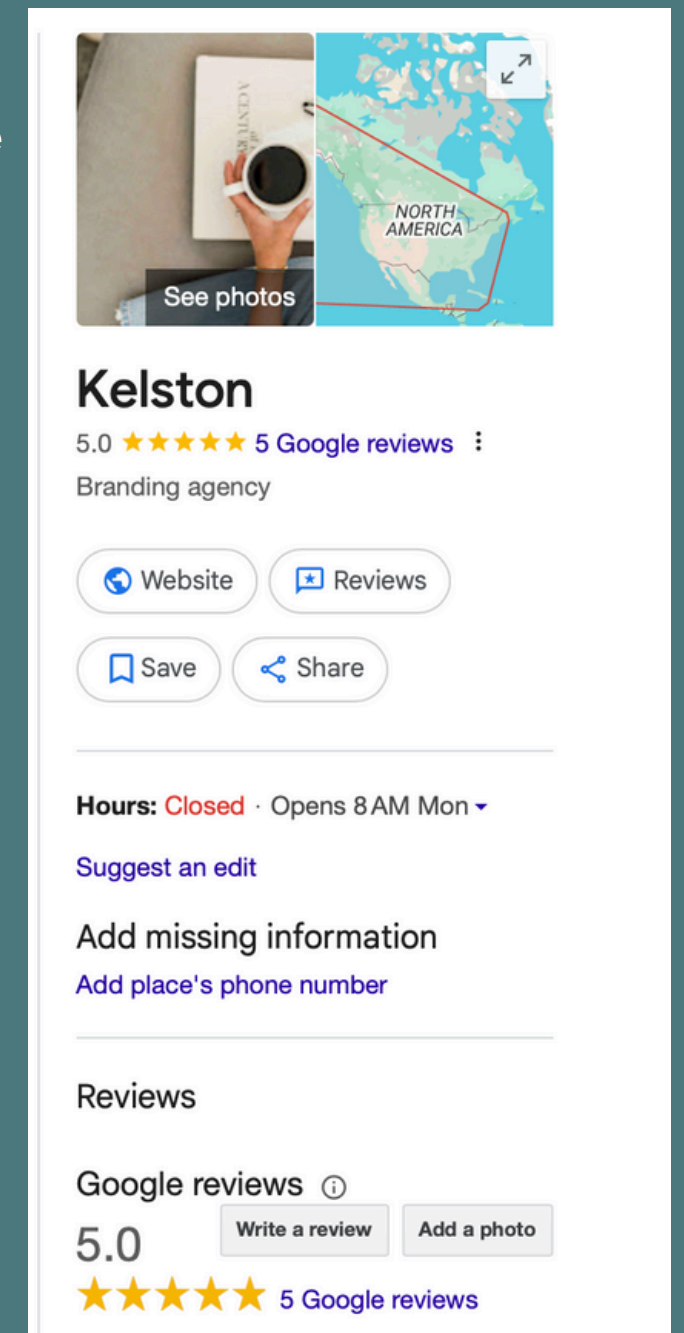


(Kelston, n.d)



UGC PURCHASE DECISION ANALYSIS

Kelston stands out from competitors by having a five star Google Business rating. While there are only five ratings it stands out with the five stars. Kelston showcases these five stars across different social media which helps showcase the value of the brand. This can help customers choose why Kelston over other brands. As they showcase themselves to focus on branding, the good reviews reflect that mentioning positive words on the branding they do. This also helps users find the niche Kelston specializes in with the marketing agency aspect.



(Kelston, n.d)

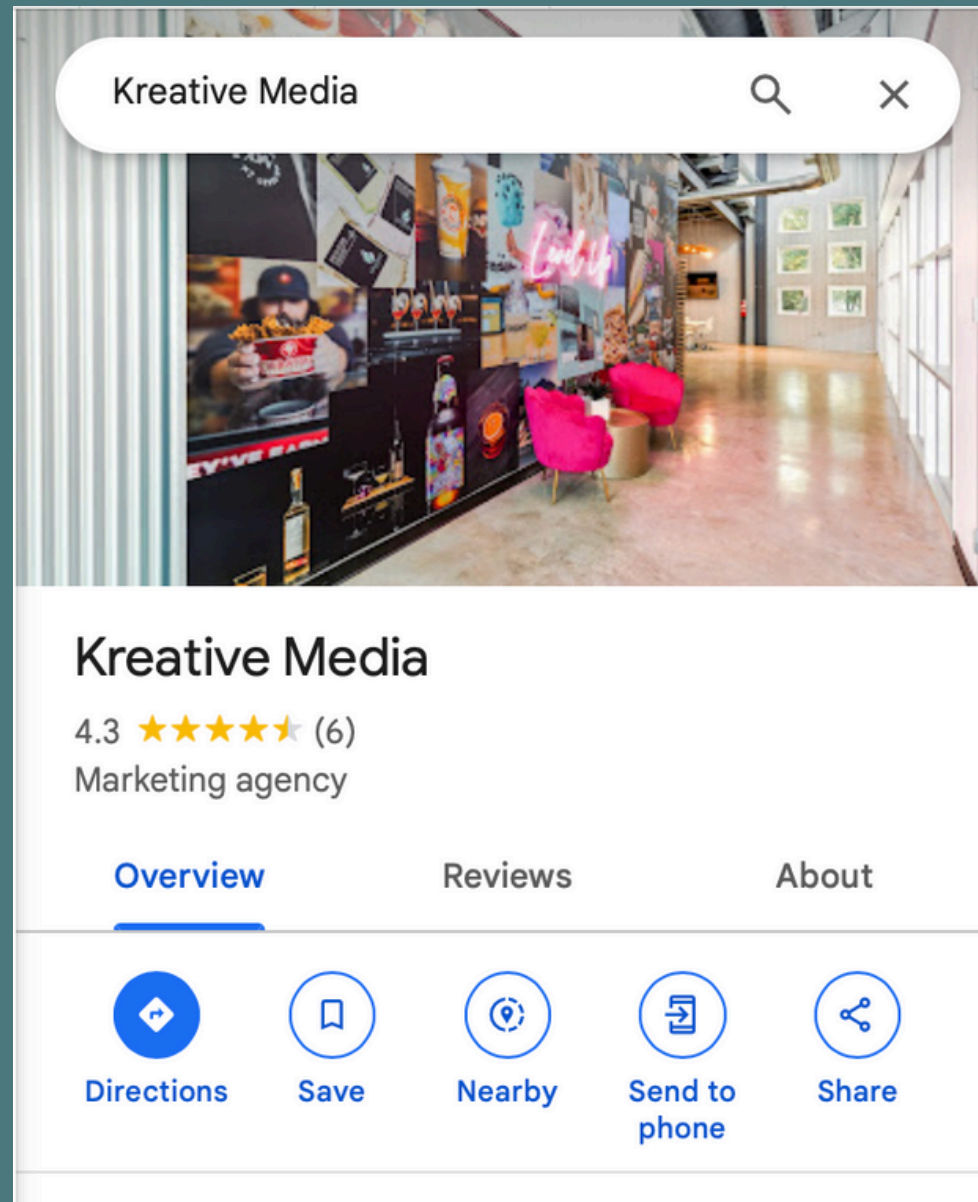
CURRENT UGC FINANCIAL IMPLICATIONS

"One study indicated that even one product review on a product page can increase conversion by 10%. With 100 reviews, this increased by as much as 37%, and 200 reviews increased conversions by 44%. A study by the Spiegel Research Centers showed that the likelihood of a product being purchased increased 270% when it received a five-star review. This is a wide span of data, and it can be difficult to pinpoint how much a review is worth exactly. However, even using even the modest estimation of 10%, you can calculate how much a product review is worth by calculating the value of a 10% increase in conversions. Increasing Sales Volume: Besides encouraging customers to convert, good reviews also encourage customers to spend more. Studies indicate that customers spend an average of 31% more at a business with good reviews." (Stemler, 2023)

"About 48% of consumers say that discovering new products through UGC is a preferred way to spend their money." (Gretel, n.d.)

So with so much emphasis on UGC and financial decisions it only makes sense for Kelston to be doing reviews. While the five stars is impressive it would be good to implement strategies to have goals on numbers of good quality reviews whether it be through incentive programs or giveaways. Going from five to 100 reviews as shown by the study would make a potential significant impact to finances.

(Kelston, n.d)



(Kreative Media · 7301 State Hwy 161 Ste 148, Irving, TX 75039, n.d.)

Kreative Media based in Dallas, TX has more reviews but lower rating on Google Business. They don't market the reviews as much on their website. Missed opportunity.

UGC AND COMPETITORS



(PMG Worldwide, 2025)

PMG a bigger marketing agency uses press articles as a form of UGC to market themselves.

So overall Kelston is doing a great job at positioning itself in the market with the reviews. There is still lots of opportunity as well. PMG uses a Chatbot named Alli to help with consistency of customer service. A way for Kelston to get ahead would be to incorporate a Chatbot that can also help in gaining UGC. Kelston could consider using any press as a form of UGC on their site and can continue to grow reviews while aiming to keep the five stars that stands out above Kreative Media.

MISSED OPPORTUNITIES

“UGC isn’t just videos; it can also include photos, written product reviews, or testimonials on podcasts. ” (Miller, 2024)

“Leveraging user-generated content (UGC) smartly can elevate a brand's marketing to new levels by integrating the customer's voice into its narrative. This strategy involves incorporating UGC into marketing campaigns, adding a layer of authenticity.

For example, using customer testimonials in advertisements or featuring user photos in product galleries enhances the appeal and shows that the brand values customer feedback. On social media, sharing user posts, creating stories, or using dedicated hashtags amplifies the brand's presence and encourages more UGC.

As well as this, featuring UGC on a brand's website, like customer reviews or a gallery of user-submitted photos, makes the website more engaging and provides visitors with real-world perspectives.” (The Value of User-Generated Content for Boosting Customer Loyalty, n.d.)

SO THESE ARE MISSED OPPORTUNITIES:

-Podcasts -Video Testimonials -UGC Images -Stories with Reviews -UGC Contests -UGC Giveaways

III. STRATEGIC RECCOMENDATIONS

THE NEW UGC INITIATIVE



Now tell others

STRATEGY PLATFORM

- i. The main platform we will be focusing on gaining UGC for Kelston will be Instagram as this is the platform with the most engagement
- ii. The chosen platform aligns with the audiences behavior as it is geared towards the younger entrepreneurs or younger business people/owners. It also shows the most engagement among our audiences.



CONTENT STRATEGY

- i. The type of content requested will be images of the difference that Kelston Marketing makes by being in Southlake.
- ii. The request will be framed as a contest with a prize given away to the image that gets the most likes. There will be a note letting consumers know at Kelston, it can be used for marketing purposes. It will have them use the hashtags #Kelston #KelstonMarketing #KelstonMarketingUGC and #KelstonCreative
- iii. The incentive offered will be a free profile rebranding for one lucky winner



STRATEGY MANAGEMENT SYSTEMS

i. The metrics used to measure success will be the amount of content received, the quality of the content and the amount of engagement that it creates. This is aimed to create brand awareness with also receiving images that can help position itself within the community.



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