

STRATEGIES FOR USING USER GENERATED CONTENT FOR ADVERTISING PURPOSES

The work considers theoretical aspects of user generated content (UGC), its importance and role in modern marketing, as well as influence on the formation and perception of the brand by the target audience. The aim of our work is to identify semiotic elements used in marketing strategies to attract customers and increase brand trust.

The paper examines the theoretical aspects of user generated content, its importance in modern marketing and its impact on brand perception; analyzes Mark Formel's activities on various social platforms such as Instagram, TikTok and VKontakte; examines examples of successful advertising campaigns of the company based on UGC, and identifies their strengths and weaknesses.

UGC is materials of various forms (images, videos, texts, reviews, social media posts, collaboration with influential people, use of tags and hashtags) that are created and published by ordinary users of platforms, services, or social networks, rather than marketers, and are not the product of a company's direct professional activities. UGC is a unique, voluntarily created material by users based on their experiences, opinions, emotions, or preferences that can be used to promote brands, products, or services.

UGC is categorized into two types: organic and paid. Organic UGC is created spontaneously by users based on their personal experiences and is considered the most authentic. Paid UGC, on the other hand, is generated at the request of a brand and may involve monetary compensation, discounts, or gifts. Companies often use paid content to expand their reach and attract new customers, though it may be perceived as less genuine compared to organic content.

Brands employ various strategies to encourage UGC, including contests, giveaways, personalized offers, social proof (reviews and recommendations), and hashtag campaigns. Engaging with audiences through social media and collaborating with micro-influencers helps build trust and foster an active community. Effectively integrating UGC into a marketing strategy enhances a company's competitiveness and drives sales growth.

According to a recent study on marketing prospects in the digital age, customers find UGC 2.4 times more authentic than branded content, and 90% consider authenticity a critical component in deciding which brands to support. 60% of marketers also agree that authenticity and quality are equally important components of highly successful content [1].

In order to identify the importance of UGC, a customer survey was conducted (October 2024). 97 active respondents participated in the study (aged from 14 to 65 years; 65.5% were women and 34.5% were men) [2, p. 222 - 223].

The results showed that the most popular type of UGC is videos created by users. Photos are in second place, and text reviews and comments are in third place. 83.3% of

the survey participants choose products or services based on photos and videos from users, 79.7% rely on reviews, and 58.7% use ratings and ratings.

As for the frequency of interaction with UGC when buying, 14.6% of respondents always do it, 47.9% – often, and only 8.3% almost never resort to it. For 58.3% of the respondents, UGC is of significant importance when making a purchase decision, while only 4.2% noted that it does not affect their choice. In general, respondents most often encounter UGC on social media. Among the advantages of using UGC, respondents highlight the opportunity to see the real use of a product or service (77.1%), increase brand confidence (70.8%), and obtain more objective information about the product (70.8%).

The biggest disadvantage of UGC for 83.3% of respondents is the inability to verify the reliability of reviews and ratings.

The study examined key aspects of the use of user generated content in marketing strategies. UGC has been proven to increase brand trust and audience engagement, but it requires mechanisms to verify the accuracy of information. The main strategies for its effective application include personalized promotions, collaboration with micro-influencers, automated feedback monitoring, and the creation of educational content.

The relevance of the topic is due to the growth of digital platforms, where user generated content plays an important role in marketing communications. Based on the analysis carried out, recommendations are proposed for deepening personalization, expanding presence on new platforms and enhancing interaction with the audience, which will allow companies to strengthen their image and form an active community around the brand.

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Mariya Ivashkevich
Science tutor *Maslov Y. V.*
BSEU (Minsk)

SEMIOTICS OF CARE COSMETICS PACKAGING (USING THE EXAMPLE OF ESTÉE LAUDER, L'ORÉAL AND KANS COMPANIES)

The modern skincare industry demonstrates rapid growth, accompanied by increased competition among brands. In a saturated market, packaging becomes a crucial element