

The State of User Generated Content (UGC)

Consumers crave authentic content, grow tired of paid influencer posts

Influencer Overload

64%



Of surveyed consumers

follow their favorite brands on social media.

80%



That jumps to nearly 80%
for respondents ages 18 - 29.

63%



Report seeing influencer sponsored post

at least every time they use social media.

TOP SOCIAL CHANNEL FOR SPOTTING INFLUENCER SPONSORED CONTENT



Influencers Lack Authenticity

85%

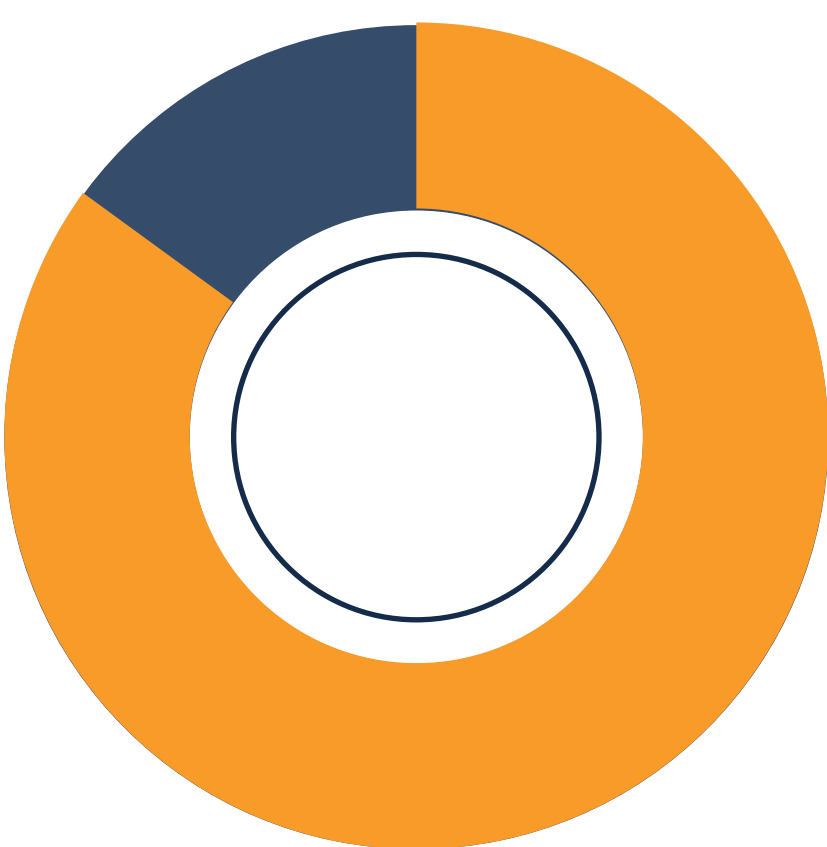
Find influencers
to be inauthentic and/or
unrelatable.



29%

Of respondents said influencer content negatively impacts their perception of the brand.

Building Trust through UGC



85%

Of people would rather
see brands share content from
actual customers.

Why? **Trust.**

Trust = More Purchase Intent and Loyalty.



84%

Are more likely to trust a brand that uses content from actual customers versus paid influencers.

77%

Would be more likely to purchase a brand's product or service if that brand shared content from real customers in their marketing.

65%

Of 18-44 year olds would be more loyal to a brand if they were asked to submit a photo or video capturing their experience and then were featured in that brand's marketing.

Grow Your Trusted Community & Activate UGC at Scale

EnTribe is one of the first SaaS platforms that helps build a community of creators for your brand. We go beyond UGC management by making it easier for you to search, acquire and connect with your community. We empower you with collaborative communication tools, interactive features like social discovery, and easy-to-track performance charts all in one unified platform to help bridge the gap between the content you want and the content your community shares.

Get in touch and learn how you can unlock the power of UGC.

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