



Club Founder
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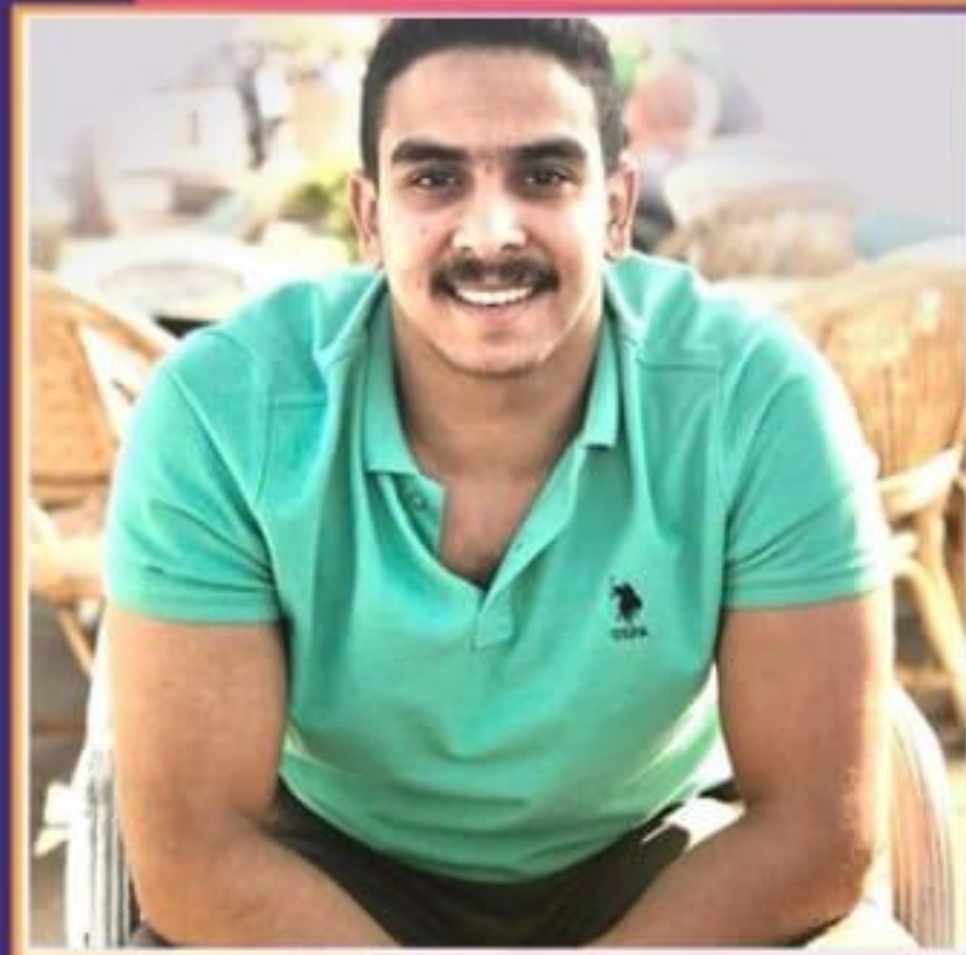
Co-Founder & Host:
Dr. Saber Helal



International Digital Club

**UGC creatives in media
performance marketing**

Saturday 22 - 2
7 pm Egy - 8 pm KSA - 9 pm UAE



Mr. Ahmed Shafer
Performance marketing specialist



Ahmed Shafer

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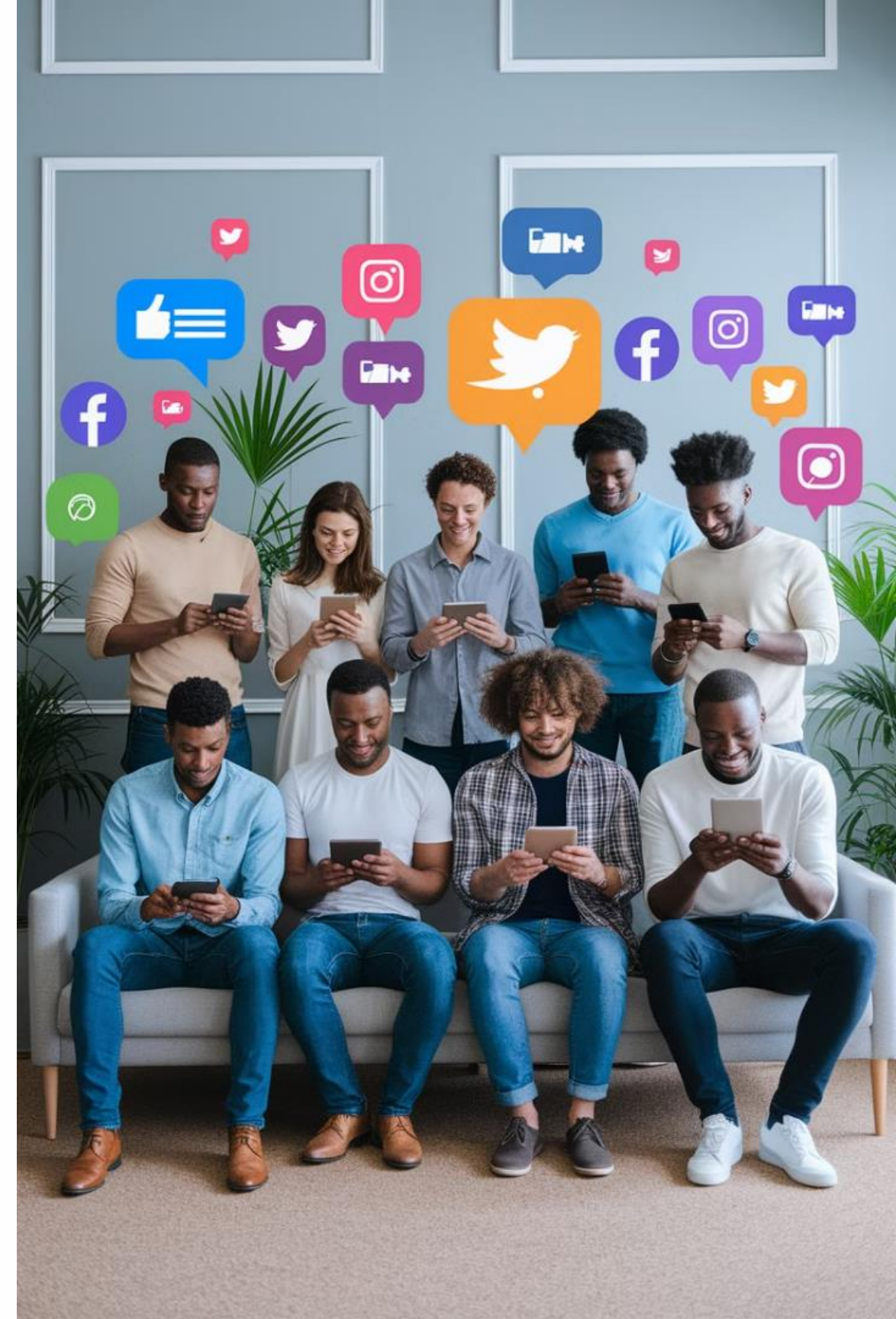
UGC Creatives in Media Performance Marketing

Driving Revenue, Engagement, and Trust in E-Commerce & B2B

Presented by: [Ahmed Shaher]

Date: [22/2/2025]

AS by Ahmed Shaher



Agenda & Learning Objectives

- 1 UGC Fundamentals & Evolution
- 2 Deep Impact on Revenue & Consumer Behavior
- 3 Advanced Creator Selection Tactics
- 4 Performance Metrics: Beyond the Basics



Learning Objectives

- 1 Understand advanced UGC strategies
- 2 Learn data-backed methods for creator selection
- 3 Gain actionable insights for regional campaigns



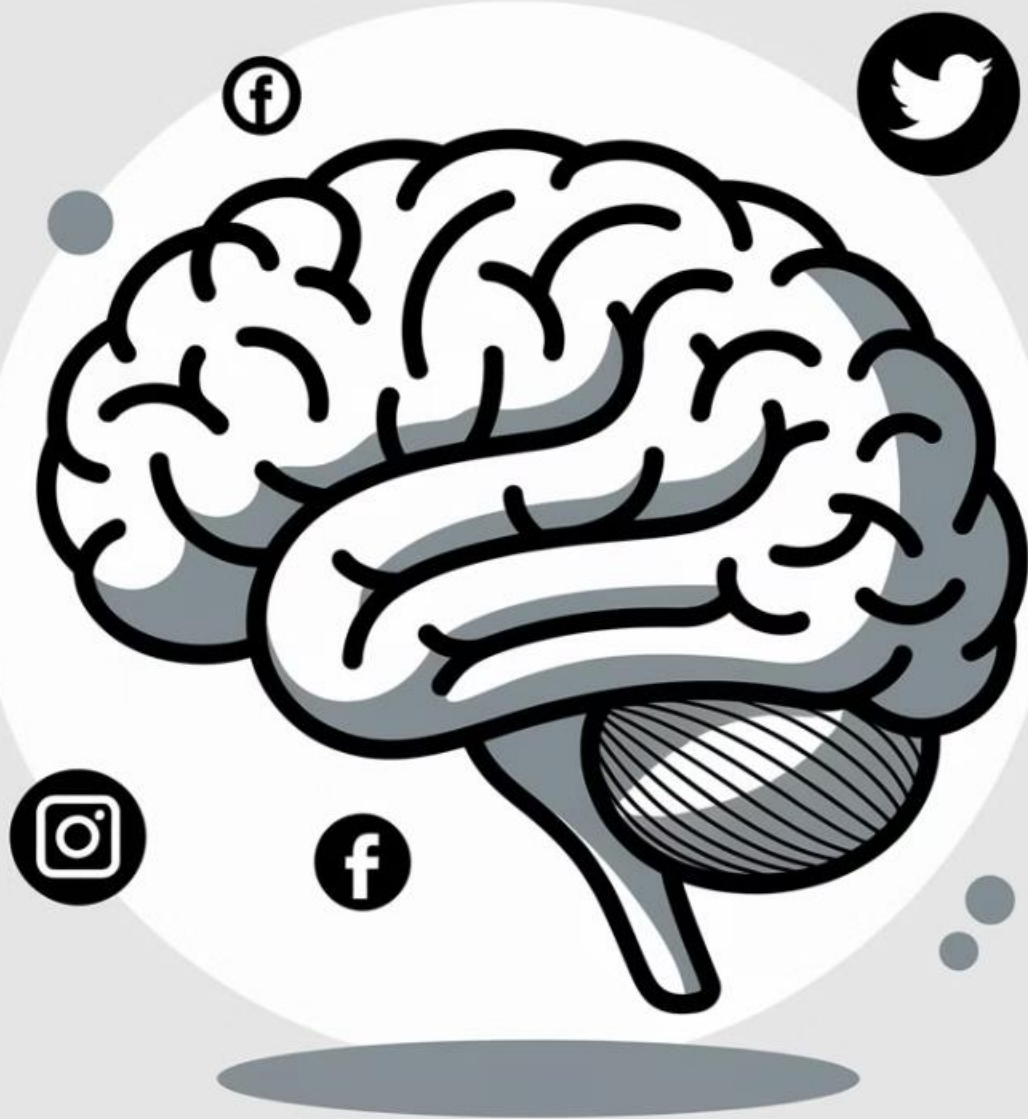
UGC Fundamentals – Beyond the Definition

What is UGC?

More than content; it's customer narratives, real-life usage, and authentic testimonials.

Why It Matters

Builds credibility, reduces risk perception, and fosters genuine connections.



The Psychology Behind UGC

Social Proof & Trust

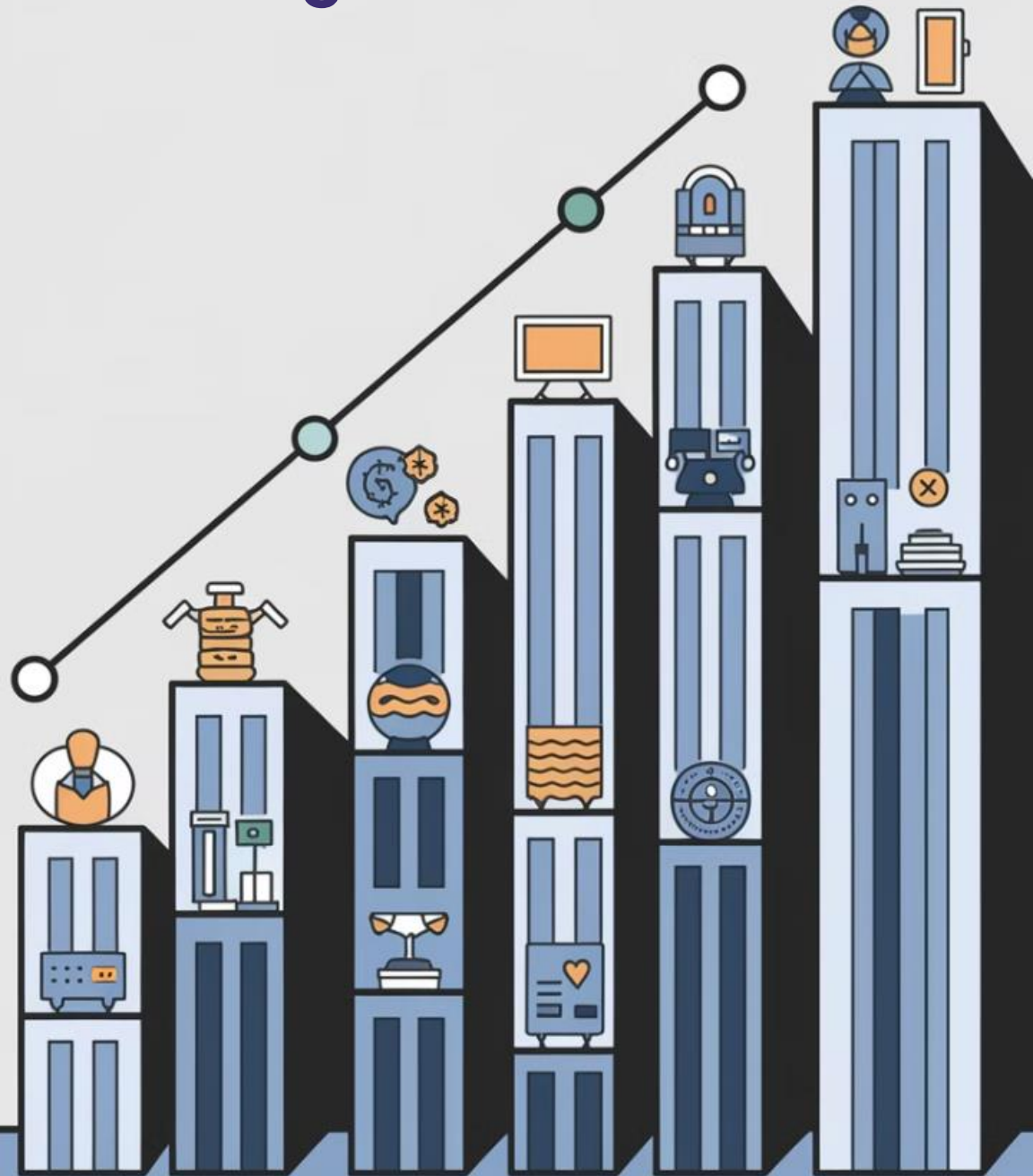
Consumers trust peer opinions three times more than traditional ads.

Emotional Engagement

Authentic stories evoke emotions, leading to higher recall and brand loyalty.

Behavioral Impact

Direct correlation between peer endorsements and purchase behavior.



Quantifying UGC's Impact on E-Commerce Revenue

30%

Conversion Boost

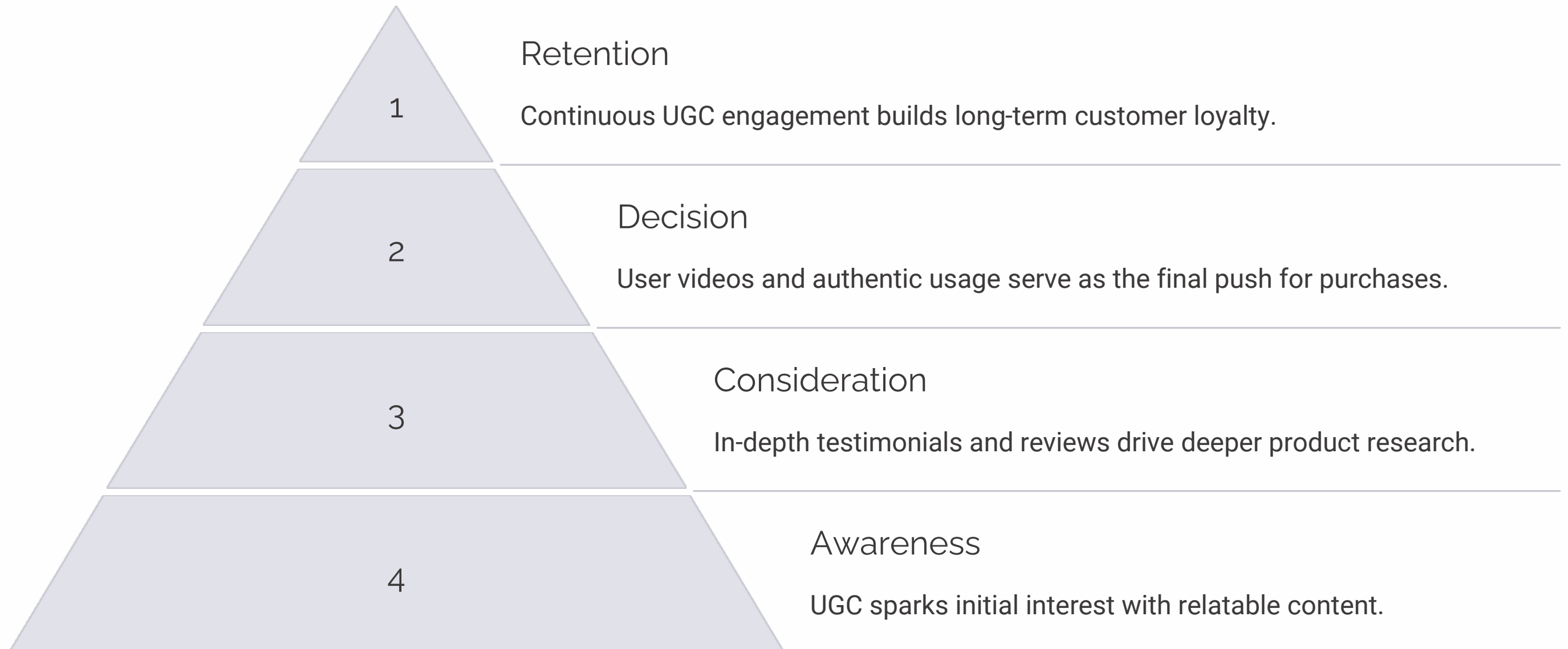
UGC-driven campaigns can boost conversion rates by up to 30%.

20%

AOV Increase

Authentic demonstrations often lead to higher-value purchases.

UGC Across the Sales Funnel



Advanced Creator Selection – Deep Dive into Criteria



Audience Demographics

Evaluate interests, buying behaviors, and engagement quality beyond follower counts.



Content Quality & Authenticity

Review past content for genuine storytelling.



Brand Alignment

Ensure the creator's tone and ethics match your brand's identity.



Tools & Techniques for Discovering Top Creators

1

Data-Driven Platforms

Use tools like AspireIQ, Upfluence, and Tribe for in-depth audience analytics.

2

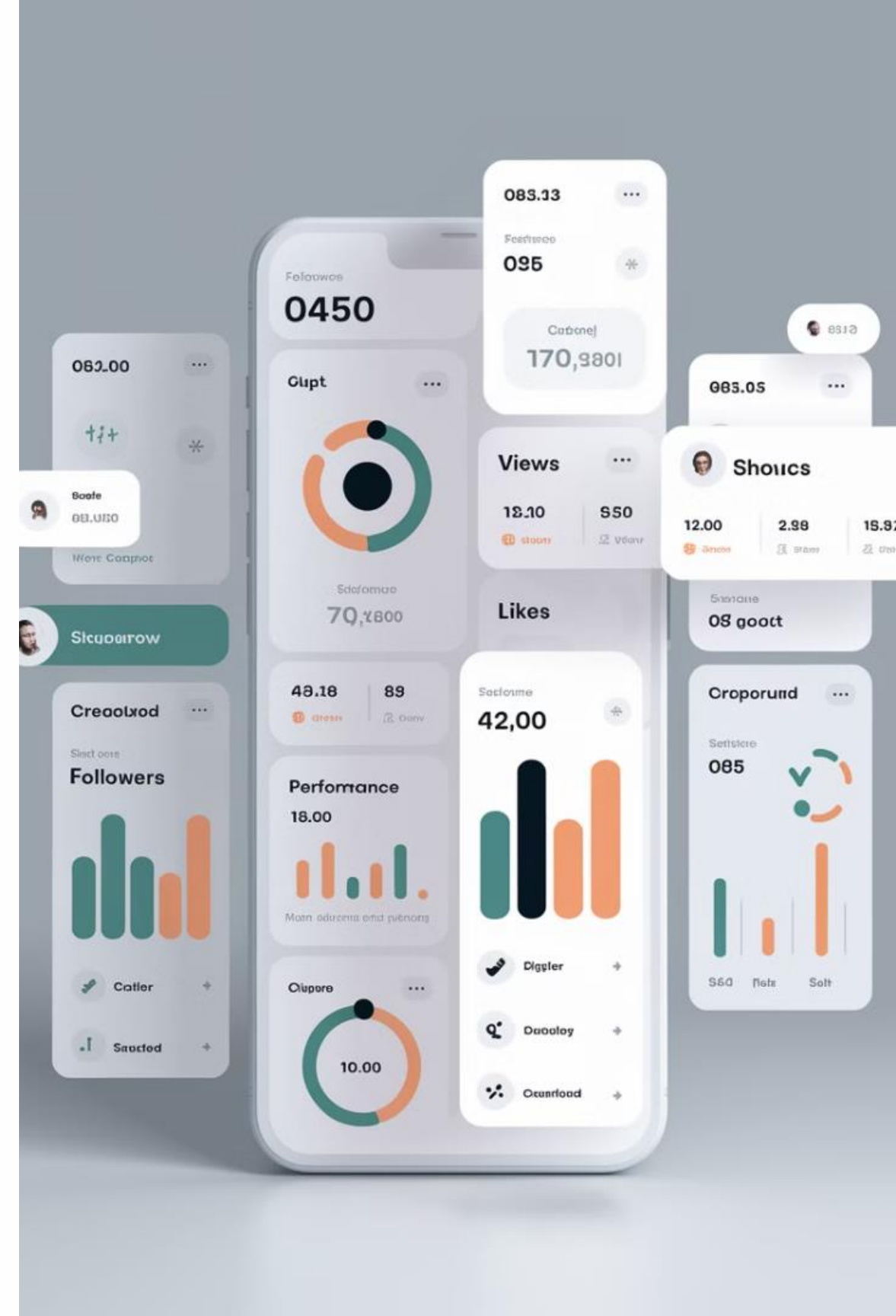
Sentiment & Engagement Analysis

Leverage AI tools to assess tone and engagement.

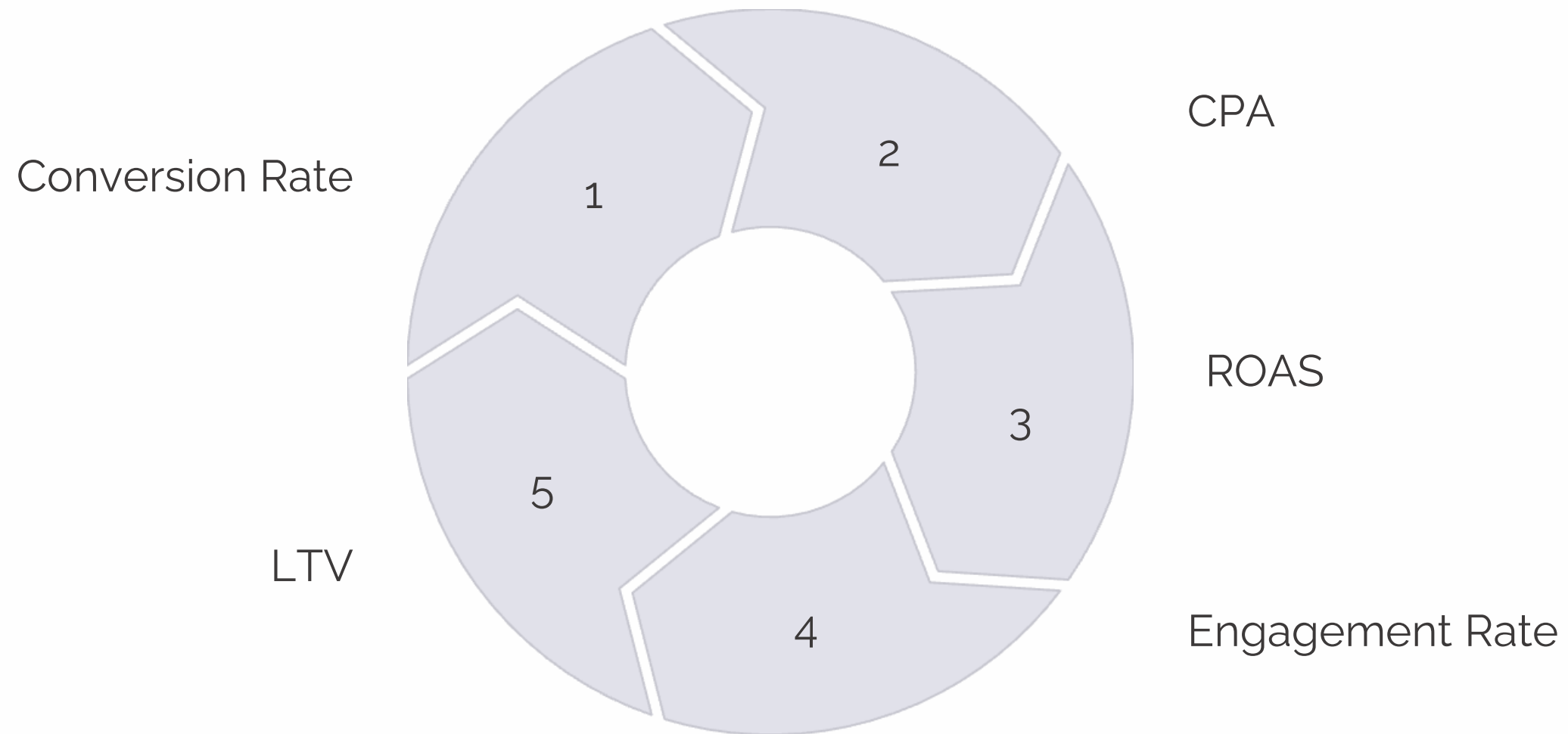
3

Trial Collaborations

Initiate short-term projects to test creator compatibility.



Performance Marketing Metrics – A Detailed Overview



Beyond Basic Metrics – Measuring UGC Effectiveness

Sentiment Analysis

Use social listening tools to gauge audience sentiment.

Engagement Quality vs. Quantity

Focus on meaningful interactions over sheer numbers.

Customer Journey Analytics

Map UGC touchpoints to final conversions.

Regional Deep Dive: UGC Best Practices in Egypt

Cultural Nuances

Tailor language, humor, and storytelling to local traditions.

Platform Dominance

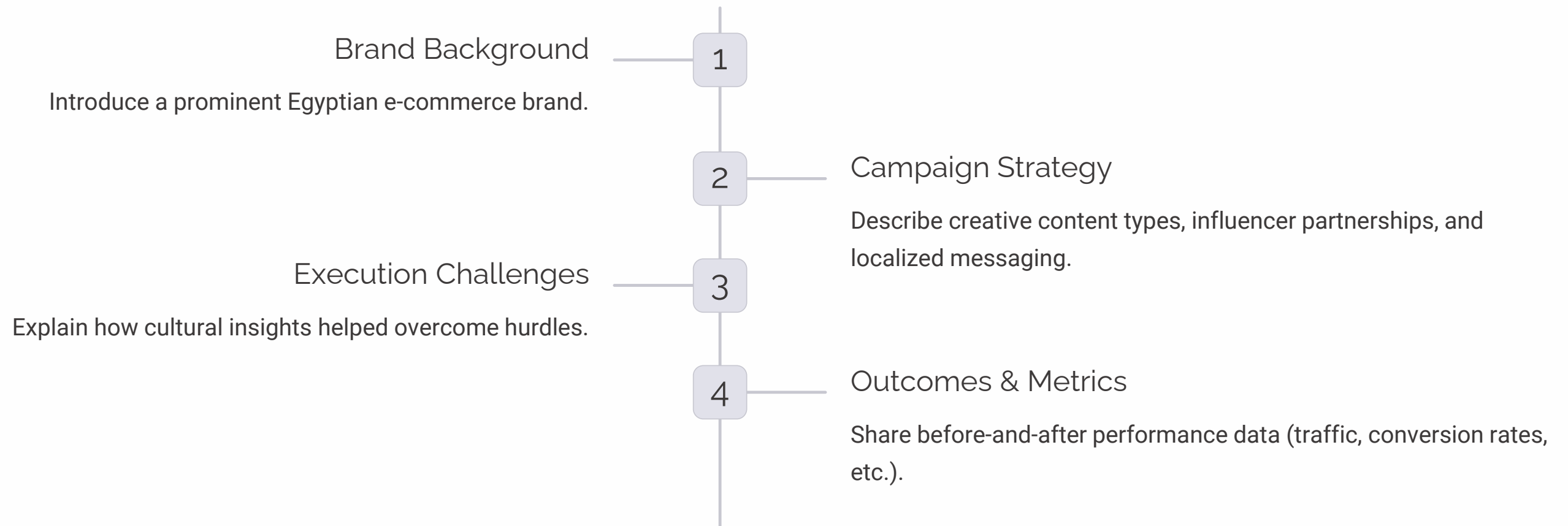
Focus on Facebook and Instagram, with insights into local trends.

Content Preferences

Emphasize community stories, local influencers, and authentic narratives.



Egypt Case Study – Strategy & Execution



Regional Deep Dive: UGC Best Practices in Saudi Arabia



Cultural & Social Dynamics

Focus on conservative values, quality visual storytelling, and premium aesthetics.



Preferred Platforms

Emphasize Instagram, Snapchat, and TikTok; consider content length and format.



Legal & Regulatory Considerations

Provide an overview of local media regulations.



Saudi Arabia Case Study – In-Depth Analysis

1

Campaign Overview

Introduce a successful Saudi UGC campaign.

2

Creative Approach

Discuss the blend of traditional values with innovative digital storytelling.

3

Execution Tactics

Detail content types, scheduling, and cross-platform promotion strategies.

4

Results

Present measurable outcomes such as engagement, sales, and improved brand sentiment.

Platforms for Discovering and Collaborating with Creators



Primary sources include Instagram, TikTok, and YouTube. AI-driven platforms analyze engagement, authenticity, and audience overlap.

Evaluating Creator Platforms for Maximum ROI

1

Transparency in Analytics

Prioritize platforms that offer detailed performance data.

2

Ease of Integration

Ensure compatibility with your CRM, ad platforms, and analytics tools.

3

Cost-Benefit Analysis

Evaluate pricing models against expected short- and long-term returns.

4

User Reviews & Case Studies

Look for third-party reviews and testimonials to assess reliability.



UGC's Expanding Role Beyond E-Commerce – B2B Applications

B2B Marketing Nuances

Focus on credibility, detailed product demonstrations, and thought leadership.

Types of UGC for B2B

Client testimonials, case studies, behind-the-scenes content, expert interviews.

Bridging the Gap

Use authentic customer stories to simplify complex products or services.





Future Trends in UGC Creatives & Marketing Technology



AI & Machine Learning

Automation in content curation, predictive analytics, and personalized recommendations.



AR & VR

Future immersive UGC experiences enabling virtual product interactions.



Cross-Channel Integration

Seamless strategies that tie together social, paid, and owned media.

Strategic Implications & Actionable Framework

Holistic Marketing Integration

Integrate UGC with traditional advertising, PR, and content marketing.

Data-Driven Decision Making

Use robust analytics to quickly pivot strategies for continued ROI.

Agility & Experimentation

Cultivate a test-and-learn culture to refine UGC tactics.

Conclusion & Key Takeaways

1

UGC Transforms Trust

Enhances engagement and drives revenue in e-commerce and B2B.

2

Advanced Creator Selection

Data-driven analysis is essential for success.

3

Regional Strategies

Cultural localization is key in Egypt and Saudi Arabia.

4

Future Trends

Expanded role for UGC powered by new technologies.



UGC Creators MarketPlace:

- 1 AspireIQ
- 2 Tribe
- 3 Upfluence
- 4 Influencity.

UGC Tools

- [Heepsy](#)
- [Upfluence](#)
- [Klear](#)
- [CreatorIQ](#)
- [AspireIQ](#)
- [Traackr](#)
- TikTok creator marketplace
- Stlr Network

Best Brands Using UGC in egypt

- [Jumia Egypt](#)
- [Amazon.eg](#)
- [Carrefour Egypt](#)
- [Spinneys Egypt](#)
- [Instashop](#)
- [Edfa3ly](#)
- [Halan](#)
- [Yaoota](#)
- Talabat Egypt
- [Homzmart](#)
- [Elmenus](#)
- [J. Ella](#)
- [Makro Egypt](#)
- [Cairo Sales](#)
- [Eshtery](#)
- [Yodawy](#)
- [MaxAB](#)
- [ShopGo](#)
- [Dukkan](#)
- [Elabelz](#)

Best Brands Using UGC in saudi arabia

- [Noon](#)
- [Namshi](#)
- [Amazon.sa](#)
- [Xcite by Alghanim Electronics](#)
- [Boutiqaat](#)
- [Jarir Bookstore](#)
- [Extra](#)
- [Ounass](#)
- [Carrefour Saudi Arabia](#)
- [Danube Home](#)
- [Sivvi](#)
- [Ubuy Saudi Arabia](#)
- [Haraj](#)
- [Sary](#)
- [Mumzworld](#)
- Jollychic
- [Salla](#)
- [Golden Scent](#)
- [Nana Direct](#)
- LuLu Hypermarket Saudi Arabia

Best Tactics for Using UGC Videos

Effective Ad Hooks & UGC Strategy

- Know Your Audience:**

Align hooks & UGC with customer needs and brand value.

- Capture Attention Fast:**

Use bold visuals & emotional triggers within 2–3 seconds.

- Leverage Authentic UGC:**

Showcase real customer stories & testimonials for trust.

- Integrate Branding & CTA:**

Embed subtle branding & a clear, compelling call-to-action.

- Test & Optimize:**

A/B test different approaches; monitor engagement & conversions.

- Foster Continuous UGC:**

Encourage fresh content with incentives for ongoing customer participation.

Q&A Session



Open Discussion

Encourage questions on challenges and real-world application of strategies.



Expert Insights

Share additional insights based on audience queries.



Networking

Continue discussions and exchange ideas after the formal Q&A.