

Utilize User-Generated Content for your Dermatology Practice

When patients participate in content creation, engagement may increase.

BY NAREN ARULRAJAH

Content that users and followers create, such as while participating in a giveaway or contest, is known as user-generated content or UGC. According to content marketing strategists, UGC content facilitates a more profound emotional connection with your target audience: potential dermatology patients. Here are some of the key aspects of UGC:

- It is perceived as original and genuine.
- It is generated by a wide variety of users, which can make it more interesting.
- It offers audiences a feeling of community with individuals of similar likes and dislikes.
- It is typically entertaining and memorable.

As a dermatology marketer, you would mostly produce content that addresses the needs of patients. However, if the patients somehow participate in the process of content creation, then their level of engagement could be much higher. That is the purpose of UGC.

The possibility of UGC being shared via social media is quite high, as the audience is more interested in sharing and receiving content produced by their peers. This type of content is generated by various creators for free, which makes it easy and cost-effective to produce.

Following are some methods to create good quality UGC and promote brand awareness for your dermatology practice.

CONTESTS ON SOCIAL MEDIA

You can hold a wide range of contests on social media platforms, such as Instagram and Facebook. Audiences can use these contests to showcase their creativity and share unique videos, photos, and comments. The most important aspect is that your audiences have fun while creating some touching memories.

REVIEWS AND FEEDBACK

Soliciting reviews and feedback is another technique to build a reputation for your brand. You can encourage your audiences to share the best aspects of your products and services. Testimonials also act as social proof that you can use to showcase your products and services to potential patients.

Therefore, it is important to get your consumers to post reviews about your enterprise on your website, Facebook, or review sites, such as Yelp. You can ask your patients to provide reviews or offer them a small incentive, such as a discount on a future purchase.

Positive reviews for your brand will build its digital reputation, and it will significantly improve your website conversion rate. Reviews are evergreen UGC, and they will create recurring sales for your enterprise.

FEATURE YOUR CLIENTS

An effective method to generate good content is to feature your patients on your social media pages and blog. Get them to speak about themselves and present their success stories. They could highlight how your product or service enabled them to accomplish their goals.

CREATE A QUIZ

Asking your audience to answer some questions regarding your brand or playing a quiz can be very entertaining. A quiz can get your audience to post comments or an image. This can be useful in generating some fun conversations about your brand. You can encourage a significant number of followers and fans to engage in the discussion by offering a reward.

Two interesting quizzes that you can use are:

1. *Personality Type Quiz*

Such quizzes are quite engaging and popular with a wide

range of audiences. They are interesting and encourage audiences to participate in them from beginning to end.

Personality type quizzes also enable you to garner insights on your audiences and assist in creating better products and services.

Knowledge Test Quiz. In knowledge test quizzes, you ask your audiences questions on a particular subject about your niche. You can also quiz audiences on your brand or products and services.

HAVE A PLAN

While developing a user-generated content campaign for your business, you must make sure that you have a comprehensive strategy in place. Consider some of these primary methods to approach a UGC campaign and ensure its success.

Determine the Goals of Your Campaign. Similar to other types of campaigns, you need to define your goals from the user-generated content campaign:

1. Promoting a particular product or service
2. Generating buzz around your brand
3. Accumulating leads
4. Gathering feedback from users
5. Increasing sales

After you have defined your campaign goals concisely, you can choose the right type of campaign to help you attain these goals.

Define the Nature of the Campaign. There is a wide variety of content types that you can choose from as high-

lighted above. You can focus on getting your audience to share videos, photos, answers, text, ratings, boomerangs, reviews, etc. You must understand the type of content that your audiences can identify with the most.

The type of content also depends on the platform that you decide to use to run your UGC campaign. For instance, Instagram is most suitable for sharing images, and quizzes work well on Facebook. You should identify a social media platform that your audiences are most active on. Ensure that you are using one content type for a specific campaign.

Giveaways and Rewards. It is important to offer your users an incentive to engage in the process of content creation. Incentives can be big or small, for instance, featuring participants and their enterprises on your page or a paid vacation. The type of reward is dependent on the target audience and their preferences.

You can determine whether you want to give rewards to all participants or only to a few winners. You must announce the reward at the onset of the campaign and include it in promotional posts. This will help create buzz around the campaign and get a reasonable level of participation.

Know Your Audience. You need to have in-depth knowledge of your target audience to determine the type of content that they would prefer to create. If your audience is comprised people interested in health and fitness, then it would be beneficial to develop a campaign around this activity as they would be interested in creating content in this area. If the audience is younger, they may like contests involving taking selfies and tagging their friends.

KEY TAKEAWAY

A UGC strategy is mutually beneficial to both the business and its audiences. It enables your audience to interact with your brand while you create an optimal level of traction. You can use UGC to create a loyal followership that can continually produce and share content for your dermatology website, social media profiles, or blogs. ■

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