

# Lightning Talk | [User-Generated Content] How to Materialise Stronger Customer Loyalty and Retention with User-Generated Content (UGC)



**REMUS NG**

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# How to Materialise Stronger Customer Loyalty and Retention with User-Generated Content

# Heard of Klook?

Founded in 2014, Klook is a world-leading travel activities and services booking platform. Klook empowers travelers around the world to discover, book and experience the best things to do anywhere, anytime. Each day, Klook's travelers indulge in their wanderlust and spontaneity through over 100,000 offerings in more than 400 destinations.



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## How many trips do you take a year?

# Key challenges for Travel

Average traveller takes **limited number of trips** yearly

**Multiple stages of travel** from dreaming to planning to booking, to experiencing to sharing. And it not necessarily go in a circle. **You can't just sell and sell.**

**Increasingly short attention span** makes it even difficult to get user to take note of most of the ads and video

**Cost inefficient** for creative / production teams to travel around the world for production



# We got to bring in user generated content

Credibility. Authenticity. Community.



Customers



Employees



Creators

## 3 Key levers to increase customer loyalty & retention



Acquire Personalised  
Content



Video OR Static  
Image?



Scalable Paid Media  
with Targeting

# Acquire personalised content based on their stage of purchase for your business



- Map out the stages
- Which stage are your existing users in?



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## Planning



## Booking

- ★ Based on the stages, which content pillar is the most suitable?
- ★ Do you have a rewards / loyalty programme?

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## Customers



## Creators Employees

- ★ Who do you collect the content from?
- ★ Are there any privacy concerns?

# Video or Static?

- ★ Consider your key market behaviour when it comes to content consumption together with what the user needs to know in each purchase stages.
- ★ Video allows more depth on content to show to users, even if the average watch time is very short 2-6s
- ★ Step by step with slideshow and full video
- ★ Produce at scale with in-house, agency or vendor tools



Video

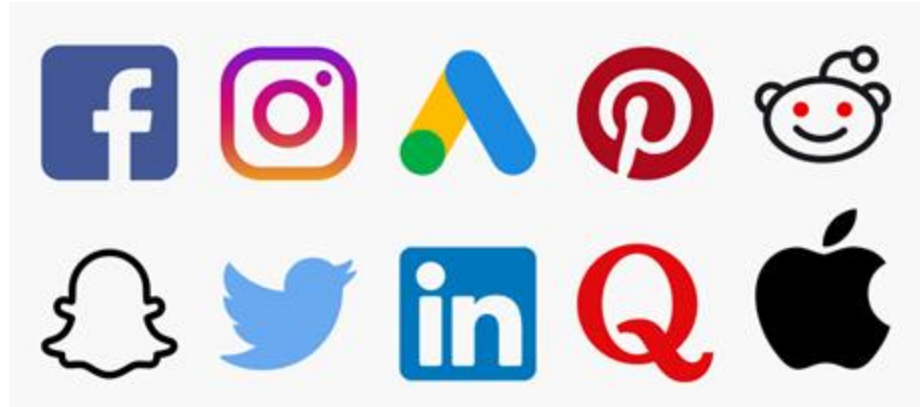
VS



Static

# Scalable Paid Media with Targeting

- ★ User generated content brings in authenticity and credibility to the brand
- ★ The usage of it should go beyond using UGC to target existing users, of which it is impeded by privacy restrictions
- ★ Ads need not necessarily focus on either brand or sales, where there should be a strategy around educating users together with UGC content.





# Summary

- ★ Understand your business and your key users digital consumption behaviour
- ★ Operationalise your content acquisition according to your users
- ★ Distribute content selectively
- ★ Measure against success metric