GoPro Case Study

# 1. What are the secrets behind the success of GoPro's UGC strategy?

1. GoPro has a lucrative incentive to encourage good content creators to submit for a potential cash prize.
2. They partner with highly influential people who make content in influential places (Travis Rice on a snow mountain).
3. They hire people with the same values as customers.
4. They remove friction from the customer journey (No need for multiple apps, just go to the GoPro app, edit the footage, and click share!)
5. They became a media company.
6. They attract influencers because of the brand including adventure, excitement, and enjoyment.

# 2. What lessons can other firms learn from GoPro's UGC strategy?

1. Find a strong feeling that you can link to your brand
2. Hire and partner with people who share the same perspective with your customers
3. Make sure people can easily create content and share it
4. Start ongoing and once-a-year challenges and offer incentives
5. UGN is more engaging and convincing than trying to convince consumers to buy the product through the company

# 3. How could GoPro improve its UGC strategy?

GoPro is said to be a boat with a hole in it, so its incremental innovation strategy is letting competition catch up.

To improve their UGC they need to attract influencers outside of the sport and adventure space, thereby creating products that are disrupting and new to convince influencers that GoPro is here to stay and innovate.

So by improving their technology and attracting a wider range of influencers the UGC could improve.