

UGC Strategy

User-Generated Content & Review Systems - Phase 1 Deliverable #14

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Prepared for: Dan Edwards, Chocolat on James

Status: Complete

Executive Summary

This document consolidates the User-Generated Content (UGC) strategy for Chocolat on James, including contest templates, review generation systems, and content collection methods. The strategy focuses on building authentic community engagement, generating social proof, and creating shareable content that strengthens brand positioning.

Strategy Overview

Objectives

1. **Generate Authentic Content:** Collect real customer photos, stories, and testimonials
2. **Build Social Proof:** Showcase customer experiences and satisfaction
3. **Increase Engagement:** Encourage customers to share their chocolate moments
4. **Strengthen Brand:** Reinforce “Hamilton’s Chocolate” positioning through community content

UGC Types

1. **Visual Content** - Product photos - Tasting moments - Gift experiences - Behind-the-scenes shares
 2. **Written Content** - Testimonials - Reviews - Stories - Recommendations
 3. **Video Content** - Product unboxings - Tasting videos - Preparation moments - Gift reactions
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Contest & Campaign Templates

Template 1: Photo Contest - “Your Chocolat on James Moment”

Campaign Name: Your Chocolat Moment

Platform: Instagram + TikTok

Duration: 2-4 weeks

Frequency: Quarterly

Campaign Details: - Goal: Generate organic content, build social proof, deepen community connection - Entry: Tag @chocolatonjames and use #YourChocolatMoment - Prize: Featured on main feed + story, month's worth of surprises, 30% off next order - Winner Selection: Based on authenticity, creativity, and engagement

Templates Available: - Location: Week 3-4/Templates & Tools/2. Template Production/Contest & UGC Templates/COJ-UGC-Contest-Templates.md - Complete campaign template with captions, rules, and follow-up

Template 2: Testimonial Request - “Why We Love Chocolat on James”

Campaign Name: Our Community Speaks

Platform: Email + Instagram Stories

Timing: Quarterly or after new releases

Campaign Details: - Goal: Collect authentic customer stories - Method: Email request with incentive - Incentive: Surprise gift for sharing story - Usage: Feature on Instagram, newsletter, website

Templates Available: - Location: Week 3-4/Templates & Tools/2. Template Production/Contest & UGC Templates/COJ-UGC-Contest-Templates.md - Email template and follow-up process

Template 3: Review Generation System

Goal: Generate 50+ Google reviews Year 1

Platform: Google Business Profile

Frequency: After every purchase (automated)

Process: 1. **Automated Email (Post-Purchase)** - Send 3-5 days after purchase - Subject: “How was your Chocolat on James experience?” - Link to Google Business Profile review - Incentive: 10% off next order for review

2. In-Store Request

- Staff asks satisfied customers for reviews
- QR code at checkout
- Simple one-tap review process

3. Follow-Up

- Thank reviewers publicly (when appropriate)
- Respond to all reviews (positive and negative)
- Feature positive reviews on social media

Templates Available: - Location: Week 3-4/Templates & Tools/2. Template Production/Contest & UGC Templates/COJ-UGC-Contest-Templates.md - Review request email templates - Review response templates

Content Collection Methods

Method 1: Social Media Collection

Platforms: Instagram, Facebook, TikTok

Hashtags: #ChocolatOnJames, #HamiltonsChocolate, #YourChocolatMoment

Process: 1. Monitor hashtags and mentions 2. Request permission to repost 3. Credit original creator 4. Feature on main feed and stories

Frequency: - Daily monitoring - Weekly reposts (2-3 per week) - Monthly featured customer spotlight

Method 2: Email Collection

Campaign: Quarterly testimonial requests

Timing: After new releases or seasonal campaigns

Process: 1. Send email to customer list 2. Request story or testimonial 3. Offer incentive (surprise gift) 4. Feature with permission

Templates: - Location: Week 3-4/Templates & Tools/2. Template Production/Contest & UGC Templates/COJ-UGC-Contest-Templates.md - Email templates and follow-up process

Method 3: In-Store Collection

Method: Ask customers for photos or stories

Timing: During purchase or after positive interaction

Process: 1. Staff asks satisfied customers 2. Request permission to share 3. Collect contact information 4. Follow up for content

Incentives: - Small discount on next order - Featured on social media - Newsletter feature

Review System Implementation

Google Business Profile Reviews

Target: 50+ reviews Year 1

Current Status: Low review count (needs improvement)

Strategy: 1. **Automated Requests** - Post-purchase email (3-5 days after) - Link to Google review - Incentive: 10% off next order

2. In-Store Requests

- Staff asks satisfied customers
- QR code at checkout
- Simple review process

3. Follow-Up

- Thank all reviewers
- Respond to all reviews
- Address negative reviews promptly

Tools: - Email automation (Klaviyo, Mailchimp) - QR code generator - Review response templates

Product Review System (Once E-commerce Launches)

Platform: Pavement website (or review app)

Target: 100+ product reviews Year 1

Strategy: 1. **Automated Requests** - Post-purchase email (7-10 days after) - Link to product review - Incentive: Entry to monthly giveaway

2. Review Incentives

- Monthly giveaway for reviewers
- Featured reviewer spotlight
- Exclusive discounts

3. Review Moderation

- Review all reviews before publishing
 - Respond to all reviews
 - Address negative feedback
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Content Usage Rights

Permission & Rights

Always Required: - Explicit permission to use content - Credit original creator - Respect privacy preferences - Honor removal requests

Permission Process: 1. Request permission via direct message or email 2. Confirm usage rights (Instagram, website, newsletter) 3. Credit creator in all uses 4. Honor removal requests immediately

Templates: - Permission request templates - Usage agreement templates - Credit format guidelines

UGC Content Calendar

Quarterly Campaigns

Q1 (Jan-Mar 2026): - Photo contest: “Winter Chocolate Moments” - Testimonial campaign: Valentine’s Day - Review generation: Post-holiday push

Q2 (Apr-Jun 2026): - Photo contest: “Spring Treats” - Testimonial campaign: Mother’s Day - Review generation: Spring push

Q3 (Jul-Sep 2026): - Photo contest: “Summer Chocolate” - Testimonial campaign: Summer specials - Review generation: Summer push

Q4 (Oct-Dec 2026): - Photo contest: “Holiday Moments” - Testimonial campaign: Holiday gifts - Review generation: Holiday push

Success Metrics

Content Generation Metrics

UGC Content: - Year 1 Target: 200+ pieces of UGC content - Photo submissions: 150+ per year - Testimonials: 50+ per year - Video content: 20+ per year

Review Metrics: - Google Reviews: 50+ Year 1 - Product Reviews: 100+ Year 1 (once e-commerce launches) - Average Rating: 4.5+ stars - Review Response Rate: 100%

Engagement Metrics: - UGC Reposts: 2-3 per week - UGC Engagement Rate: 5-8% - Hashtag Usage: 500+ uses Year 1 - Customer Spotlights: 12 per year (monthly)

Implementation Timeline

Phase 1: Setup (Q4 2025)

- Set up UGC collection system
- Create review request automation
- Design contest templates
- Train staff on UGC collection

Phase 2: Launch (Q1 2026)

- Launch first photo contest
- Begin review generation campaign
- Start testimonial collection
- Implement content usage rights

Phase 3: Scale (Q2-Q4 2026)

- Quarterly contest campaigns
 - Ongoing review generation
 - Regular testimonial collection
 - Content library building
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Related Templates & Resources

Contest Templates

Location: Week 3-4/Templates & Tools/2. Template Production/Contest & UGC Templates/COJ-UGC-Contest-Templates

Available Templates: 1. Photo Contest - “Your Chocolat Moment” 2. Testimonial Request - “Our Community Speaks” 3. UGC Campaign - “Chocolate Pairs With...” 4. Review Generation Email Templates 5. Behind-the-Scenes UGC - “Day in the Life” 6. Newsletter Feature - “Customer Spotlight”

Social Media Integration

- Link UGC campaigns to social media strategy

- Feature UGC in social media content calendar
- Cross-promote contests across platforms

Email Integration

- Include UGC in newsletter
 - Feature customer spotlights
 - Share contest winners
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Best Practices

Content Quality

Do: - Prioritize authentic, real moments - Credit creators properly - Respond to all submissions - Mix professional and UGC content

Don't: - Over-curate (real is better) - Use without permission - Ignore negative feedback - Spam customers with requests

Engagement

Do: - Respond to all tagged content - Repost frequently (2-3 per week) - Thank customers genuinely - Create community around UGC

Don't: - Ignore customer content - Over-promote contests - Spam hashtags - Neglect community engagement

Related Deliverables

- **Social Media Strategy:** UGC integration into social media plan
 - **Email Marketing Strategy:** UGC in newsletters and campaigns
 - **Local Newsletter Development:** Customer spotlights in newsletter
 - **Growth Roadmap:** UGC goals and timelines
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Document Status: Complete

Next Review: After Q1 2026 campaign launch

Last Updated: November 2025