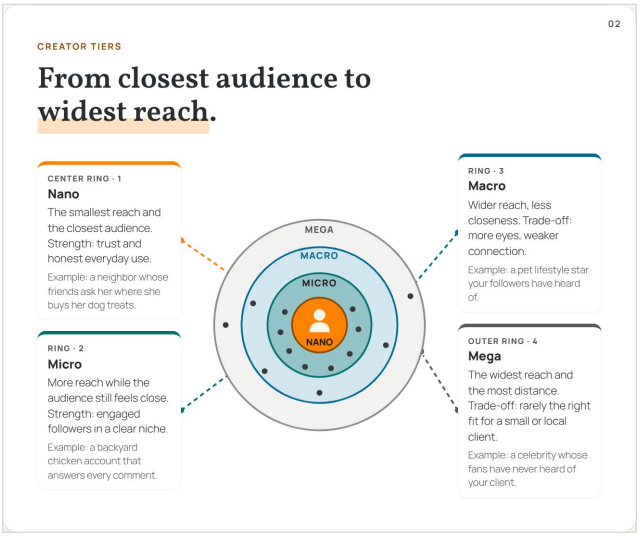
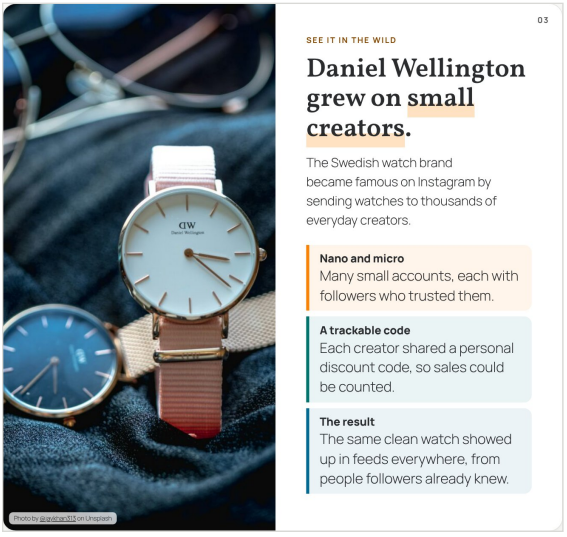



Slide 1




Slide 2




Slide 3

04

CLOSENESS VS. REACH

## Each step up trades closeness for reach.

Smaller creators often have more engaged, trusting audiences.

Slide 4




Photo © Jules Morris, Sweet BombDiggity Farms

05

THE RULES OF BORROWED TRUST: WITH CREATORS

## Pick for fit, not follower count.

- **Fit over follower count.** The best partner already talks to your audience and would plausibly use your product.
- **Brief, don't script.** Give the goal, key message and must-haves, then let them speak in their own voice.

Slide 5

06

THE RULES OF BORROWED TRUST: WITH CUSTOMERS (UGC)

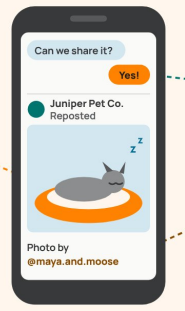
## Customer content is proof. Ask first. Give credit.

RULE 1 · THE PHOTO

**Treat it as proof.**

Customer photos, videos and reviews are powerful evidence that the product works for real people.

Example: Moose asleep on the bed says more than "so comfy!" ever could.




RULE 2 · THE MESSAGE

**Ask first.**

Get permission before reposting.

Example: one quick DM before it goes on the brand feed.

RULE 3 · THE CAPTION

**Give credit.**

Name the customer who made it.

Example: "Photo by @maya.and.moose" right in the caption.

Juniper Pet Co. and @maya.and.moose are invented.

Slide 6

SEE IT IN THE WILD

## GoPro's best ads are made by customers.

Much of GoPro's content comes from people filming their own adventures.

**Proof**
Real footage shows what the camera can do better than any claim.

**Ask and credit**
GoPro features creators by name on its channels.

**Pay it back**
Its GoPro Awards program pays people for the clips it uses.



Slide 7

08

VOICES BEYOND PAID CREATORS: THE ALPHA AUDIENCE

## A few fans shape how everyone else sees you.

A small group of highly engaged customers shapes how everyone else sees a brand. They post, review, recommend and answer questions.

- Find them, listen to them and give them reasons to keep talking.
- They are often more valuable than any paid creator.

Slide 8

09

VOICES BEYOND PAID CREATORS

## Earn the invitation. Let your team speak.

Guess first, then tap each card.

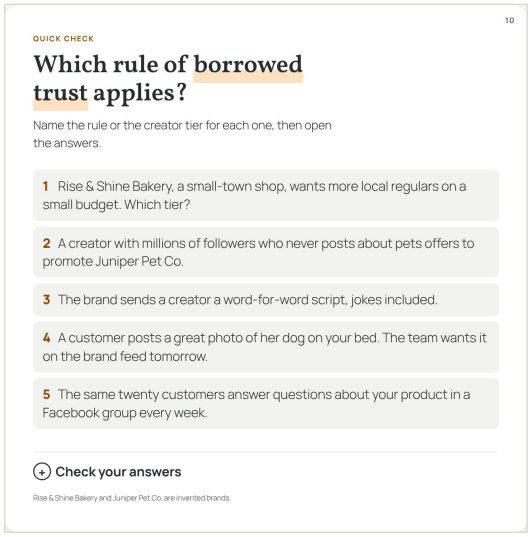
**Islands**
Can a brand push its way into a customer group?
TAP TO REVEAL

**Invite**
So how does a brand get in?
TAP TO REVEAL

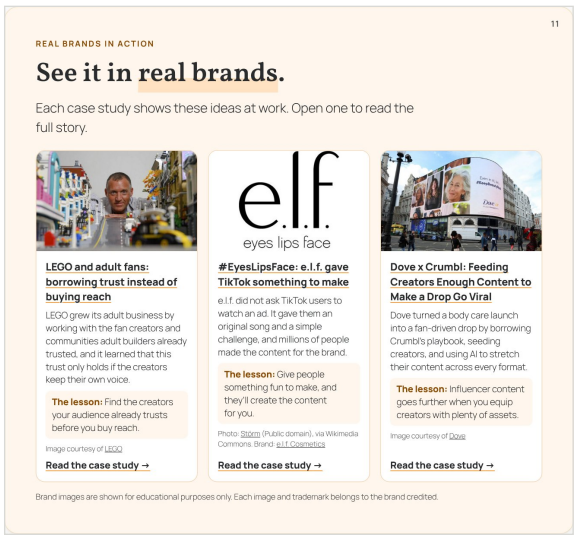
**Team**
Who are some of the most believable voices a brand has?
TAP TO REVEAL

**Access**
What do employees need to share real work?
TAP TO REVEAL

Slide 9




Slide 10




Slide 11