# Monetize Data Based on User-Generated Content Digital Marketing Strategy Research

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Keywords: User Generated Content (UGC), Digital Marketing, Data Monetization, Incentive Mechanism, Content Innovation.

Abstract: With the rise of social media and digital platforms, user generated content has become an important asset for brand marketing. Through incentive mechanisms, creative support, content innovation, and other means, enterprises fully tap into the potential of UGC, promote interaction between brands and users, and realize the transformation of data value. I hope to provide a new marketing strategy for enterprises, which is to achieve high-value digital marketing through refined UGC strategies and optimize brand market performance. This article focuses on the audience group, incentive mechanism, creative support, content innovation, and differentiation of UGC, and analyzes how to promote the creation and dissemination of user content through digital marketing methods, thereby improving the brand's market penetration and commercial revenue. Reasonable incentive mechanisms and innovative content creation support are conducive to improving the quality of UGC creation and user engagement. Differentiated content strategies can make brands stand out in a fiercely competitive market. Enterprises should attach importance to the potential of UGC, comprehensively enhance the creation, dissemination, and monetization capabilities of UGC content, and bring sustained market competitiveness to brands.
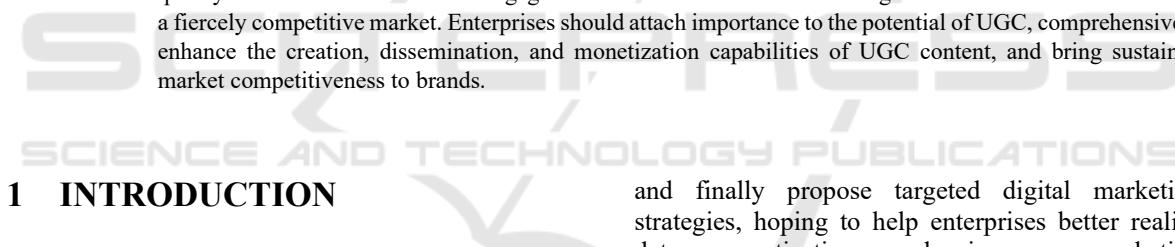
## 1 INTRODUCTION

With the rapid development of the Internet, digital marketing has gradually become the mainstream way of enterprise marketing. User-generated content (UGC), as a new form of content production, is gradually becoming the mainstream of marketing strategies and an important means for many brands to achieve data monetization. The emergence of UGC has brought closer interaction between brands and consumers, provided consumers with a richer platform for expression, increased brand awareness and loyalty, and provided new business opportunities and revenue sources. However, the application of UGC in digital marketing also faces challenges. How to monetize data, enhance user engagement, and innovate marketing strategies is an urgent problem that needs to be solved in the current field of digital marketing. This study will analyze the connotation and benefit model of user-generated content, summarize some problems in its practical application,

and finally propose targeted digital marketing strategies, hoping to help enterprises better realize data monetization and improve marketing effectiveness.

## 2 OVERVIEW AND BENEFIT MODELS OF USER-GENERATED CONTENT RESEARCH

### 2.1 Definition of User-Generated Content

The concept of User Generated Content (UGC) was put forward by the network publishing and new media publishing circles in 2005. It refers to the content created by users rather than professional companies or media institutions and published publicly on the Internet platform. It is a new network information

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resource creation and organization mode under the Web 2.0 environment. This type of content usually includes various forms such as text, images, videos, audio, etc., and its motivation often comes from the user's personal interests, needs, or emotional expression. Its publishing platforms include social media such as Weibo, blogs, video-sharing websites, Wikipedia, online Q&A, SNS, etc. (Zhao et al., 2012). With the rise of social platforms, short video platforms, and e-commerce platforms, UGC has gradually become an important part of Internet content.

## 2.2 Characteristics of User-Generated Content

### 2.2.1 Based on Online Publishing as a Prerequisite

It emphasizes that the Internet platform provides space for creators to express and share independently. Through channels such as social media, blogs, forums, and video platforms, users can not only consume content, but also actively participate in creation, publishing, and dissemination. This form breaks the traditional one-way dissemination model of publishing, giving ordinary users the same expression rights as professional authors, making content creation more diversified and personalized, while also promoting the rapid flow and extensive interaction of information. Therefore, user generated content focuses more on published content, including both public websites and social networking sites targeting specific audiences (Fan et al., 2009).

### 2.2.2 Innovation

User generated content emphasizes more on the innovation of the content, as it originates from the personal creativity and unique perspectives of the vast number of users. Compared with traditional professional creation, UGC breaks through the inherent creative framework, allowing users to create through various forms such as text, images, videos, etc. (Romero-Rodriguez & Castillo-Abdul, 2023). Based on their interests, experiences, and ideas, showcasing personalized expression methods. It not only breaks conventions but also has experimental and exploratory elements, promoting the diversification of information dissemination. In daily life, users may reinterpret popular topics from unique perspectives or creatively depict small details in their lives. It is precisely because of the novelty of the content that it attracts widespread attention and

interaction, forming trends and cultural phenomena. But if one relies solely on copying, reposting, and uploading content without incorporating their ideas and creativity, it violates the strict concept of UGC. So UGC is not only a channel for information dissemination but also an incubator for creativity and innovation.

### 2.2.3 Creation by Nonprofessionals or Authoritative Organizations

One notable characteristic of user-generated content (UGC) is that its creators are often nonprofessionals or nonauthoritative organizations. The generation of content does not rely on traditional professionals in the publishing or media industry but rather comes from ordinary users, enthusiasts, or small groups. Due to the low threshold for creativity, anyone interested can participate and share their personal experiences, perspectives, and ideas. This decentralized creative approach promotes the diversification of content and provides more opportunities for people to express and communicate. On the other hand, UGC is also breaking the monopoly of authoritative discourse, allowing different voices and unique perspectives to be displayed on the platform, and highlighting the advantages of cultural diversity. From this, it can be seen that UGC emphasizes the exclusion of organizational or commercial market involvement in creation, and should be carried out without any profit motive or return. The motivation for creation may include: communicating with peers, establishing visibility (positive or negative), or a desire for self-expression (Fan et al., 2009).

In addition, the characteristics of user-generated content are also reflected in openness, interactivity, and diversity. First, UGC is highly open. Anyone with Internet access can participate in content creation and sharing. Whether it is text, pictures, video, or audio, universal participation makes content creation no longer limited to a few professionals. Secondly, UGC has strong interactivity, allowing users to create content and comment, like, and share others' creations, thus forming a dynamic content ecosystem. Thirdly, UGC content is rich and diverse in form, covering various fields such as news, entertainment, education, commentary, and social media. Correspondingly, the creative methods also vary according to personal interests, skills, and needs, presenting a trend of personalization and creativity, and rapidly spreading through social media and other platforms, thereby forming a wide social influence. Due to the diversity of content creators, UGC is also prone to forming a "grassroots" culture, expressing

the true thoughts and emotions of more ordinary users, and profoundly influencing the way society interacts.

## 2.3 Research Status of User-Generated Content in Marketing Scenarios

In the context of marketing, research on user-generated content (UGC) has received widespread attention in recent years, with scholars mainly studying brand communication, consumer behavior, and market strategies. Some scholars believe that user-generated content has perceptual and persuasive effects, which can influence consumers' purchasing decisions and increase their willingness to purchase. Therefore, user-generated content has a positive effect on marketing innovation, enhancing marketing effectiveness, and helping consumers understand product information (Wang & Chen, 2018). Kartushkin analyzes big data based on user-generated content, aiming to research and develop methods that can predict consumer behavior (Gleb, 2024). Scholars have also considered the impact of user-generated content quality on retailer brand equity from the perspective of user-generated content quality. Empirical analysis methods have been used to find that the higher the quality of user-generated content, the more it can promote the development of retail products and protect the brand equity of multi-channel retailers (Wang & Zhang, 2015). With the development of the digital era, user-generated content is more and more displayed through Internet marketing. Tsiakali proposed through empirical analysis that user-generated content has a greater impact on consumer decision-making and behavior than marketing-generated content (Tsiakali, 2018). For example, user-generated videos derived from user-generated content have become the mainstream marketing communication tool in the market. User-generated videos, with their series of multimedia features, continuously influence consumers' attitudes and behaviors, enrich digital marketing forms, and provide timely suggestions for enterprise marketing strategies (Shi et al., 2023). Similarly, the positive impact of the digital age and user-generated content has also promoted the development of industries such as agriculture and tourism and promoted rural revitalization through content marketing (Huang & Yang, 2025).

In summary, driven by social media, UGC has played a positive role in shaping brand image, increasing consumer engagement, and enhancing brand loyalty. Scholars have explored the impact of UGC on purchasing decisions and found that

consumers are more willing to generate consumption behavior through genuine feedback from other users rather than traditional advertising. With the increasing interaction between UGC and brands, research is gradually shifting towards how brands can use UGC for content marketing, inspiring user participation and stimulating the generation of more UGC through creativity. Throughout the research in this field, it has been found that there is still much research space for UGC in balancing the relationship between user-generated content and brand control, as well as legal and ethical issues related to UGC.

This article intends to continue exploring more beneficial modes of user-generated content based on previous research, fully utilizing the various characteristics and advantages of UGC, and further proposing feasible countermeasures and suggestions for existing marketing problems.

## 2.4 Benefit Model of User-Generated Content

The key to benefiting from user-generated content is its ability to greatly enhance brand credibility and engagement. User-generated content is more authentic and trustworthy, and consumers are more willing to trust the experiences and evaluations of other users to make their purchasing decisions compared to traditional advertising. Moreover, the interactive performance of UGC stimulates consumers' sense of participation and enhances their emotional connection with the brand. Brands seize this advantage to encourage users to generate content, and then obtain a large amount of creative content at a lower cost, enhancing brand exposure and creating more personalized marketing strategies. UGC can also help brands build an active community, increase user loyalty, and attract potential customers. It is the clever use of UGC that enhances the brand's market competitiveness while bringing higher marketing benefits and long-term profits to the enterprise. The benefit models of user-generated content can be roughly summarized into the following categories (Chen et al., 2009).

First, advertising benefits. The most direct way to commercialize UGC is through advertising monetization. With the prominent advantage of user-generated content in attracting traffic, more and more video platforms are starting to advertise through UGC, forming a tripartite game of mutual promotion among viewers, advertisements, and platforms, aiming to maintain or increase profits through advertising revenue (Chen et al., 2025). There are various specific forms, such as brands can earn

advertising revenue by collaborating with content creators, embedding advertisements in their content, or promoting their brand.

Second, data benefits. UGC can provide a large amount of real and directly reflecting consumer needs and behavior data, and the generated large amount of data can provide profound user insights for enterprises. Brands can analyze this data to gain a deeper understanding of consumer preferences, emotional attitudes, user experiences, and potential pain points, to optimize products, services, and marketing strategies. From this, it can be seen that data not only helps brands discover improvement directions for products and services but also reveals key factors for consumers in the purchasing decision-making process. Moreover, UGC can help brands monitor market trends, identify popular discussion topics and consumer concerns, and further guide brand marketing strategies and product development. Because UGC is usually generated by real users, it is more representative and reliable than traditional market research data and can help companies make more accurate market positioning and personalized marketing decisions, thereby enhancing brand competitiveness and market response speed.

Third, user conversion benefits. Through UGC, enterprises can attract more potential customers and enhance user loyalty to the brand through social interaction, ultimately achieving user conversion and purchase. Consumers tend to trust genuine feedback from other users rather than the brand's advertising, and UGC provides reliable social proof to help dispel purchase doubts. User-generated product reviews, user experience, photos or videos, and other content can provide potential customers with a more intuitive understanding of the actual effectiveness and usage scenarios of the product, enhancing their purchasing decisions. This sense of trust and resonance helps to improve conversion rates, especially on e-commerce platforms and social media. UGC can directly drive consumers from browsing to purchasing, enhancing brand sales performance. So, UGC not only enhances the credibility of the brand but also effectively increases user conversion rates and sales revenue.

Last, content benefits. Enterprises create their content libraries through UGC platforms and use these contents for secondary creation to form diversified products and services, thereby enhancing brand value and market competitiveness. Compared with traditional content creation models, UGC not only reduces content creation costs but also allows brands to obtain more original and personalized content that meets the needs of different audience groups. User content is generally more closely related

to actual usage scenarios and has a greater sense of realism and emotional resonance, effectively attracting the attention of other consumers and stimulating their participation. By sharing user-generated photos, videos, reviews, and other content, brands can continuously update and enrich their social media or official website content, thereby increasing brand interactivity and activity. In addition, UGC can provide brands with a large amount of visual and textual materials, helping to create more attractive and interactive advertising and marketing activities. Therefore, brands can continuously enhance the diversity and attractiveness of content through UGC, thereby improving overall marketing effectiveness and user engagement.

# 3 ANALYSIS OF THE PROBLEMS OF USER-GENERATED CONTENT IN DIGITAL MARKETING

Although UGC has many advantages, it still faces some problems in practical digital marketing applications. This article mainly analyzes and elaborates on three aspects: audience orientation, content fit, and content homogenization.

## 3.1 Deviation in Audience Group

On the one hand, the dissemination of UGC content usually relies on the platform's algorithm recommendations, but these recommendation systems may not always be able to accurately push content to the most relevant users, resulting in biased audience groups for the content, which may lead to situations where brand promotion information cannot effectively reach the target users. On the other hand, as UGC mainly relies on the creation and sharing of existing users, the representativeness of its content is often limited by user groups, which may not fully reflect the diverse needs of potential consumers. For example, UGC may come more from core users who already have a certain level of loyalty to the brand, while ignoring the voices of new or potential customers. This bias can lead brands to overly rely on the perspectives of a certain group of users, making it difficult to attract a wider audience or influence consumers from different backgrounds. Additionally, the quality of UGC content varies, resulting in some groups' perceptions of the brand being affected. Therefore, when using UGC for marketing, brands need to fully consider the characteristics and needs of

target users, avoid excessive reliance on platform recommendation algorithms, and ensure that content can be accurately pushed to potential consumer groups. It is also necessary to balance the sources of content appropriately to ensure coverage of a wide audience, and to achieve more accurate market coverage and effective brand communication.

## 3.2 Low Content Consistency

The essence of UGC is that content is generated spontaneously by users and is usually not directly controlled by the brand. So there is often a certain deviation between the content quality, style, form, and communication goals of UGC and the brand's marketing strategy, and the degree of content consistency directly affects the shaping of the brand image. If the user-generated content does not match the brand positioning, it may lead to distortion of the brand image and even affect the brand's reputation.UGC comes from users of different backgrounds, ages, and interests, and the content they create varies greatly in terms of expression and emphasis. Some users may focus more on the personal experience of the product, sharing daily usage scenarios or emotional evaluations, which may reflect the authenticity of the product but may overlook the presentation of the brand's core values or specific functions. The marketing goal of a brand is usually to convey a unified brand image, product selling points, or value proposition, so user-generated content may not accurately convey the core information expected by the brand. In addition, the creation of UGC often lacks professional planning and design, and the expression of content may not conform to the brand's norms and visual standards. Specifically, it can be observed that the quality of photos or videos uploaded by users may vary, and factors such as shooting angles, lighting, and colors may not align with the aesthetic requirements of brand marketing, leading to inconsistencies in brand image and confusion in visual effects. In digital marketing, brands need to ensure a high degree of consistency between advertising and promotional materials to establish a strong brand awareness in the market. The low consistency of UGC content will weaken this consistency to some extent, affecting consumers' overall impression of the brand. The most important thing is that the creation of UGC content is often based on the subjective opinions and feelings of individual users, lacking consideration for the overall brand strategy or long-term goals. So sometimes the content may deviate from the original marketing purpose of the brand, resulting in a mismatch between

the content and market demand. In some cases, users may overemphasize a specific feature or product characteristic that is not the focus of brand marketing, causing the audience's attention to deviate from the core message that the brand wants to convey. The resulting content deviation not only affects potential customers' purchasing decisions but may also lead to low marketing effectiveness. So, UGC can bring higher interactivity and authenticity to brands in digital marketing, but the issue of low content consistency also needs to be addressed. When brands utilize UGC, they need to carefully screen and integrate it to ensure that the content of UGC aligns with the brand's core message, visual standards, and marketing goals, to achieve more effective marketing communication effects.

## 3.3 The Phenomenon of Content Homogenization

As is well known, the production of UGC has a low threshold, and many users tend to create and share similar content, resulting in a highly homogeneous presentation of UGC content on the platform (Xu et al., 2023). This is mainly manifested in the following aspects. Firstly, the creation of UGC is often influenced by platform rules, popular trends, or user habits. Many users tend to rely on common expressions or copy other users' creative templates when creating content, resulting in similar themes, styles, or expressions repeatedly appearing. For example, many users may use similar language or forms of expression when sharing their product experience, such as comparing before and after shooting the product or simply evaluating the product, lacking personalization and being unable to effectively attract the target audience. Secondly, the content created by UGC usually revolves around a popular topic or activity, which can easily lead to a large amount of content being focused on the same topic, resulting in a lack of information in the market. The most obvious example is during promotional activities or holiday marketing periods, where brands often encourage users to post content related to the event. At this time, users may tend to use the same tags, images, or short video formats, and this convergence phenomenon makes brand content lose its recognition among numerous user-generated posts. Thirdly, the creative process of UGC lacks professional planning and guidance. Many users may not create personalized content according to the brand's needs, but directly share their intuitive experiences with the product, resulting in a large

amount of repetitive and lack of innovative content, which makes it difficult for the brand to highlight its unique selling points and value proposition through these contents. In the fierce market competition, brands need to stand out and attract the attention of potential consumers through differentiated content. But when the content created by most users presents highly similar features, this "repetition" often leads to a dull message transmission for the brand, which cannot effectively stimulate audience interest and is difficult to distinguish from competitors. To avoid the problem of content homogenization that UGC is prone to, brands need to carefully plan and screen the content created by users and encourage users to produce more unique and diversified content through creative incentive mechanisms. For example, by organizing creative competitions or providing personalized creative tools, users can be guided to generate more diverse and creative content. By effectively managing UGC, brands can enhance the diversity of content, break the dilemma of homogenization, and achieve more effective digital marketing communication.

## 4 DIGITAL MARKETING STRATEGIES FOR MONETIZING USER-GENERATED CONTENT DATA

In response to the above issues, this article believes that to use user-generated content to achieve digital monetization and do a good job in digital marketing, brands need to make appropriate changes through the following strategies:

### 4.1 Accurate User Profiling and Personalized Recommendations

To more accurately target and cover the audience, marketers need to use big data and artificial intelligence technology to conduct precise portrait analyses of users. By collecting and analyzing user behavior, interests, purchase records, and other data, it can gain a deeper understanding of users' interests, behaviors, and preferences, and based on this, develop personalized content recommendations to build accurate user profiles. These profiles should cover basic user attributes, as well as information such as user interactions, content preferences, and

consumption trends on social platforms. Based on accurate user profiles, brands can provide personalized content recommendations for different user groups, enabling them to obtain more relevant product and service information when interacting with the brand, thereby improving conversion rates and user stickiness. Specifically, brands can analyze the content uploaded by users, identify the product features or interests they are interested in, and then push highly relevant advertisements or promotional activities. This not only enhances the user experience but also effectively increases the data monetization value of UGC, promoting the brand to achieve better marketing results in a fiercely competitive market.

### 4.2 Incentive Mechanism and Content Creation Support

UGC, as a type of content generated spontaneously by consumers, has high credibility and dissemination power and has a huge influence on brands. To fully tap into the commercial value of UGC, brands need to promote user content creation through precise incentive mechanisms and effective creative support, thereby achieving data conversion and monetization.

Firstly, incentive mechanisms are the core driving force for users to actively participate in content creation. Brands can motivate users to create high-quality content in various ways, such as implementing point rewards, cash rewards, brand product giveaways, exclusive discounts, etc, to effectively motivate users and make them feel direct rewards when creating content. Brands can also increase the interactivity and fun of content creation through competitions, rankings, and other forms, publicly display users' works and creative achievements to enhance their sense of pride and achievement, and further stimulate their creative enthusiasm.

Secondly, content creation support ensures that users can smoothly and efficiently produce content that meets brand needs. Brands can provide users with diverse creative tools and resource support, such as templates, material libraries, video editing tools, etc., enabling users to create high-quality content with simple operations. The convenient video editing features provided by social media and short video platforms enable users to quickly generate creative content, while brand convenience can guide users to create content that is compatible with the brand by providing theme tags, marketing topics, or creative guides. It can not only ensure the quality of UGC but also improve the dissemination effect of content and user engagement.

Through effective incentive mechanisms and content creation support, brands can promote the scale and quality of user-generated content, thereby achieving higher conversion rates in the process of data monetization. After the content is generated and carefully screened and promoted by the brand, it can become an important asset for brand marketing, to further strengthen interaction and trust with users and enhance the brand's market influence. In addition, these contents can also bring more exposure opportunities through social sharing, word-of-mouth communication, and other forms, ultimately achieving an increase in brand value and revenue.

## 4.3 Content Innovation and Differentiation

With the continuous development of digital platforms and social media, consumer-generated content is increasingly becoming an important bridge for interaction between brands and consumers. However, the large number of user-generated content (UGC) has led to an increasingly prominent phenomenon of content homogenization. Therefore, brands are required to break through the encirclement and extract commercial value from it through content innovation and differentiation. Through unique creativity and differentiated presentation methods, brands can attract more users to participate and improve the quality and dissemination effectiveness of content, thereby bringing sustained market revenue to the brand (Hu et al., 2024).

On the one hand, content innovation is the key to ensuring that UGC can stand out. Brands need to provide users with innovative creative tools and inspiration to encourage them to incorporate unique creative elements into the creative process. Launch innovative activities or interactive challenges that keep up with the times, attract users to participate and create novel and creative content, constantly stimulate users' creative inspiration, and avoid the singularity and obsolescence of content. Users can also be encouraged to create timely and interesting content that combines the latest trends, hot events, or social issues, thereby enhancing the emotional connection between the brand and target users, and improving the attractiveness and dissemination of the content.

On the other hand, differentiation is the key to brands occupying market share in UGC data monetization. Due to the wide variety of user-generated content, brands need to use differentiation strategies to make their content stand out and form a unique market positioning. Brands can help users differentiate their works from those of other creators

through customized creative directions, personalized content styles, or exclusive creative labels. Some brands can guide users to create content that conforms to their unique culture or values, making their works have significant differences in form or expression. Differentiation can not only improve the originality and recognition of content but also help brands establish a distinct image in a fiercely competitive market and further enhance brand loyalty and user stickiness. By encouraging users to create content with unique perspectives, creativity, and emotional resonance, brands can extract materials with higher market value from massive UGC and realize data monetization through precise marketing strategies, effectively enhancing the interaction and emotional connection between brands and users, and promoting brands to achieve long-term success in fierce market competition.

## 5 CONCLUSION

In summary, user-generated content, as an innovative digital marketing approach, can bring huge business opportunities to brands. However, there are still some challenges in practical application, including audience bias, low content consistency, and widespread homogenization of content. To achieve data monetization and enhance marketing effectiveness, brands should adopt strategies such as precise user profiling, incentive mechanisms, content innovation, and differentiation to better leverage the advantages of UGC. In the future, with the advancement of technology and the continuous changes in user needs, the application of UGC will become more extensive and in-depth. Brands should constantly innovate their thinking and explore new UGC marketing models to create more attractive and differentiated content, to achieve higher commercial value.

## AUTHORS CONTRIBUTION

All the authors contributed equally and their names were listed in alphabetical order.

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