AG AGENCY

FREE GUIDE FOR BRANDS

How to order UGC videos *that sell*

The brief, the first 3 seconds and what to check before you approve.

One video, *one goal*

The most common mistake doesn't happen during the shoot. It happens before: ordering a video without knowing what the viewer should do after watching it.

Sell

It has to be clear what it is, who it's for and where to buy it. Show the product in use and end with one concrete action.

Get known

What matters is that people remember your brand. Fewer specs, more story and a face that sticks.

Get messages

For services or products people ask about first. The ending invites them to send a message and tells them what to ask.

ADS OR ORGANIC?

If the video runs as an ad, it reaches people who don't follow you, and they decide in a couple of seconds whether to stay. The opening carries most of the weight. If it goes on your own profile, you're talking to people who already know you and you can take a bit more time.

Simple rule: one goal per video. If you want two things, order two videos.

A brief on *one page*

Copy it, fill it in and send it to the creator or the agency. If it doesn't fit on one page, there are too many ideas.

1. **Product** What it is and what problem it solves.
2. **Who you're talking to** Age, what they do, what worries them.
3. **Three benefits** In your customer's words, not the brand's.
4. **The question you get most** What people ask before they buy.
5. **What not to say or show** Promises you can't keep, other brands, sensitive topics.
6. **Tone** Fun, warm, serious?
7. **Format** Vertical 9:16. Length: 15, 30 or 60 seconds.
8. **Where it runs and for how long** Social, ads, website. Months of use.
9. **Delivery date**
10. **References** Two or three videos you like, and why.

For the benefits: look at how your customers say it in reviews, comments or messages. Those phrases work better than brochure copy.

How to choose *the creator*

Follower count won't tell you whether someone can sell your product. Look at this instead:

1

They look like your customer

If you sell to 35-year-old moms, a 35-year-old mom telling the story is more convincing than someone with lots of followers and nothing in common with them.

2

They come across well on camera

Watch three or four of their videos all the way through. Did you finish them? Did you believe them? That's what will happen with your product.

3

They actually use it

Send the product early so they can try it. You can tell when someone has used it and when they're reading.

4

They deliver clean work

Good light, good sound, on time. If in doubt, ask for an unedited past video.

AG At AG we choose by niche, style and how creators come across on camera, from 70+ regular creators and 2,000+ for castings. You see the profiles before anything is shot.

The first *3 seconds*

On a phone, people decide fast whether to stay. The opening has to say who the video is for or spark a question. Five ways we use, with examples for a made-up insulated bottle:

THE PROBLEM

"If your coffee goes cold before you get to the office too, watch this."

THE RESULT

"It's 4 p.m. and the water is still cold from 8 this morning."

A QUESTION

"How many bottles did you buy this year that ended up leaking?"

WHAT NOBODY TELLS YOU

"What nobody tells you about insulated bottles: it's all about the lid."

THE PRODUCT IN ACTION

"No words: the bottle drops on the floor, gets opened, and nothing spills."

Make it work without sound: lots of people watch with their phone on mute. Put the opening on screen as text too.

The structure *we use most*

It's not the only one, but it works for most 30 to 45-second videos.

1

Opening

One of the five ways on the previous page.

"If your coffee goes cold before you get to the office too, watch this."

2

Problem

Short, so the viewer recognizes themselves.

"I tried three bottles and they all leaked in my backpack."

3

Product in use

Show it, don't describe it: hands, details, before and after.

"I carry this one lying flat next to my laptop."

4

What they noticed

One or two concrete things, the way you'd tell a friend.

"What surprised me most is it doesn't sweat on the outside."

5

What to do now

One action: where to buy it or what to write.

"The link is right below."

Ask for *variations* from the start

The first video is rarely the best one. To find the one that works without reshooting, ask for this in the same shoot:

1. **Two or three different openings**
   It's the cheapest thing to test: it takes minutes to shoot and the rest of the video stays the same.

2. **A short and a long version**
   One at 15 seconds and another at 30 to 45. Each platform and ad placement asks for something different.

3. **With captions and without text**
   The clean version lets you add your own text or change it later.

4. **Product shots without talking**
   Close-ups of hands and details to use as an opening, an ending or in other videos.

If you run ads: test the openings at the same time, keep the one that performs best and then order more videos like it.

Get it *in writing*

Before anything is shot, agree on this with the creator or the agency:

- **Where it's used:** your social profiles, ads, website, TV or outdoor.
- **In which countries.**
- **For how long** (for example 3, 6 or 12 months) and how to extend it.
- **Which account posts it:** only yours, or the creator's too.
- **Music:** it must be cleared for ads. A trending sound on a platform can't always be used in paid media.
- **What you get:** final vertical file, versions, captions and, if you need it, the raw footage.
- **How many rounds of changes are included.**

AG At AG every video comes with a written license that sets channels, countries and time of use. You only pay for what you'll use, and it can be extended.

Mistakes we *see often*

A script to read word for word

It shows right away. Give the key points and let them tell it in their own words.

Trying to say everything

One video, one idea. The rest goes in another video.

Opening with the logo

In the first seconds nobody wants to see a brand. They want something that interests them.

Asking for it to “look like an ad”

UGC works because it looks like what people post. Polish it too much and you lose that.

Approving it on a laptop

Watch it on a phone, with and without sound, the way your customer will.

Judging by a single video

If one didn't work, try another opening or another creator before you decide.

Checklist *before you approve*

Ten things to tick with the video open on your phone.

- [ ] It's clear who it's for within the first 3 seconds.
- [ ] It has on-screen text and works without sound.
- [ ] The product is shown in use, not just mentioned.
- [ ] The creator talks the way they talk, not reading.
- [ ] There's one main idea.
- [ ] The ending says what to do: buy, message or visit.
- [ ] Product name, price and details are correct.
- [ ] Nothing important is covered by the platform's buttons (bottom and right).
- [ ] The music can be used in ads.
- [ ] You watched it all the way through, on a phone.

AG AGENCY

Would you rather *we do it for you*?

At AG Agency we write the brief, choose the creators, write the scripts and deliver the videos ready to publish. Native Spanish-speaking creators for brands in Latin America, the US and Europe.

- Delivery in 7 business days
- 1 round of changes per video
- Written contract and license
- 70+ regular creators and 2,000+ for castings

Get my plan →

agustinagineragency.com/en WhatsApp +54 9 336 465 0532