# UGC & CONTENT
Creator

ZANA KARAC

📍 Düsseldorf, Germany,

✉ zanakaracugc@gmail.com

WHY UGC?

Purpose

User Generated Content (UGC) holds immense importance for brands, acting as a catalyst for authentic engagement. It carries the power of real experiences, genuine voices, and relatable narratives. UGC buids trust and credibility, establishes connections with audiences, and influences consumer decisions. By featuring UGC, brands can amplify social proof, cultivate brand advocacy,, and showcase their commitment to authenticity and diversity. Experience the impact of UGC as you explore the showcasted content, ranging from heartfelt testimonials to captivating visuals. Discover how UGC can elevate your brand in today's dynamic landscape.
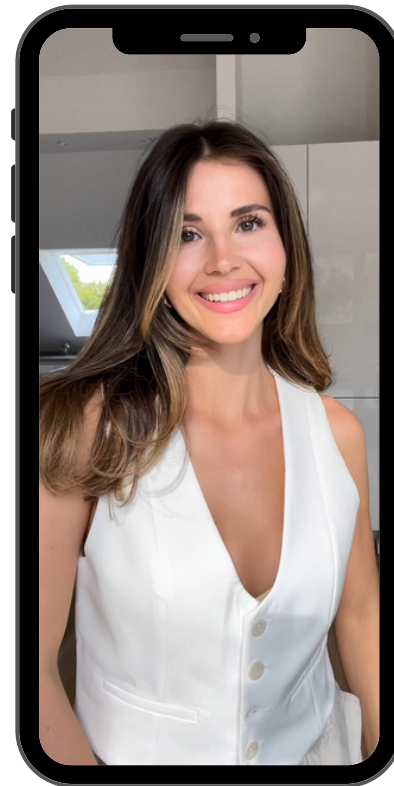
Statistics

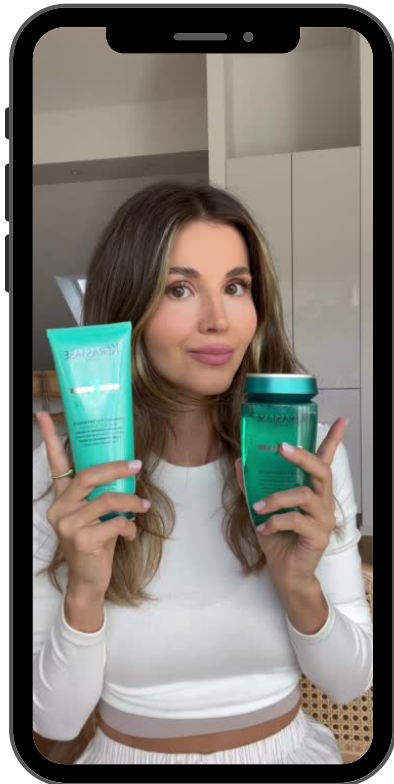**92%** of consumers trust orgaic, user generated content more that traditional advertising.

86% of companies incorporatd UGC in their marketing strategy as it is effective content that helps build trust and authenticity for your brand/business.
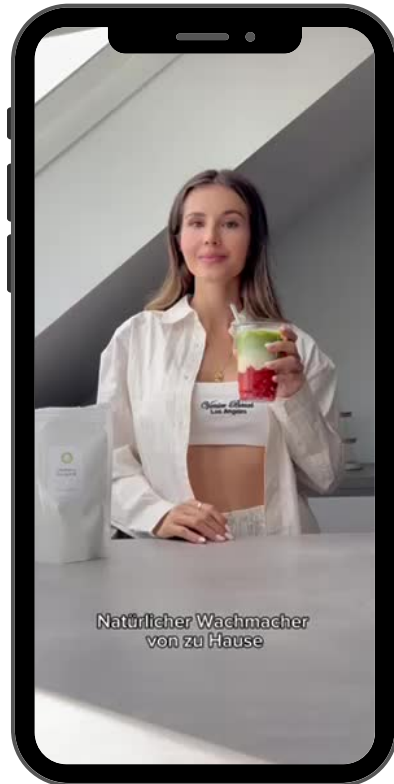
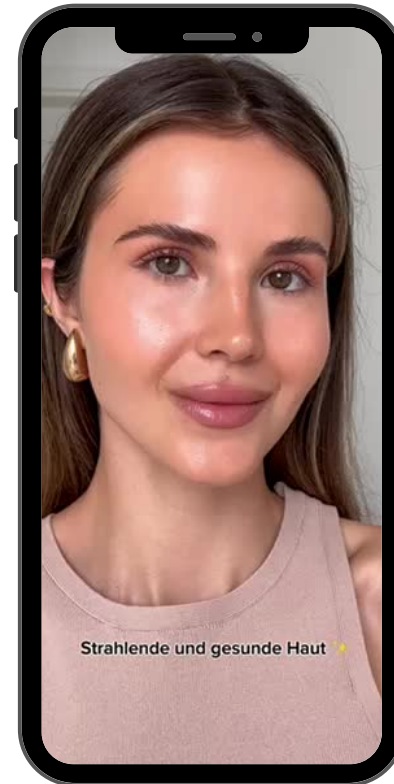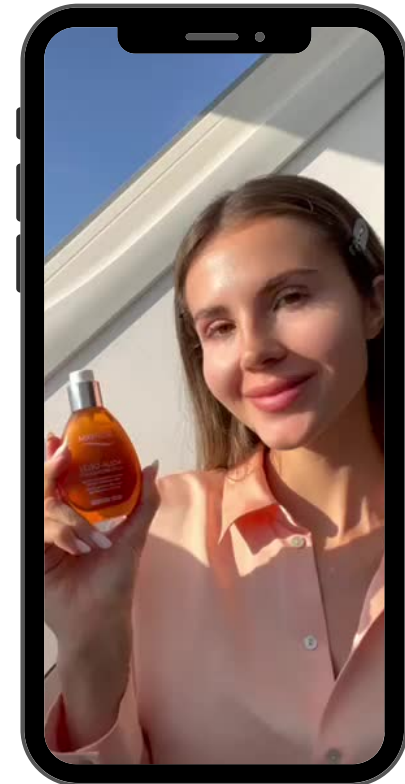**72%** of people sayy UGC highly impacts their purchasing decisions
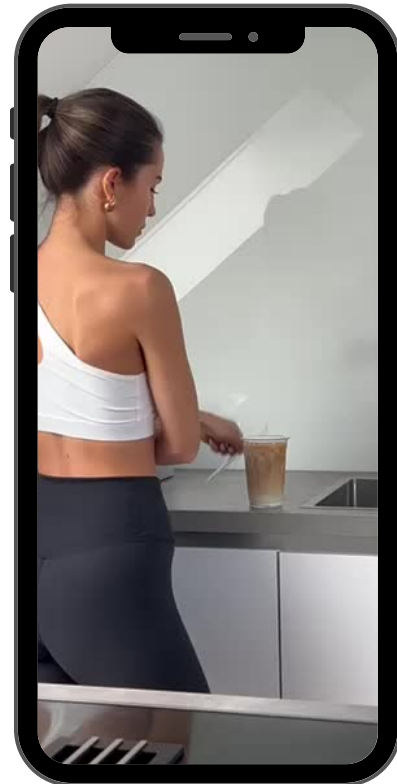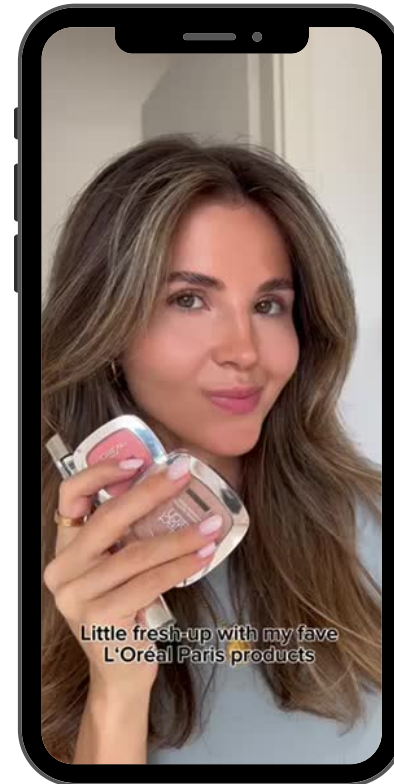
My Work

Haircare

Food

Make-up

Skincare

My Work

Short cut videos without voiceover

Mood

Lifestyle

Little fresh-up with my fave
L'Oréal Paris products

Make-up

POV: You found the
perfect blur primer ✨
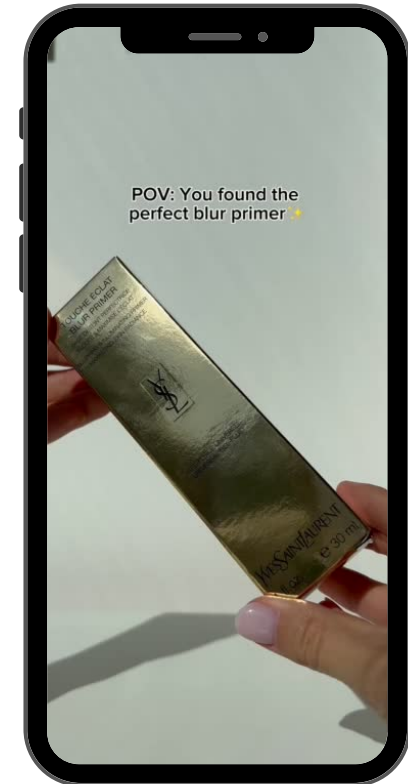
ASMR/Unboxing

My Work - Photography

LET'S WORK TOGETHER

Hi from my side!

My Name is Zana and I am a marketing master student working as model and content creator.

I am truly passionate about social media, consumer beavior and most important I love creating content that catches the viewers attention.

Let's team up & create content that speaks your brands language!

How you can reach me:

✉ E-mail: zana.karac@web.de

📷 Instagram: zanacara_