

# HEATHER HARPOLE CREATIVE SERVICES

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**UGC CONTENT CREATION  
SERVICES**

Based in Los Angeles





# ABOUT HEATHER

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Portfolio: <https://heatherharpole.com>

Heather Harpole Creative Services is a social media content creation agency based in Los Angeles. Heather Harpole shoots and edits photo and video content for her clients. Additionally, she provides consultation services and offers advice to clients on how they can elevate their content from a User-generated perspective. Heather works alongside clients to develop social media content that meets their target demographic of consumers in the hospitality industry.

Her company operates from a business-to-business structure offering services to primarily small and corporate businesses. She primarily works alongside apartments, hotels, restaurants, creators/influencers, and event spaces. In collaboration with her clients, she creates content that inspires audiences from a customer-driven perspective.

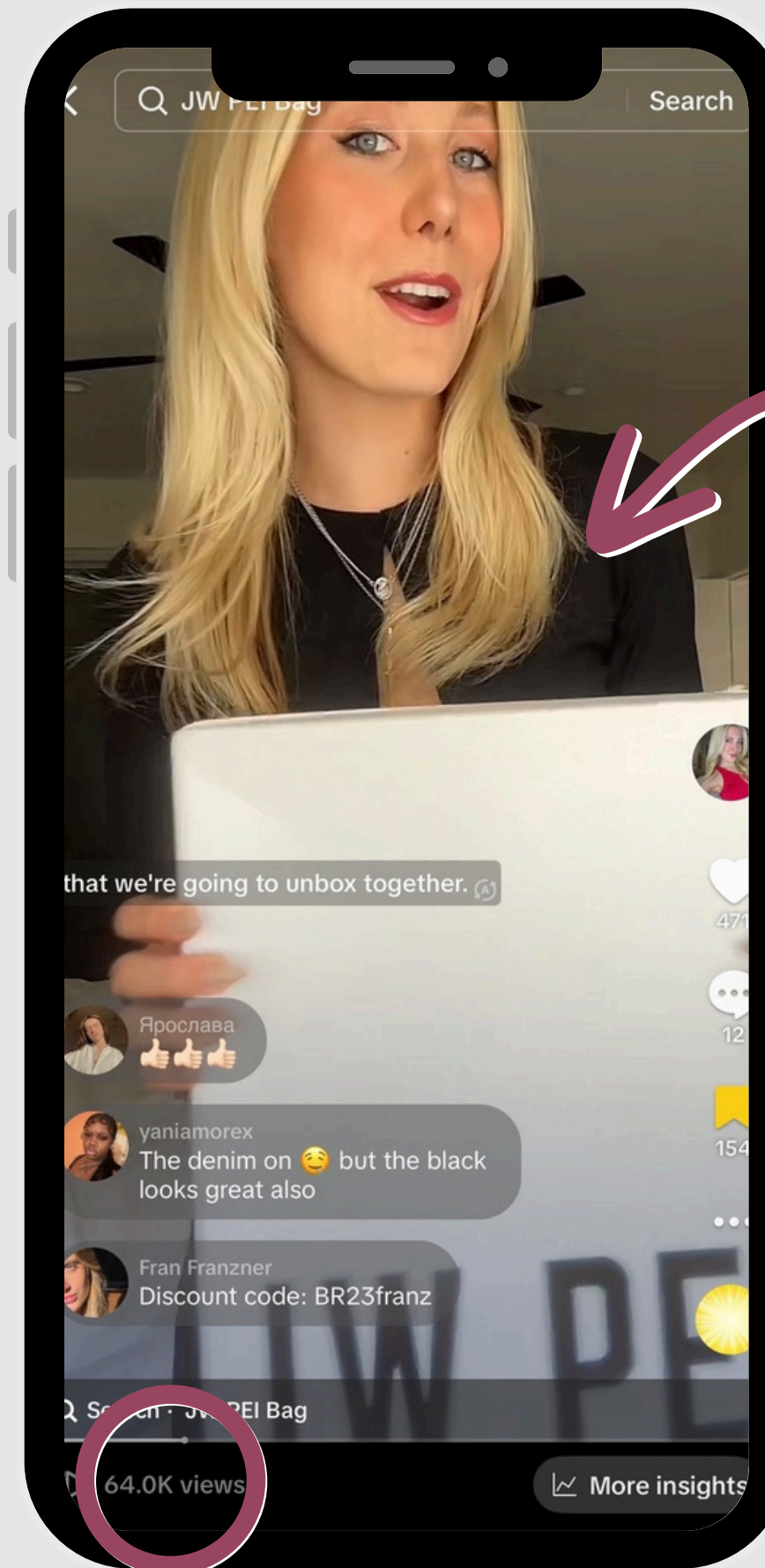


# WHY UGC?

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Hootsuite defines User-Generated Content as “original, brand-specific content created by customers and published on social media or other channels. UGC comes in many forms, including images, videos, reviews, and testimonials” (Hootsuite, 2022).

UGC content offers a more authentic, and customer-driven perspective of a product or service’s effectiveness in comparison to traditional advertising. Ultimately, brands can extend their reach through natural content that resonates directly with the given demographics.



## JW PEI

J.W. Pei tasked Heather with creating a UGC video **unboxing their new Tessa handbag**. The video received over **65K views** and **125 saves** as the company ran the ad across Instagram, TikTok, Facebook, YouTube, and Pinterest.

## Key trends in UGC

- \* By the end of 2023, brands using UGC in their marketing campaigns will see a **25%** increase in engagement.
- \* **60%** of users say they would create content for a brand if rewarded.
- \* User-generated videos on YouTube receive **10 times more** views than brand-produced videos.
- \* Forums and discussions dedicated to specific brands or products can boost website traffic by **15%**.
- \* By 2033, **78%** of all online content will be user-generated.

"90 UGC statistics: best practices, benefits, and future growth."  
Linearity, 12 Sept. 2023.

# UGC KEY TRENDS

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There are several key trends in UGC according to an article by Monique Solomons of Linearity (Solomons, 2023). They explain that "By the end of 2023, brands using UGC in their marketing campaigns will see a 25% increase in engagement" (Solomons, 2023).

Considering this, there is a great deal of potential for the business to have higher engagement and trust from consumers. Additionally, there will be a predicted increase of "78% of all online content being user-generated" (Solomons, 2023). Overall, most advertisements will be from a consumer's perspective.

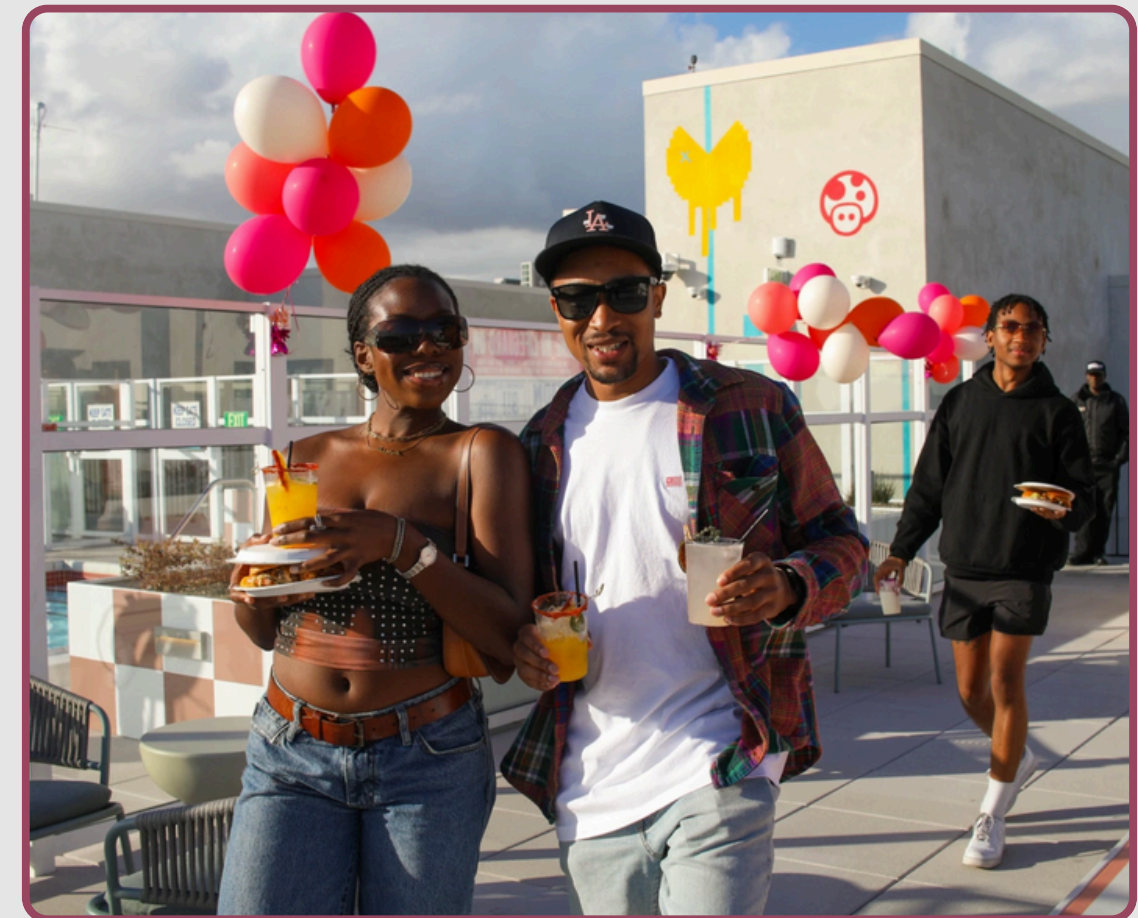


# TARGET MARKET

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The target market of Heather Harpole Creative Services are young, vibrant brands that are in the fashion and hospitality industry. These brands cater to the demographic of individuals in the early years of their careers and also middle-aged individuals. The brands we work with are creative and passionate about creating communities with similar values. They value feeling included in the communities they take an interest in and want to feel supported by their customers.

Additionally, they look for brand-loyal consumers who want to connect with individuals of similar lifestyles and backgrounds. The consumers of our consumers are hardworking, passionate individuals who are dedicated to fulfilling their career goals by being uplifted by their community. Customers of our clients are primarily in college or their early and mid-twenties pursuing careers in fast-paced industries. They need to be supported by their living space, hobbies, and activities.



# SERVICES & DESIGN DEVELOPMENT

The business will offer social media content creation and consultation services to brands in the hospitality and creative industries. These include the following:

## **iPhone Vertical Video Filming and Editing**

- Heather shoots and edits iPhone Reels and TikToks with her phone
- She plans shoots for monthly video content for a client's social media pages

## **DSLR and iPhone Photo Shooting and Editing**

- Heather shoots and edits iPhone and DSLR photos
- She plans shot lists and captures a client's product or space at shoots

## **UGC Content Consultation**

- Heather shows prospective clients case studies from clients she has, sharing client results
- She bounces off ideas she has for new clients and presents them in hourly calls





# HEATHER HARPOLE CREATIVE SERVICES SKILLS

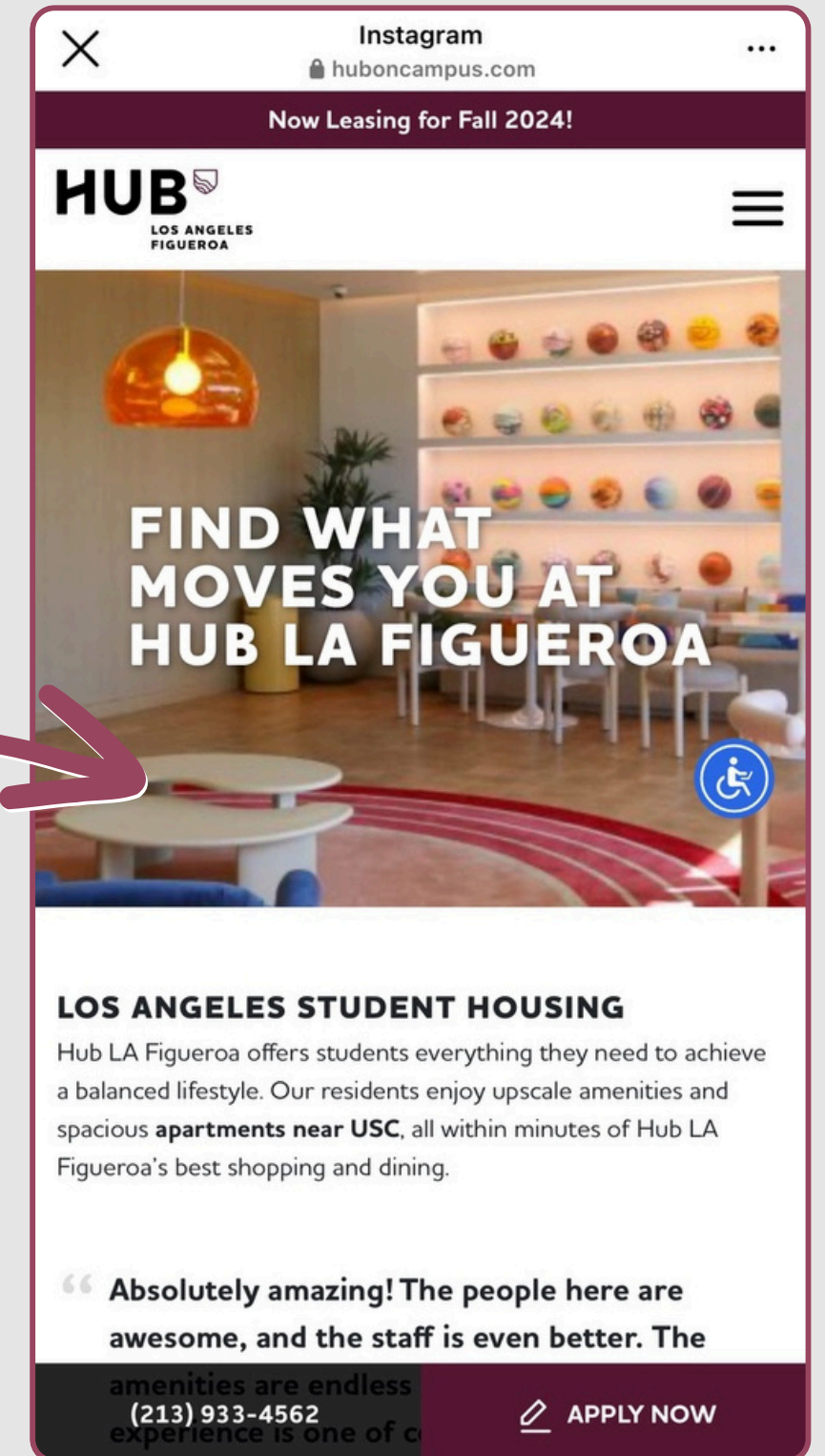
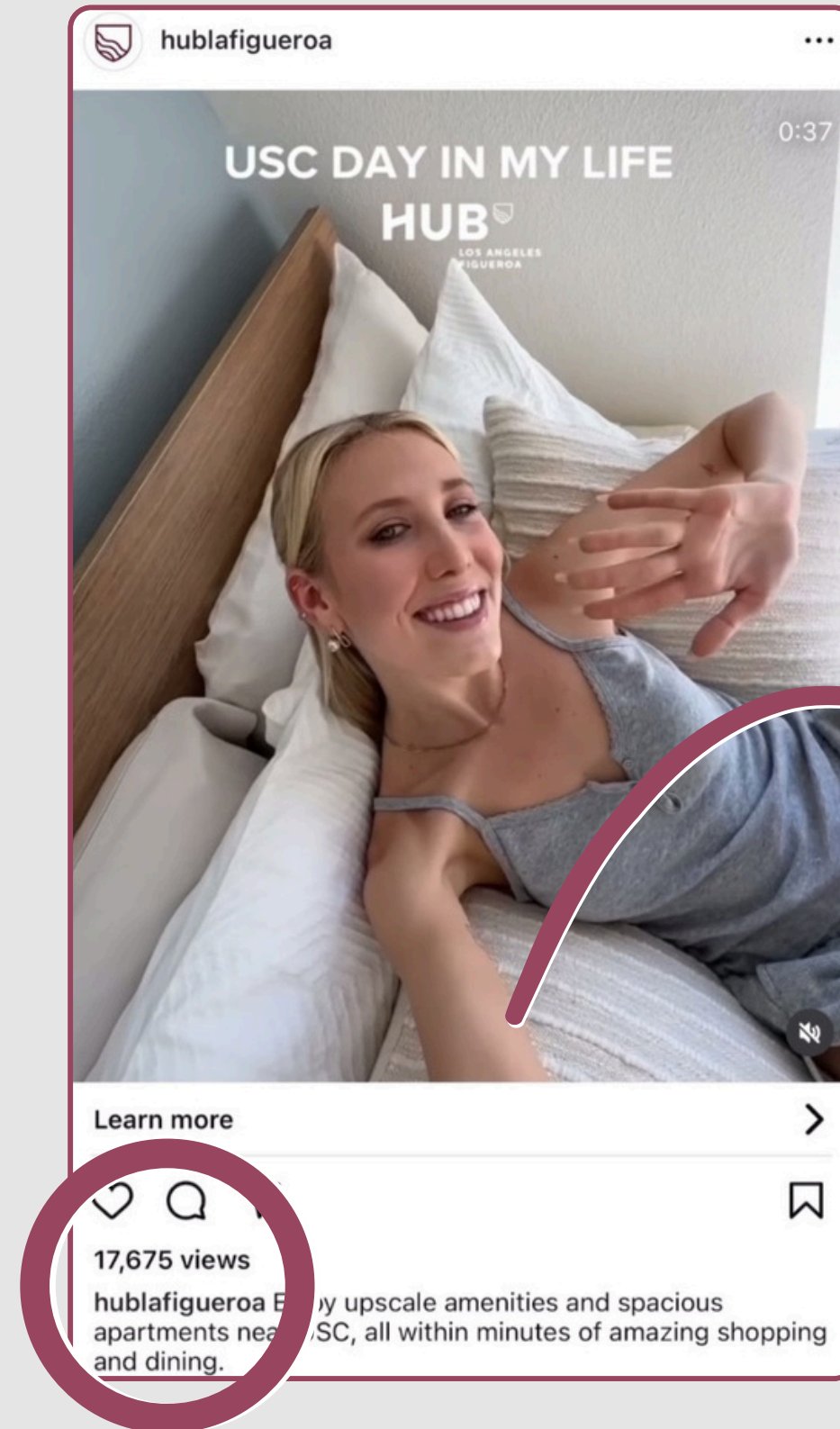
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- TikTok
- Instagram Reels
- YouTube Long-form + Shorts
- CapCut
- InShot
- Canva
- Adobe Creative Suite Applications



# PROVEN RESULTS - HUB ON CAMPUS

- Heather creates **monthly UGC content** for Hub On Campus Figueroa, an **apartment complex** in proximity to USC.
- Core Spaces tasked Heather with creating an **authentic “Day In The Life Vlog”** as a student living at the complex.
- The client utilized the video in their **paid advertising strategies** across Instagram, TikTok, Facebook, YouTube, Pinterest, and Google.
- Their **campaign goal** was to lease all their units for the 2024-2025 school year.
- The advertisement **targeted individuals by location** in Downtown Los Angeles. Viewers ranged from **ages 18-35**.
- The **advertisement linked** to the complex’s website to prompt viewers to call the company to **learn more** or **start an application**.
- The video received over **20,000 views** and **new consumer data** for the brand to implement in future campaigns.
- Ultimately, this case study proves that brands can use **authentic, relatable videos** through paid advertising to **increase conversions** beyond traditional advertising.





# PAST AND PRESENT CLIENTS



GIRLS CREW

**CORE**  
CAMPUS  
MANAGEMENT, LLC



hamsa club

**WALKER • DRAWAS**

wallshøppe

**JW PEI**



**REVLON**

**STAR  
WARS**



**HUB**  
LOS ANGELES  
FIGUEROA

**HAUS LABS  
BY LADY GAGA**

**INFINITE  
OBJECTS**



**THIS IS  
YOUR SIGN!**

**LET'S GROW YOUR DIGITAL  
PRESENCE FROM A  
CONSUMER'S PERSPECTIVE!**



**EMAIL**

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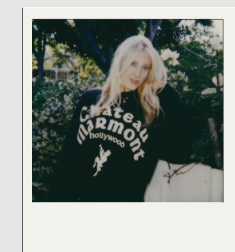
**TIKTOK**

[@heather\\_harpole](https://www.tiktok.com/@heather_harpole)



**INSTAGRAM**

[@heather\\_harpole](https://www.instagram.com/@heather_harpole)  
[@heatherharpolephotography](https://www.instagram.com/@heatherharpolephotography)



**WEBSITE**

[heatherharpole.com](http://heatherharpole.com)



**LINKEDIN**

[Heather Harpole](https://www.linkedin.com/in/HeatherHarpole)

**HEATHER  
HARPOLE  
CREATIVE  
SERVICES**

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**UGC CONTENT CREATION  
BUSINESS PLAN**

Based in Los Angeles



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