



Influencer Marketing vs. UGC

WHICH ONE IS RIGHT FOR YOUR BRAND? — DECISION WORKSHEET

Use this worksheet to weigh your goals, budget, and product fit before deciding where your next content dollar should go. There are no wrong answers here, just the ones that are honest about where your business is right now.

Section 1: Your Goals

Check all that apply.

- | | |
|--|---|
| ☐ Build broad brand awareness | ☐ Enter a new customer segment |
| ☐ Drive direct sales or conversions | ☐ Build trust or social proof on product pages |
| ☐ Build a library of ad creative | ☐ Support a new product launch |

Section 2: Budget and Resources

Monthly budget available: _____

- | | |
|---|--|
| ☐ Can commit to an ongoing partnership | ☐ Need one-time or short-term content |
|---|--|

In-house content or creative capacity: _____ (Low Medium High)

Section 3: Product and Industry Fit

Is your product visual or easy to demonstrate? ☐ Y ☐ N

Is trust or credibility a major purchase barrier for your customers? ☐ Y ☐ N

Does your category benefit from a recognizable face (beauty, fitness, gaming, etc.)? ☐ Y ☐ N

Section 4: Scoring Grid

Rate each factor from 1 (low priority) to 5 (high priority) for your business right now.

Factor	1	2	3	4	5
Cost sensitivity					
Speed needed					
Authenticity importance					
Reach importance					

Key: Mostly high on reach and cost tolerance → lean Influencer Marketing. Mostly high on authenticity, speed, and budget limits → lean UGC.
Fairly balanced across the board → consider a Hybrid approach.

Section 5: Recommended Next Step

- ☐ Influencer Marketing ☐ UGC ☐ Hybrid

Your first action:
