**Tap Into Consumer Content To Boost Your Online Marketing**

Online consumer reviews of your business can be valuable sources of marketing content, writes Anna Sonnenberg of Sonnenberg Media, who describes how to find, organize and harness that kind of feedback. "Customer-created how-to content can be just as effective as the videos and graphics your team makes in-house," Sonnenberg notes.

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[*https://www.socialmediaexaminer.com/how-to-improve-your-social-marketing-with-user-generated-content/*](https://www.socialmediaexaminer.com/how-to-improve-your-social-marketing-with-user-generated-content/)

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[*https://www.bing.com/images/search?view=detailV2&ccid=FCvodYO7&id=4A9887E1F1B7008BF86FB8008440DD03AFE7C6ED&thid=OIP.FCvodYO7WYY90ZPBruJKdwHaE5&mediaurl=https%3a%2f%2fcdn.business2community.com%2fwp-content%2fuploads%2f2021%2f04%2freviews.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.142be87583bb59863dd193c1aee24a77%3frik%3d7cbnrwPdQIQAuA%26pid%3dImgRaw%26r%3d0&exph=1546&expw=2336&q=ONLINE+CONSUMER+REVIEWS&simid=608013468185879035&FORM=IRPRST&ck=739065CE4D7BE18ACC9942E69BFECF21&selectedIndex=111&ajaxhist=0&ajaxserp=0*](https://www.bing.com/images/search?view=detailV2&ccid=FCvodYO7&id=4A9887E1F1B7008BF86FB8008440DD03AFE7C6ED&thid=OIP.FCvodYO7WYY90ZPBruJKdwHaE5&mediaurl=https%3a%2f%2fcdn.business2community.com%2fwp-content%2fuploads%2f2021%2f04%2freviews.jpg&cdnurl=https%3a%2f%2fth.bing.com%2fth%2fid%2fR.142be87583bb59863dd193c1aee24a77%3frik%3d7cbnrwPdQIQAuA%26pid%3dImgRaw%26r%3d0&exph=1546&expw=2336&q=ONLINE+CONSUMER+REVIEWS&simid=608013468185879035&FORM=IRPRST&ck=739065CE4D7BE18ACC9942E69BFECF21&selectedIndex=111&ajaxhist=0&ajaxserp=0)