

PORTFOLIO & MOODBOARDS

Hope Madike

TRAVEL UGC
CREATOR

21



BIO



I am a UGC creator Content creator Videographer & Photographer

i am a 21 year old content creator.

I have spent 2 years of my life perfecting my content creation skills & 2 helping my clients find their visual identities and bring them to light in the best way possible.

I have worked with small, medium & large businesses including as well as individual clients who wanted to increase their online presence & super charge relatable brand reach.

Expertise

- Branding & Visual Communication
- Content Creation (Photography & Videography)
- Digital Illustration
- Creative Project Management
- Content Visualization & Execution
- Brand Refresh and Transformation
- Copywriter



UGC

What is it

User-generated content (UGC) is any form of content, such as text, images, videos, or audio that has been created by an end-user or a consumer for a specific or multiple brand for them to post on their social media platforms or use as advertisement creative.

The content is created by the end users of the product/service, rather than by the company that owns or operates the product/service.

Why You need it

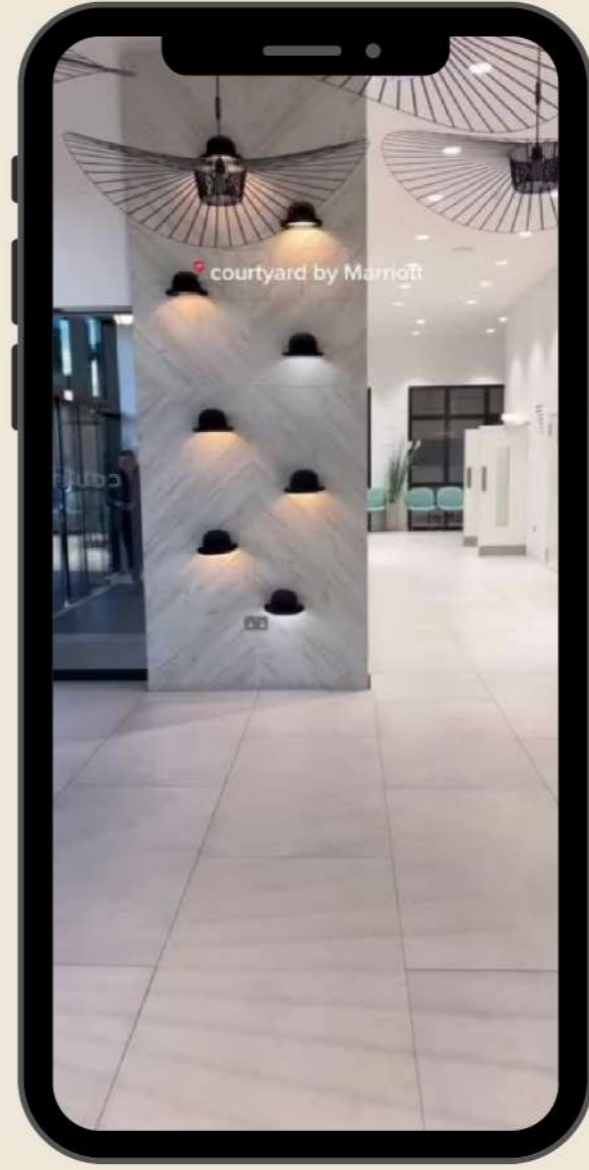
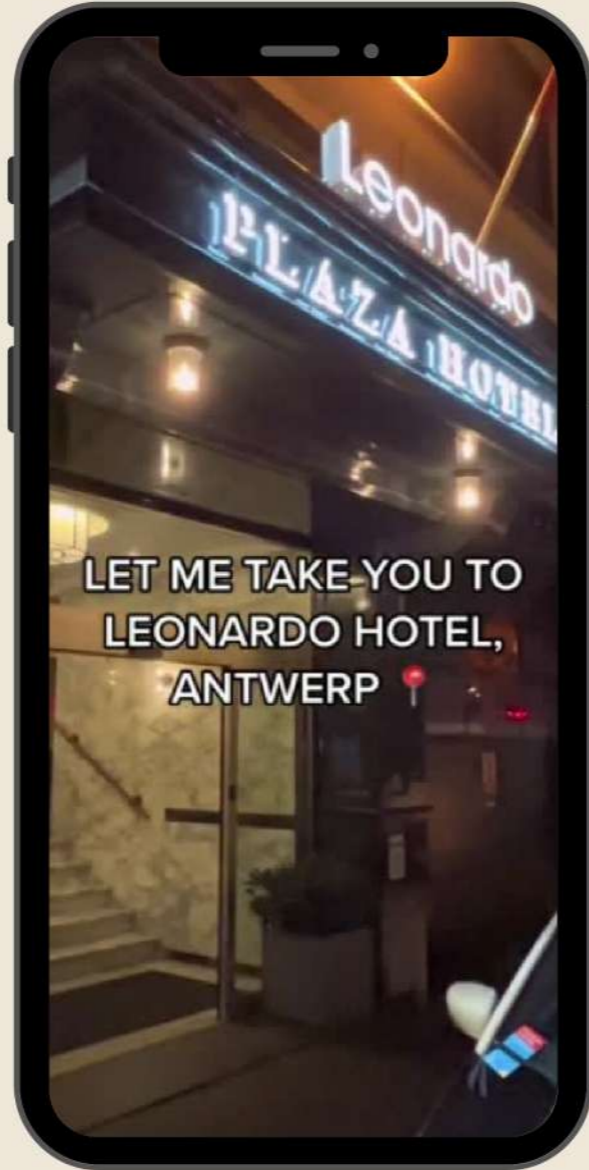
One of the main benefits of incorporating UGC into your marketing strategy is that it helps to build trust and credibility with your target audience. Consumers are more likely to trust and be influenced by the opinions and experiences of other consumers, rather than by traditional advertising.

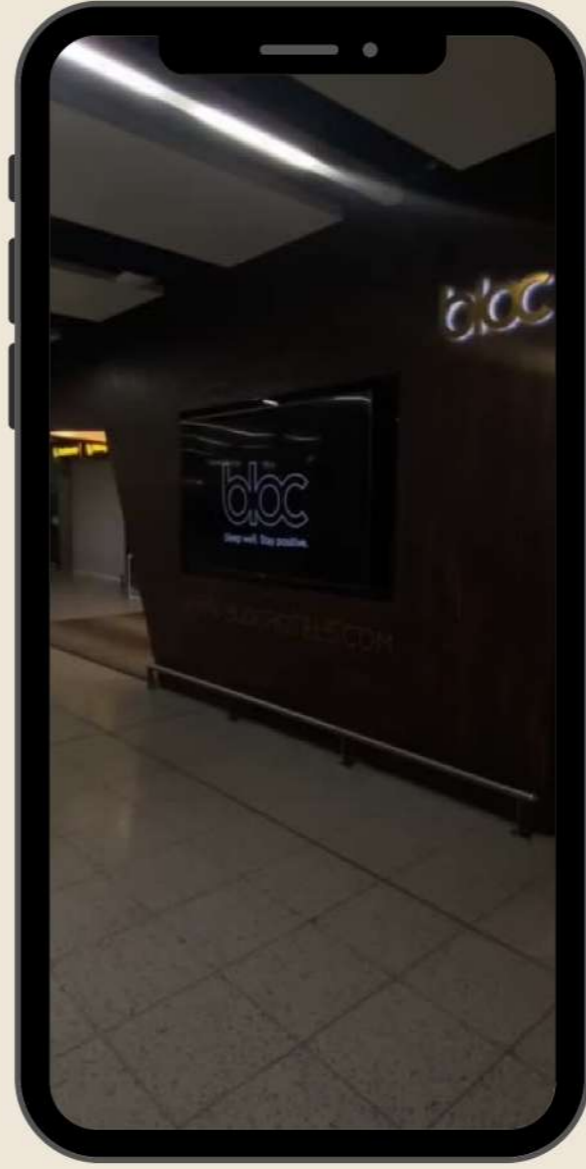
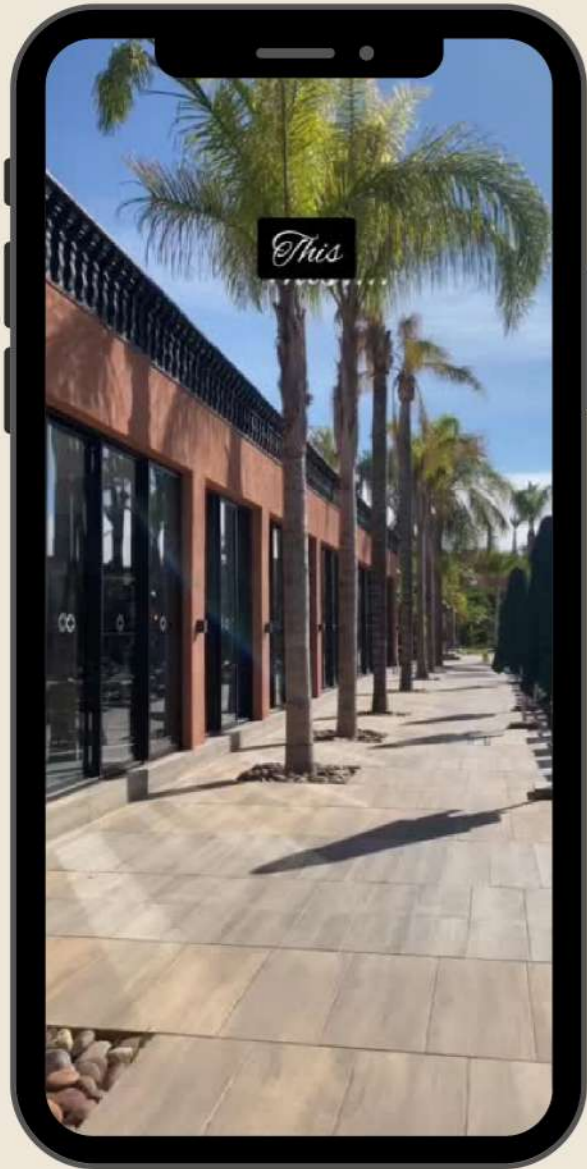
By incorporating UGC into their marketing strategy, brands can tap into the social proof that comes with seeing real people using and loving their products. Additionally, UGC allows for a more authentic representation of brand and its values, which in turn can increase brand loyalty, organic reach and engagement.

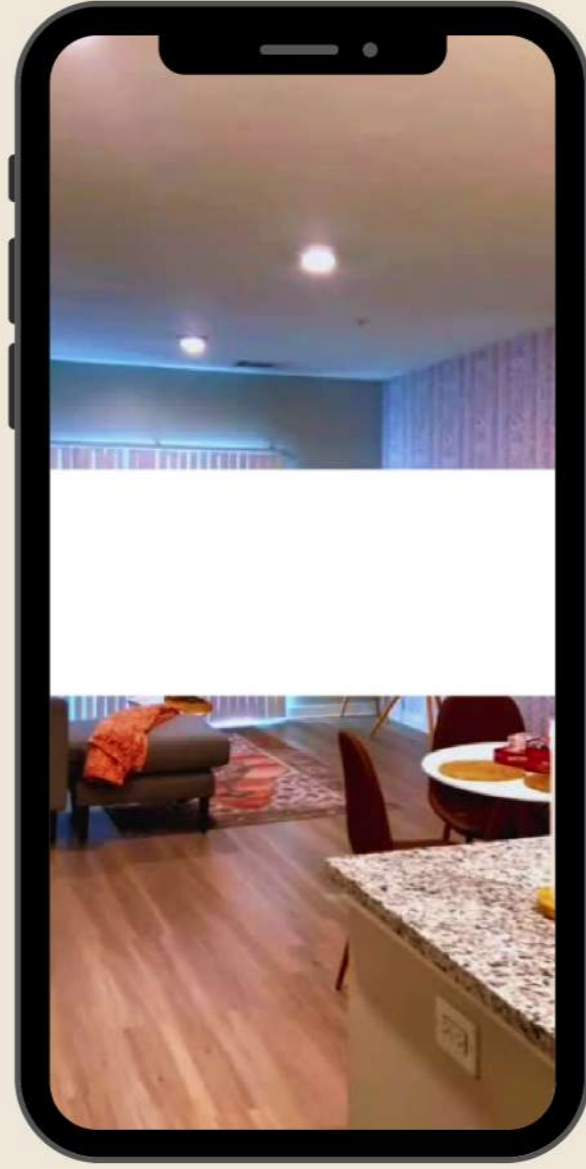
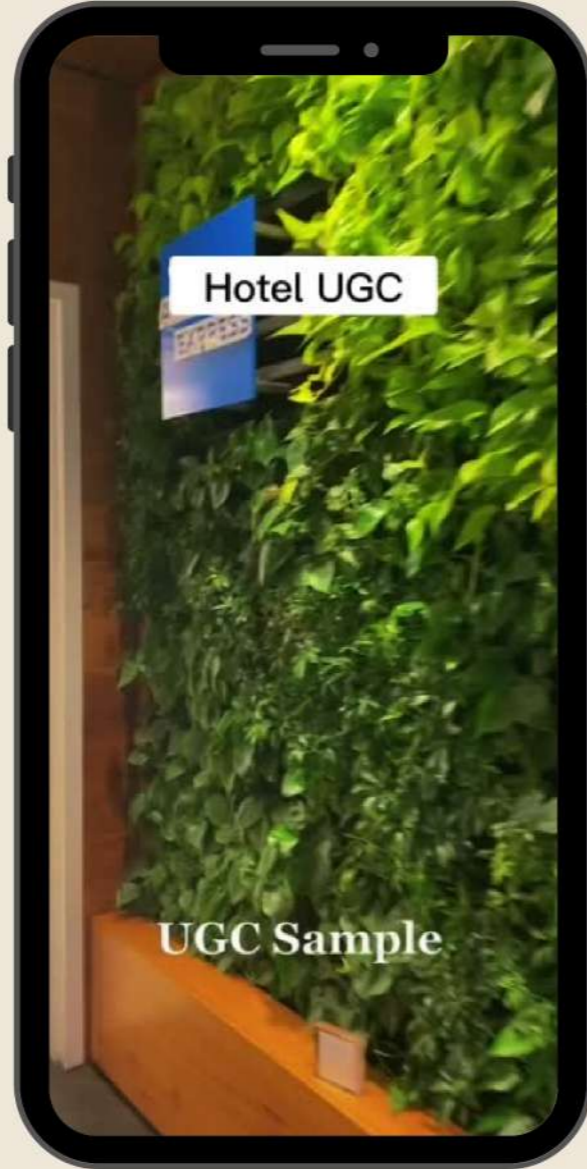
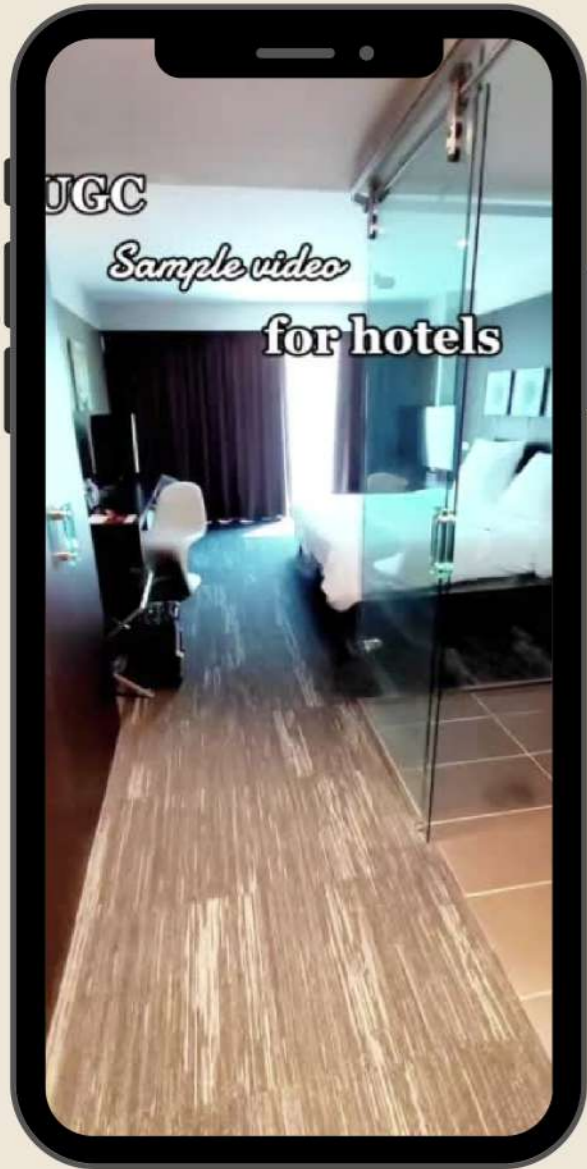
PAST

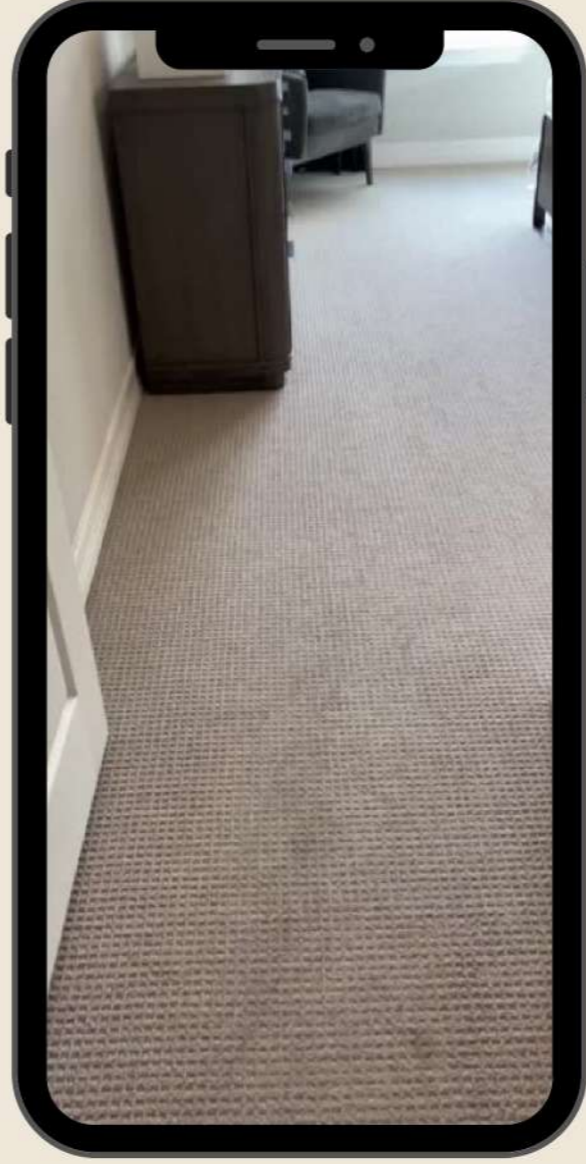
WORK

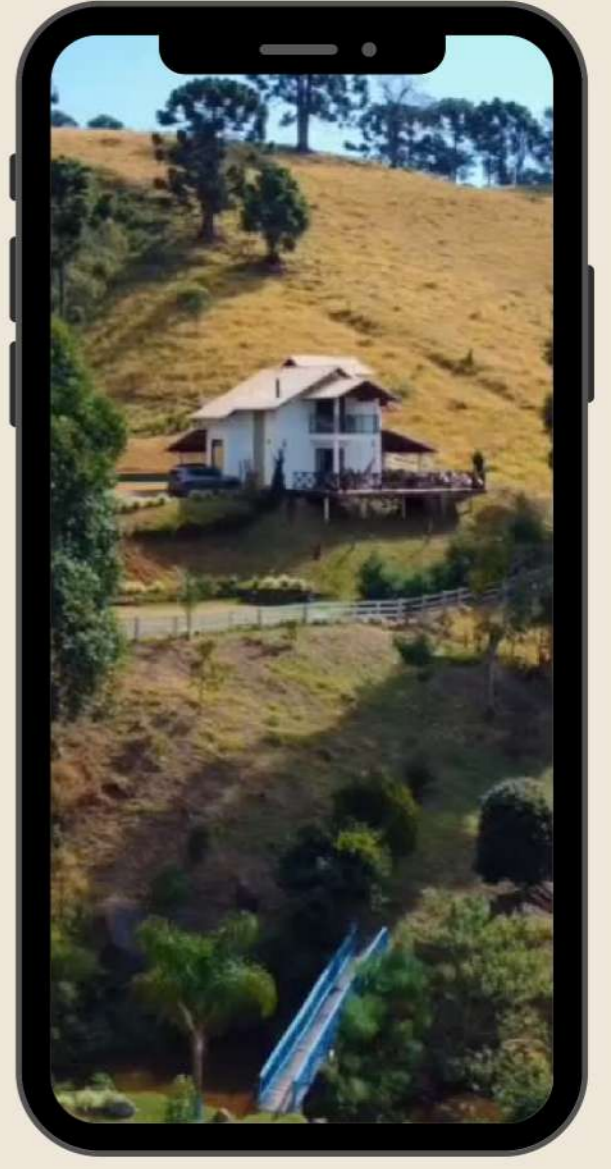
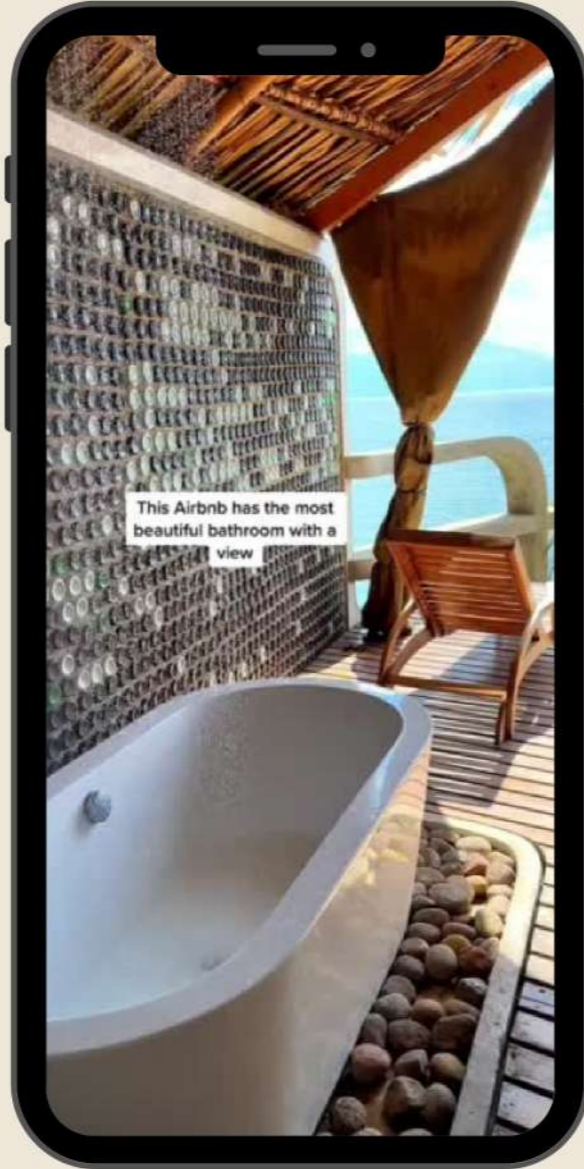
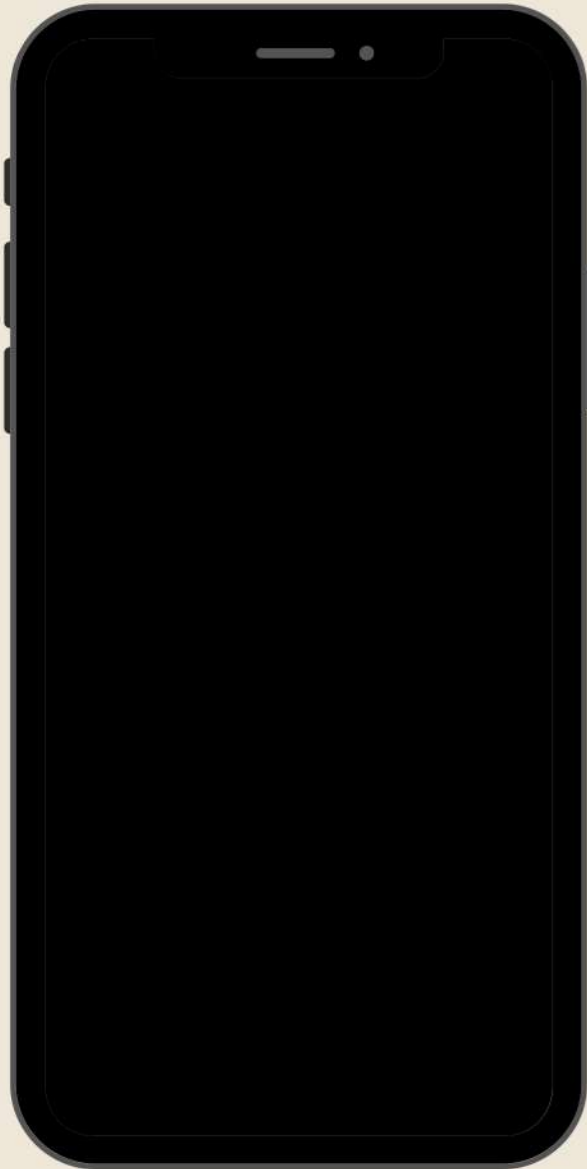
VIDEO CONTENT

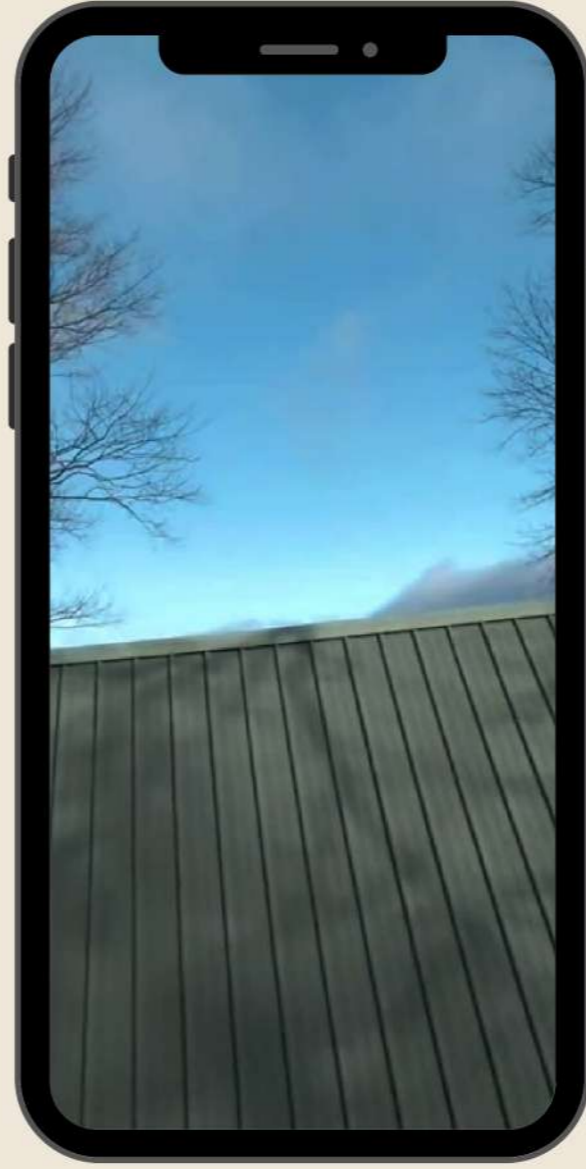
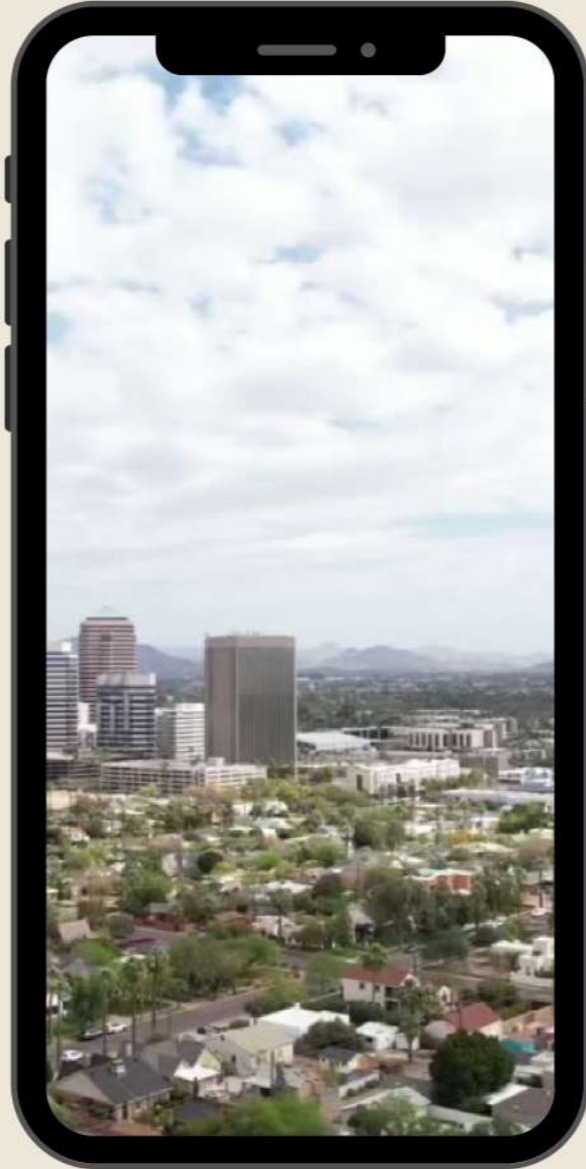
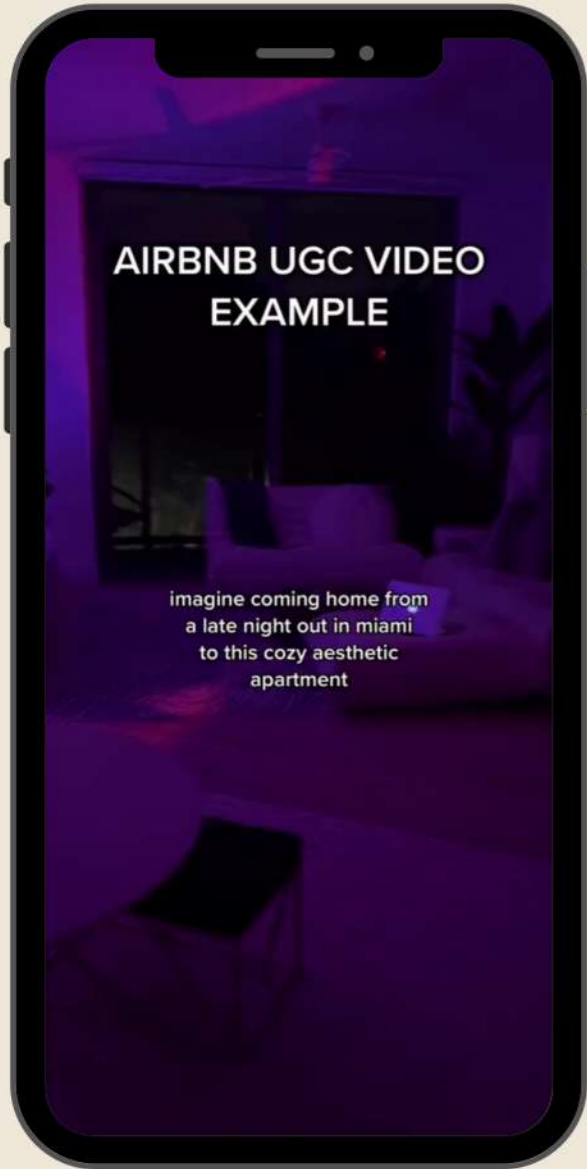












Past work

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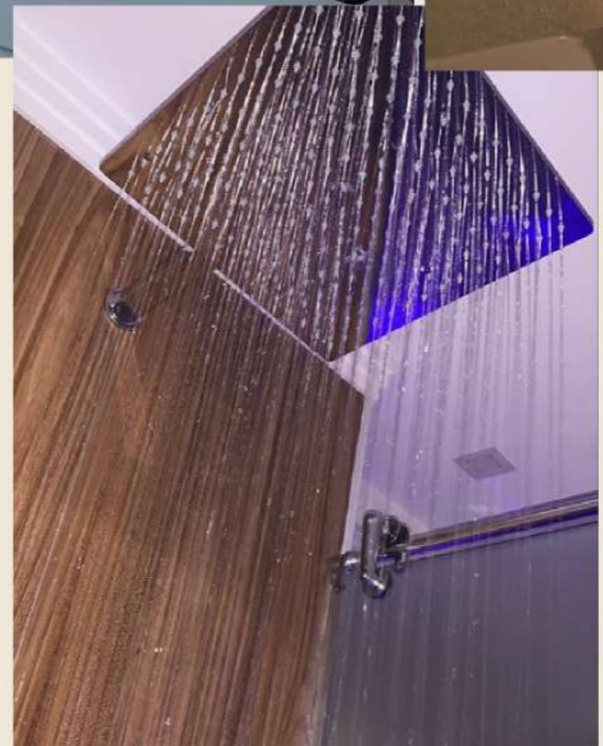
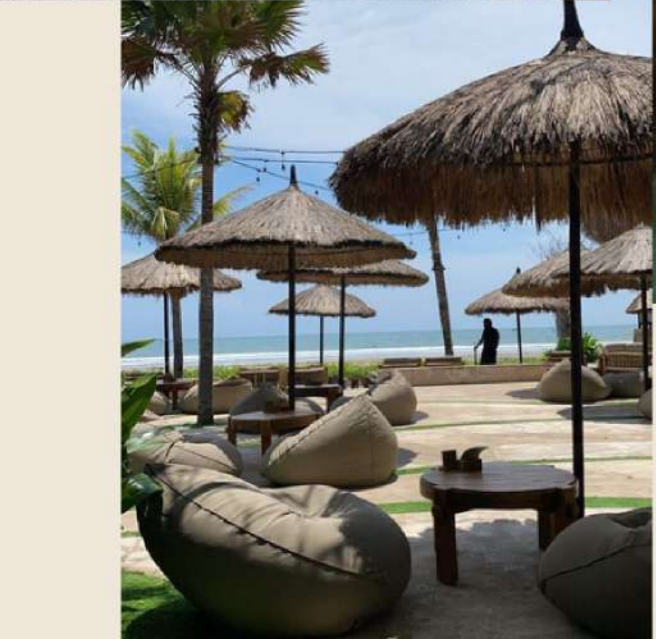
Inspiration

Image Content

FOR HOTELS







FOR AIRBNB's







Rates

1 Video	R 500
1 Image	R 200
15 Video	R 6 000
15 images	R 2 400
30 Videos	R 11 250
30 images	R 4 500

Bundle 1	5 Images + 5 Videos	R 2 850
Bundle 2	15 Images + 15 Videos	R 7 800
Bundle 3	35 Images + 35 Videos	R 15 150
Revisions	3 Free	R 500
Add-Ons	2 Free	R 250

paid content (ad spent) will not cost the same amount as organic content!
((75% of original amount) x period of ad))

N.B! For Monthly clients, prices are negotiable!



I help businesses
create a brand or
identity that is clear,
strong, and reflective
of what they are as
an entity.



Lets take your business to new hights



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Socials

