

ROSTER

Brand Ambassador Playbook

Grow customers and sales
without spending more on ads



Intro

As brand marketers, we all have our bag of tools and tricks. There's email, social media, ads, SEO, website, landing pages, promotions, discounts, product launches, and more.

While each of these strategies is important, what if we are so busy with traditional methods that we miss the most valuable channel available to brand marketers?

Since it's the topic of this ebook, we are, of course, talking about brand ambassador programs.

Thanks for joining us as we present the case for ambassador marketing and provide the details to create your own successful program.



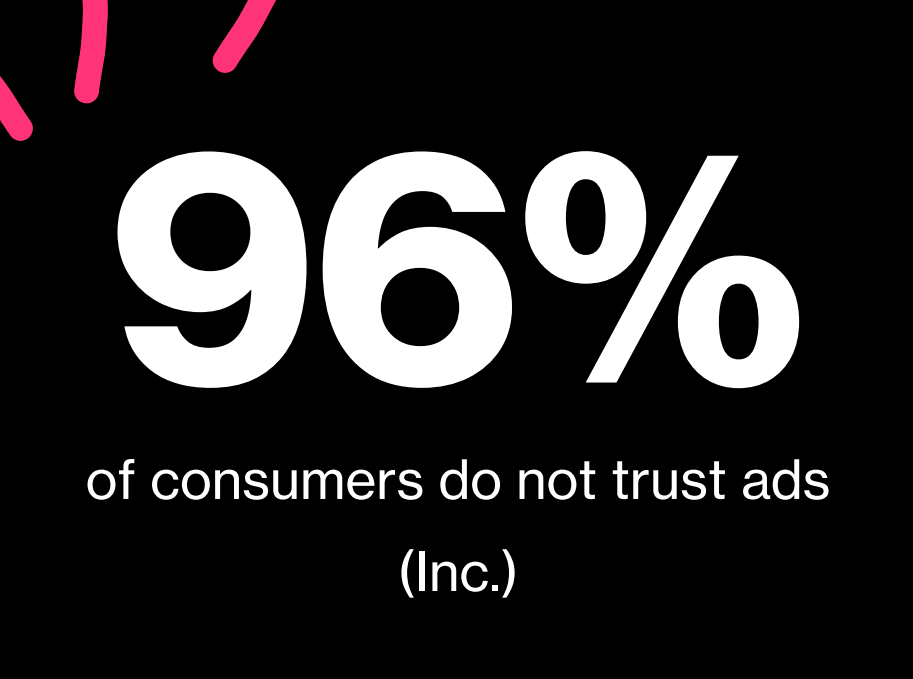
Current State of Brand Marketing

Companies are pivoting away from traditional marketing strategies as the cost of digital advertising on search engines and social media continues to rise.

Not only are ad prices going up, but the effectiveness is also decreasing.

Consumers are more savvy than ever about how to navigate the complex world of digital information and marketing. They want brands that can deliver value for their money, but they also expect great customer service from brands.

Brand ambassadors give marketers a unique alternative. Many organizations find brand ambassadors build trust and authenticity; something paid ads do not produce.

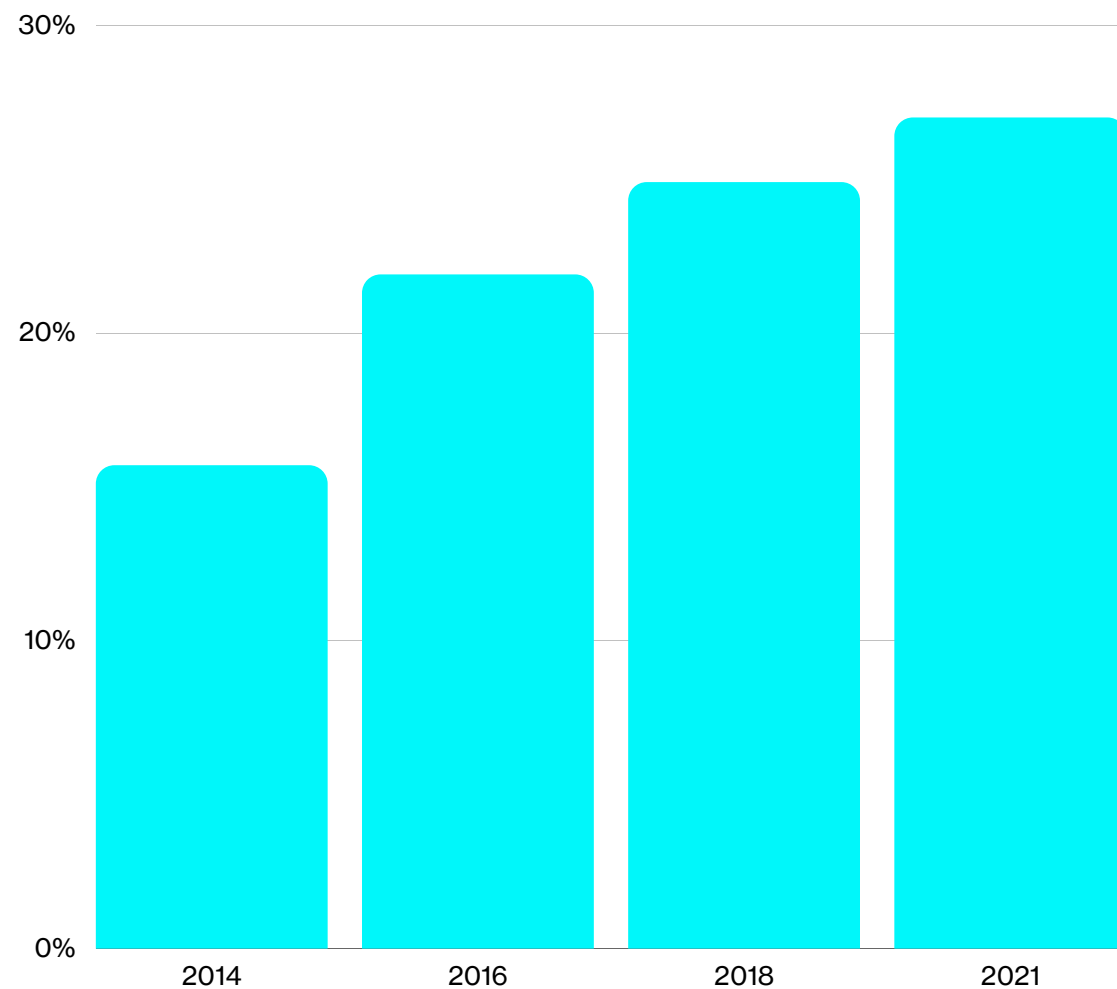


96%

of consumers do not trust ads
(Inc.)



Ad Overwhelm



**Percentage of United States
Using Ad Blockers**

Massive Volume of Ads

Forbes predicts Americans will see between 4,000 to 10,000 advertisements every single day this year. Do the math. That's over 3 commercial messages every single minute!

With the sure scale of intrusions, people are simply ignoring the barrage of ads.

Ad fatigue is a combination of two experiences.

- Ad exhaustion is the result of massive amounts of commercial messages that compete for attention.
- Consumers simply get bored by watching the same ads again and again. It's a dangerous, downward spiral for advertisers.



The Power of Brand Ambassadors

With consumer distrust of ads and adblockers at an all-time high, what can we do? These times call for an innovative approach. And brand ambassadors are quickly filling the gap.

The influencer and ambassador marketing industry did not exist ten years ago. Now it absorbs between \$5 to \$10 billion in annual brand expenditures. And this year, 3 out of every 4 brands have budget allocation for ambassador marketing because it works!

According to Nielsen...

92%

of people completely trust recommendations from people they know

82%

of consumers proactively seek referrals from peers before making a purchasing decision



What Is a Brand Ambassador?

A brand ambassador is a person who genuinely loves a company and authentically generates buzz with their network, regardless of their social media following. Ambassadors are often loyal customers and promoters who generate content, awareness, and sales for a company.

An Inclusive Strategy

Over the last year, we have seen a dramatic shift in how Rosters' customers and prospects are thinking about influencers. For leading brands, it's no longer an all-or-nothing club for people with lots of followers.

The trend now is to have an open community where people of all types are welcome. The shift is powerful and inclusive; everything a brand should strive to be in 2022.

Where to start

Ambassador programs have loads of advantages. At Roster, we believe one of the best benefits of a brand ambassador community is amplifying brand passion, which in turn, naturally boosts revenue.

To help you create an ambassador program that ignites brand passion, we have broken the process into four main stages. These are the key components or ingredients in successful brand ambassador programs.

The remainder of this guide will cover the four stages of developing a thriving brand ambassador program and community.

01

PROGRAM STRATEGY

02

FIND & RECRUIT

03

ENGAGE

04

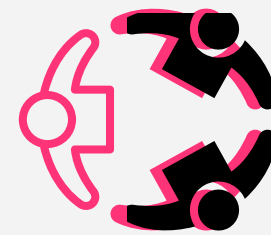
MEASURE RESULTS

Stage 01

Program Strategy



Purpose & Goals



Program Type



Metrics & KPIs



Launch Date



Purpose & Goals

To build an ambassador program, start by defining and establishing clear objectives. Determine the goals you want to accomplish as a brand and pinpoint how your target audience may benefit.

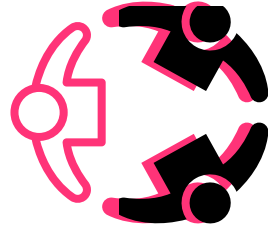
Try not to focus on multiple requirements. Complicating your ambassador program may stall the process.

Remember: the overarching mission of a brand ambassador program is to enable people to represent your brand and achieve the desired outcomes.

Companies create brand ambassador programs for various reasons.

Common goals for running a brand ambassador program are:

- Increase brand awareness
- Spread recognition
- Grow reach
- Systemize sharing about the brand and its products with others
- Represent the brand
- Build an army of spokespeople
- Engage new audiences
- Inspire user-generated content and experiences
- Boost word-of-mouth marketing (WOMM)
- Drive conversions
- Increase revenue through referral sales



Type of Program

Perceptions of influencers have changed. It's no longer an all-or-nothing proposition where influencers must have a massive follower base.

Attracting huge audiences is much less important than establishing trust with authentic engagement.

Instead of creating a single influencer marketing strategy, companies design more inclusive programs that bring all their supporters into the fold.

The trend is to make space for all of your brand supporters to participate, from celebrities and mega influencers to customers and micro ambassadors.

- Think of all the possibilities and levels of influence.
- Determine the influence type that best fits your needs when putting together your ambassador program.

**Brand
Ambassadors**

**Creators &
Influencers**

Professionals

Customers

Affiliates

Agencies



Metrics & KPIs



Clarify how you will measure progress and define your key performance indicators or KPIs. Obviously, performance measurements should tie back to the program goals and expectations.

Some of the most common purposes of ambassador programs are to improve awareness, trust, word of mouth, and sales.

Many influencers and ambassadors use social media, especially Instagram, to share brand information and recommendations. They do this through posts, stories, video reels, blogs, and vlogs.

Following are good questions to solidify your KPIs:

- What types of results do you want brand ambassadors to produce?
- How will spokespeople communicate with their networks?
- What expectations do you have for your ambassador?
- Goals for your program?
- Who is the best type of person to help accomplish your goals and meet your KPIs?

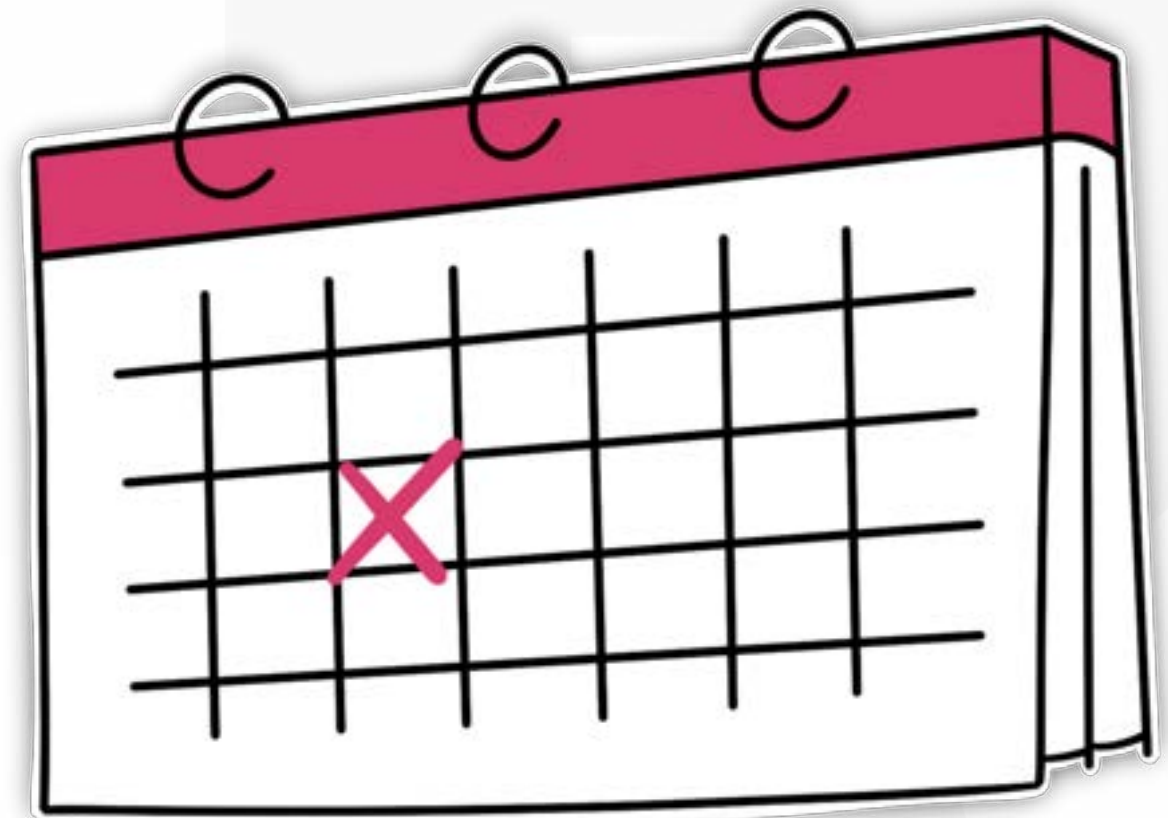


Launch Date

Once you have the goal and vision for your new ambassador program, the final step in your program strategy is to set a launch date.

Don't be overly ambitious with your launch day. Most companies need at least a week or two to put everything in order before introducing their new ambassador program.

Now you can work backward to ensure the program kickoff is on time and successful.



Stage 02

Find & Recruit



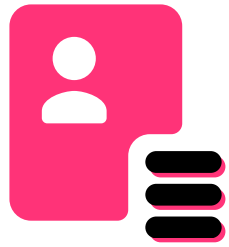
Application Form



Recruitment



Review & Accept



Application Form



Inviting people to become brand ambassadors is the next stage.

Ambassador application forms outline the program, create visibility, and give the brand something tangible to promote. Without a form, people apply via DMs or email.

Include custom questions in the form that help determine the applicant's alignment with your brand.

Collect info from potential ambassadors

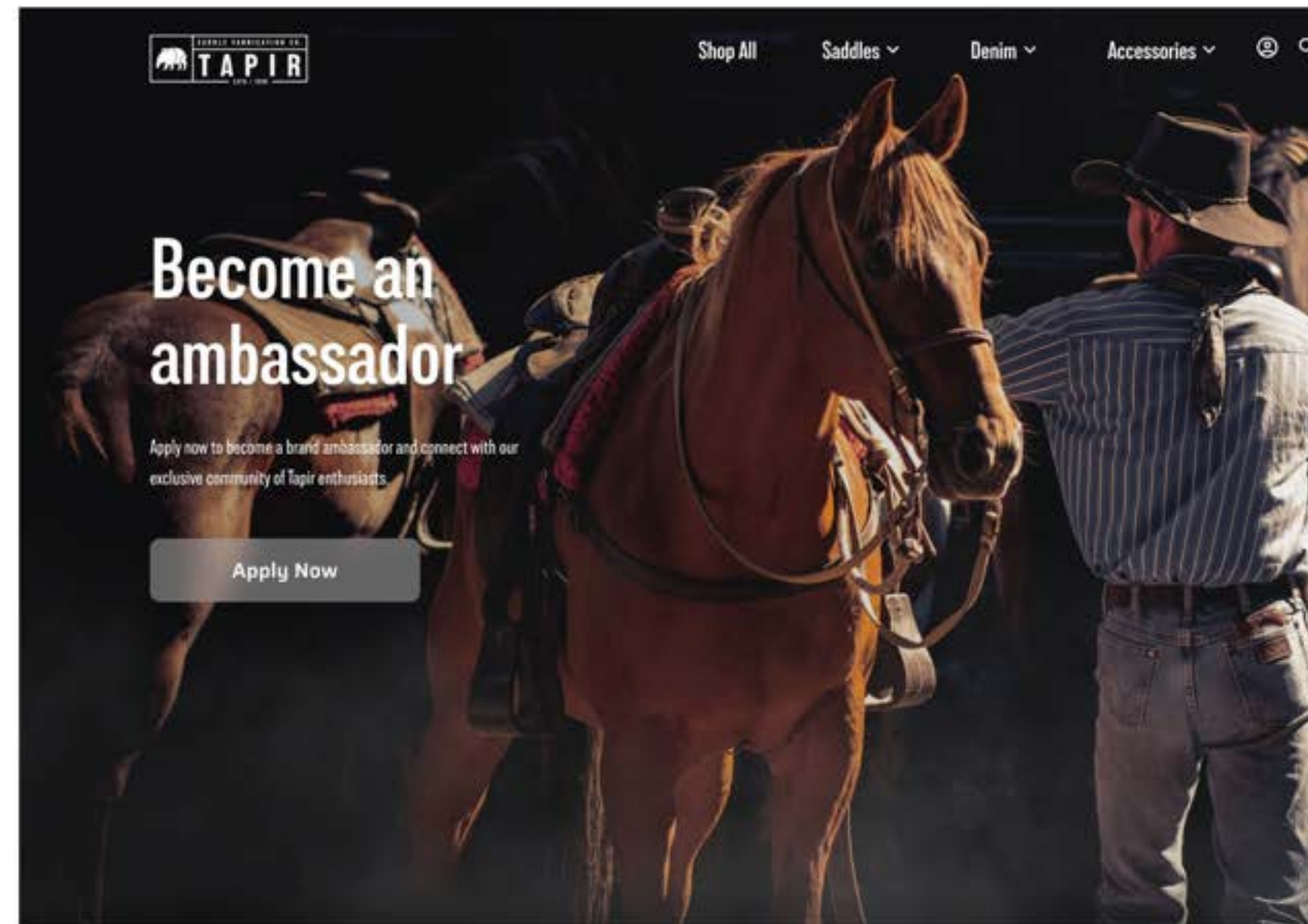
- Name
- Address
- Email
- Social profiles
- Phone Number
- Custom questions



Recruitment

Set up automated recruitment strategies to keep a steady volume of incoming applications. The best way to recruit people is by leveraging multiple touchpoints.

- Publish application on your website
- Send invitation email to customers
- Post-purchase email
- Email newsletter banner
- Social media posts
- Packaging insert





Review & Accept

Recruiting adoring brand ambassadors is the cornerstone to every successful word-of-mouth marketing campaign.

Review the applications you receive and choose the individuals who best represent your brand initiatives.

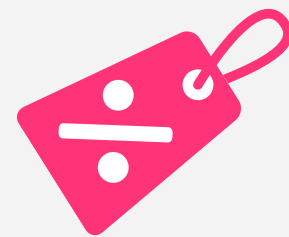
Consider dividing applicants into groups such as influencers, ambassadors, and advocates. Refer back to the influencer pyramid for ideas on segments.

Stage 03

Engage



Welcome Campaign



Discounts & Links



Rewards & Incentives



Welcome Campaign

An always-on campaign is a KEY to grabbing the attention of your biggest fans right off the bat. Start with a "Welcome Campaign" to let ambassadors know how your program works.

Be sure to give them a taste of what's in store for them as your brand advocate. Give ambassadors an easy task to complete, like an Instagram post or story showcasing their favorite product of yours.

GoBe Welcome Campaign 🙌

Apr 21st, 2020 - Ongoing

Overview Activities Guidelines

Welcome to your very first campaign, we are so thrilled you are here!

You will receive an invite to participate in different campaigns each month. We think you will love participating and along the way you will get access to some fun rewards and perks!



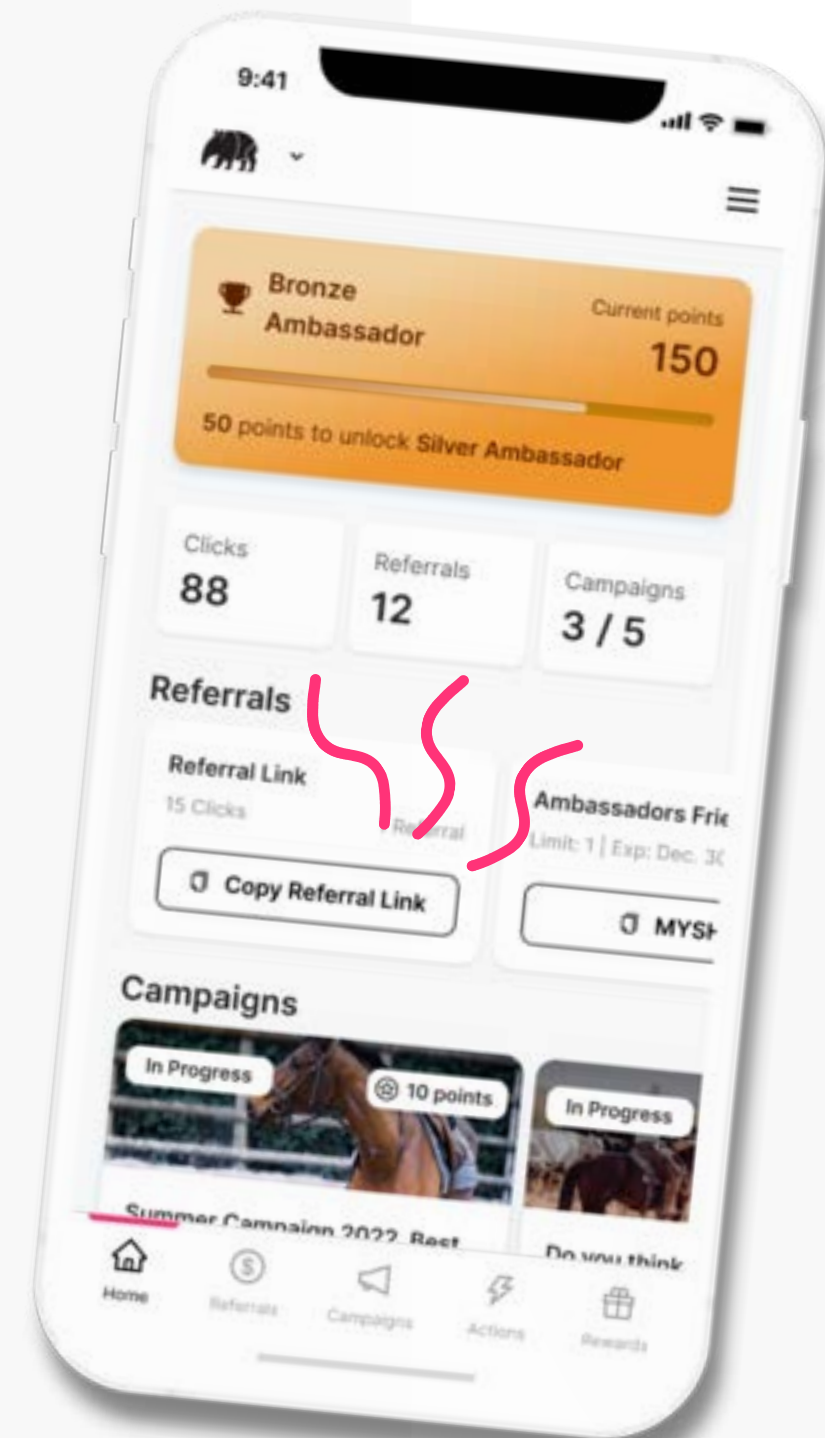
Discounts & Tracking Links

Discount codes and referral links help ambassadors hook up their friends, family, and followers and drive revenue. They also help you track and measure campaign performance.

Shopify and other ecommerce platforms can generate these codes for you.

Ambassador marketing platforms like Wooly can distribute unique tracking links and custom discount codes to individual ambassadors via the ambassador portal.

Motivate your brand champions to spread the word about your products with referral rewards and incentives for completing mutually beneficial activities like posting on social media or uploading user-generated content or UGC.





Rewards & Incentives



Brand ambassadors help businesses prosper. Working together in grassroots marketing, advocates cultivate trust through personal connections. The outcomes are valuable and tough to replicate. So most companies compensate ambassadors who help produce these results.

The rewards of being a brand ambassador fall into 14 main categories.

But the particular incentives are limitless. So it's really up to you and your budget to find the optimal rewards for your ambassadors.

Stage 04

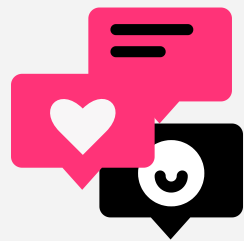
Measure Results



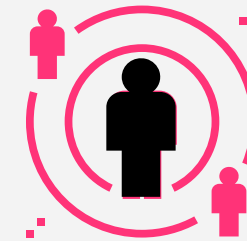
Sales Attribution



Participation



Content



Social Impact



Sales Attribution

Likes and reach are great indicators of awareness, but referral sales are also a crucial KPI for brands when measuring results and defining success.

Customer acquisition costs (CAC) rose 60% over the last five years, according to Recur. At the same time organic Instagram engagement rates dropped on average 45%.

Now is the time to invest in new channels that can create long-term sustainable results. Track how many sales your ambassadors make.



Empower and measure how your customers, ambassadors, employees, partners, and more contribute to your bottom line through genuine, credible recommendations.

Not because they have to, but because they want to!



Participation

After all the hard work, tracking results is the only way to know how fantastic your program is. Once again, consider the objectives.

What activities and metrics measure progress?
How often do you need to monitor results?

Establish a consistent measuring system to evaluate the performance and participation of your ambassador program.

Program Measurements

- Sales - referral & personal
- Participation
- Social Impact
- Content

You can record the data in a spreadsheet and share highlights. Be prepared to spend a substantial amount of time tracking results.

You'll need to find every campaign's discount code in Shopify and follow each of your ambassador's stories and posts. Also, you have to monitor and record all the posts, followers, likes, and traffic.

Campaign Success

- Track by campaign
- Track by ambassador
- Top campaigns
- Top ambassadors

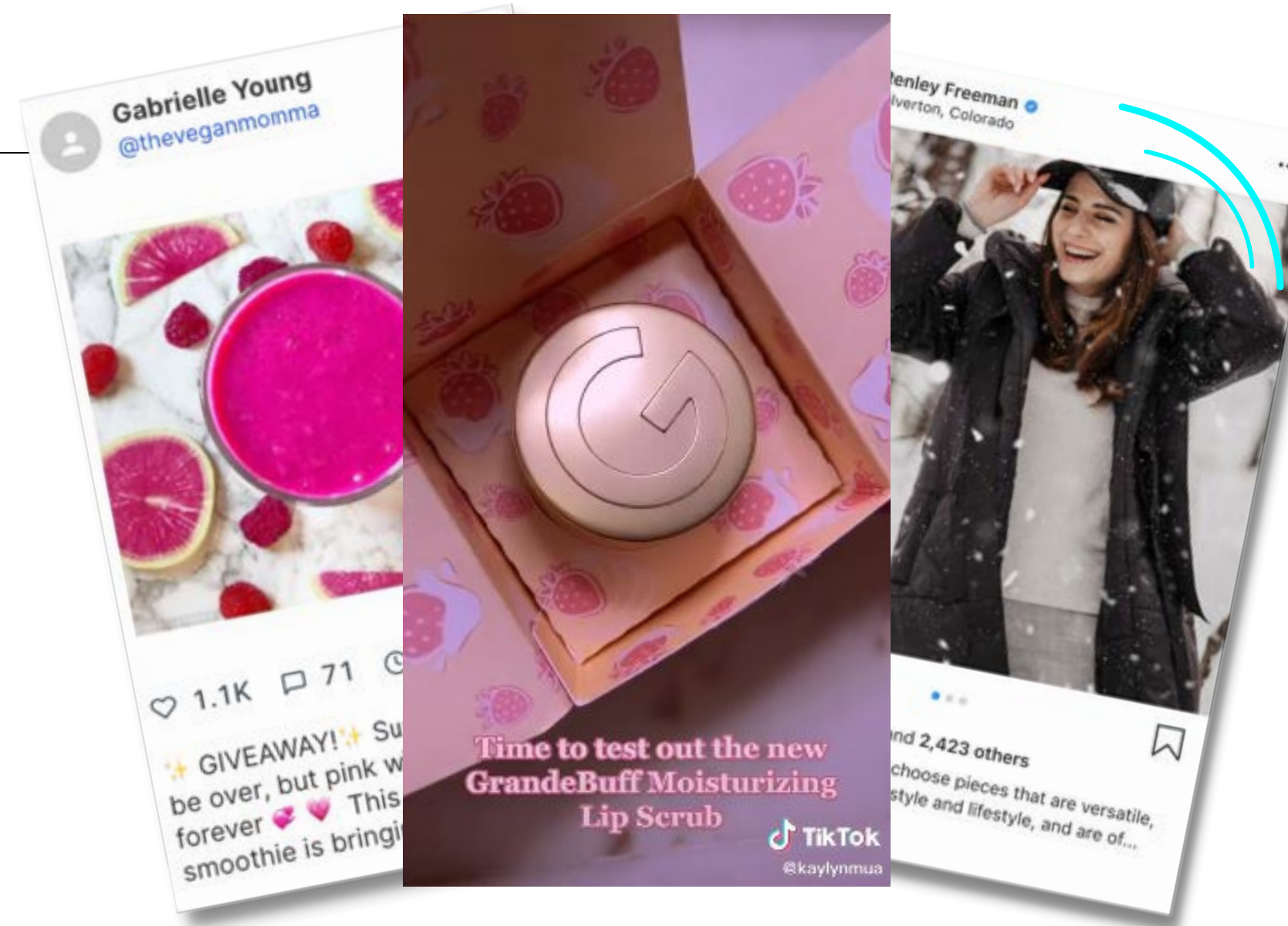


Content

Your brand might have fans already tagging you in content online, but utilizing an ambassador program to generate UCG (user-generated content) provides better guidelines and instructions. Ambassadors know what you want, the value improves, and you can repurpose the content.

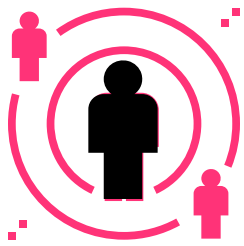
It's amazing the amount of quality content that can be sourced from ambassadors who are easily incentivized with free product and social recognition.

When ambassadors post UCG on social media, you reach new audiences through their circle of family, friends, and followers. These social posts always have higher engagement rates than staged paid ads. You get better engagement AND build a dedicated brand community while spending less on content creation.

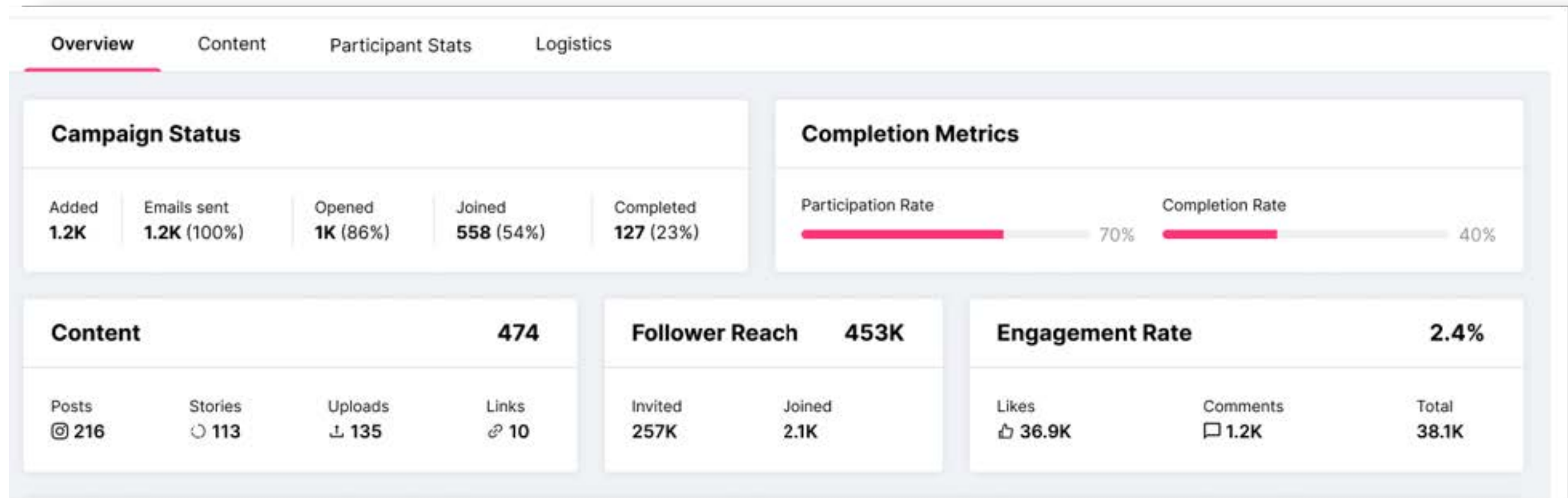


Content Measurement

- Posts
- Engagement rate
- Reach
- Total content
- Number of likes
- Number of comments
- Number of shares



Social Impact



Consumers look first to the people closest to them for purchasing advice, not marketing and ads. Today that often means Instagram, Facebook, YouTube, and other social sources.

Identify the social impact of your brand ambassador program by tracking the key metrics.

- Content
- Reach
- Engagement

BONUS

Ambassador Marketing Spreadsheet

As a bonus, you have access to a spreadsheet for starting and managing your own ambassador marketing program.

The spreadsheet is view only. If you make a copy, you can edit and customize the spreadsheet.

Best of luck!!



[Get the Ambassador Marketing Spreadsheet](#)

ROSTER

Starting a brand ambassador program from scratch is an enormous undertaking. This playbook should shorten your learning curve and provide the process to get you up and running quickly.

It's common for companies to experiment with ambassador marketing. However, they often become overwhelmed with the tasks and requirements. Within time, maintaining and scaling can be unmanageable.

Roster offers specialized software and features to start entirely new ambassador programs in a few days. Also, most brands spend just two or three hours a week managing and scaling their ambassador marketing.

See how easy it is to run your ambassador program with Roster.

Let's talk. [Click here to see Roster for yourself.](#)