

From Customers to

Brand Ambassadors



**How to find
them, create
them & keep
them working
for your brand**

harouin

Customer

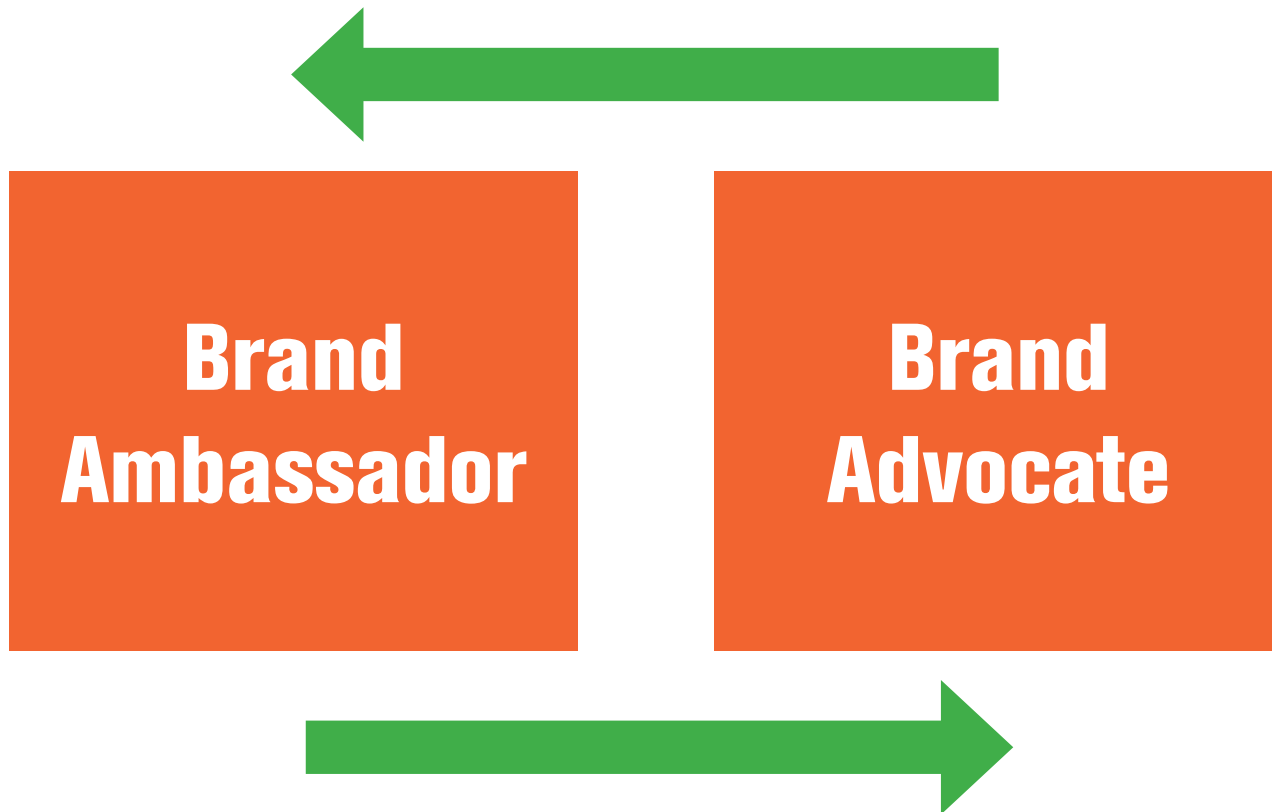
A person that buys goods or services.

Brand Ambassador-Advocate

An army of deliriously happy customers who can't wait to spread the word about how much they love your products and services.



People use the terms interchangeably.



Brand Ambassador

Brand Advocate

In marketing circles the distinction is:

- A **brand ambassador** is identified as an influencer and recruited into a formal relationship with the brand that includes compensation.
- The brand is in regular contact to help **brand ambassadors** better promote the brand and educate their friends and people they come in contact with.
- The brand will give **brand ambassadors** specific tools and deals to promote online or on the ground.

Brand Ambassador

Brand Advocate

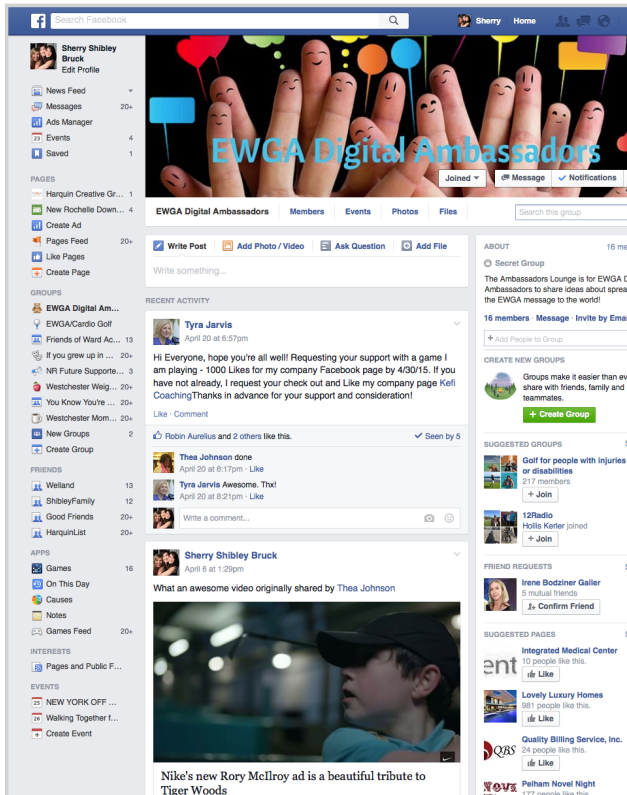
In marketing circles the distinction is:

- There is software that will track and measure the **brand ambassador's** effectiveness.
- **Brand ambassadors** are organized into communities.
- A **brand ambassador** should give the brand feedback from their circle of influence.
- A **brand ambassador** program is planned and budgeted for within the marketing budget.

All Types of Brands create Brand Ambassador Programs



Brand
AMBASSADOR

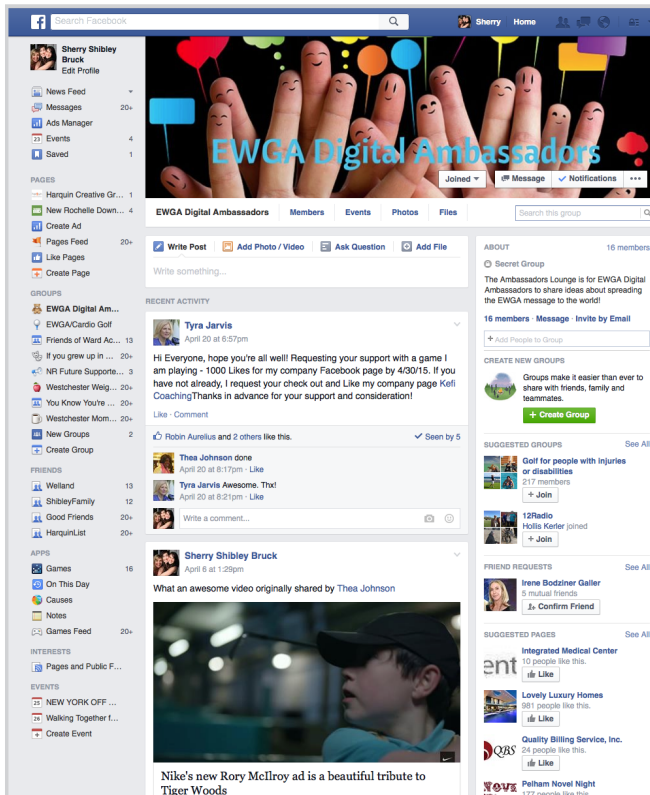


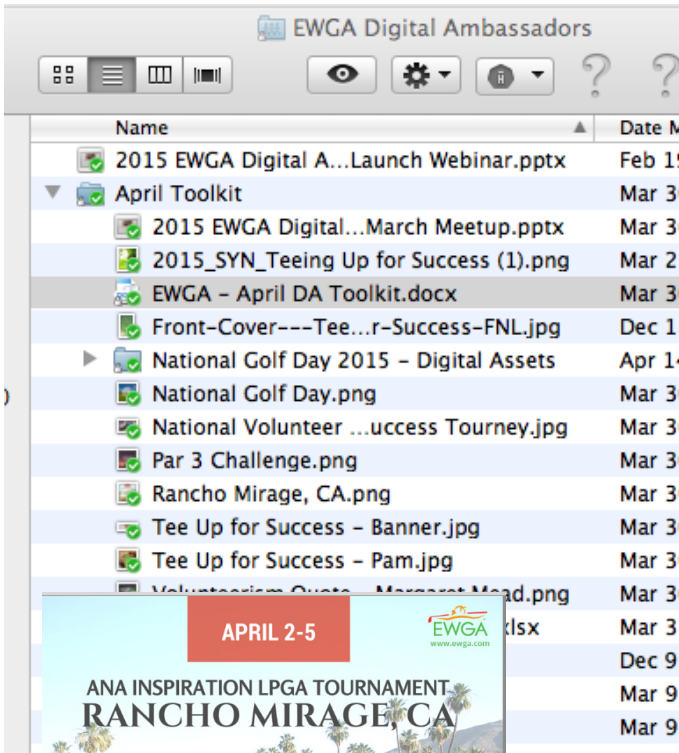
FROM CUSTOMERS TO BRAND AMBASSADORS | PRESENTED BY SHERRY BRUCK | 050115


Sample of Brand Ambassador Program



- EWGA put the call out via email
- Respondents vetted
- Community set-up
- Monthly web meetings
- Content planning
- Assets (copy & images) provided
- Use of #hashtags
- Encouraged to personalize & add our own voice







DIGITAL AMBASSADORS APRIL SOCIAL MEDIA TOOLKIT

April Theme | Teeing Up for Success

It's Golf Season! The first Majors of the year - the ANA Inspiration LPGA Tournament and The Masters - mark the start of golf season and EWGA chapters throughout the country are Teeing Up for Success and getting back on the golf course. Share your thoughts on the Majors and your return to the links.

EWGA Foundation EWGA Foundation book "Teeing Up for Success" shares inspiring stories on how golf can make a difference in your life. A good read and a great gift! Post a link or an Amazon review.

April is National Volunteer Month and posts can focus on how women pay it forward through mentoring and sharing their knowledge with others.

Texas Women's Day On April 28, EWGA will be hosting Tee Up for Success Women's Day in partnership with the 2015 Volunteers of America North Texas Shootout. Related posts will focus on promoting the event and EWGA's commitment to volunteerism.

Important Dates

April 2 - 5	ANA Inspiration LPGA Tournament (Rancho Mirage, CA)
April 9-12	The Masters (Augusta, GA)
April 15	National Golf Day
April 15 - 18	LOTTE Championship Presented by Hershey LPGA Tournament (Ko Olina, Oahu, HI)
April 20	EWGA Par 3 Challenge at Potomac Shores Golf Club (Potomac Shores, VA)
April 23 - 26	Swinging Skirts LPGA Classic Tournament (San Francisco, CA)
April 28	Tee Up For Success Women's Day (Irving, TX)
April 30 - May 3	Volunteers of American North Texas Shootout Presented by JTBC (Irving, TX)

Social Media Content

All content here can also be found and downloaded in the Digital Ambassador Dropbox.

Software that manages Brand Ambassador Programs.

spark

CLIENT LOGIN CONTACT US

Type your keyword

HOME PLATFORM SERVICES ABOUT CUSTOMERS

Sign Up!

Join: Engage and onboard your brand loyalists

Spark - The advocacy tools you need to get people talking

More than ever, brand loyalists are vital to your business' ongoing success. By providing positive word-of-mouth marketing and social endorsements, advocates can Spark fan engagement and generate energetic conversation surrounding your product. Spark, Horizon Marketing Group's innovative suite of brand ambassador and advocacy tools, offers B2B and B2C businesses customizable and turnkey solutions for a variety of recruitment- and participation-based programs. Whether it is a rewards, loyalty, affinity or referral focused need, Spark provides the means for building a lucrative network of participation to grow your business. By utilizing Spark, you will be able to track growth and engage with potential consumers in a personal way that can't be achieved through traditional marketing tactics.

Our team of experienced strategists partner with B2B and B2C businesses to establish a program that is tailored to your needs. For more information regarding Spark please [contact us today!](#)

Did You Know?

Fifty-six percent of consumers said they are more likely to recommend a brand to a friend after becoming a fan on Facebook.

- Mashable

Ambassador

Referral automation. Made easy.

Powering hundreds of businesses' referral programs to grow their business

Schedule a demo
Let us show off Ambassador

Fill out the form to connect with our sales team, so we can find a time to chat!

Your Full Name

Email

Phone Number

Company Name

Company URL

Get your demo

Track Referrals
Our referral dashboard gives you key performance metrics to analyze your social referral programs.

Measure ROI
Reward Ambassadors for referrals with cash, points or swag and receive actionable metrics to measure ROI.

Grow your Business
Leverage the power of social recommendations to drive online sales and conversions.

Referrals	Points	Swag	ROI	Conversion
55	129	42	63	\$4,077

28
Share/Conversion

ReadyPulse

Home LikettWent.It Products Resources About Login

HOW IT WORKS

1 Create Your Brand Ambassador Program

- White-labeled, hosted portal
- Configurable portal design
- Configurable portal messaging
- On-demand campaigns and surveys
- Customizable URL (such as ambassadors.mybrand.com)

REQUEST DEMO

2 Identify and Recruit Opt-in Brand Ambassadors

- Patented Advocate Ranking system
- Identify the most influential
- Recruit your best customers, fans, digital influencers, and sponsored athletes

Brand Ambassador

Brand Advocate

- **Brand Advocates** are the people that love your brand or product so much they are willing to pro-actively recommend it to others.
- Trust is critical to the value of a **Brand Advocate's** recommendation and so you can't "hire" true brand advocates, you "earn" them.
- Engaging your loyal customers turns them into a "volunteer sales force".



1 OUT OF 4 US CONSUMERS
ARE BRAND ADVOCATES

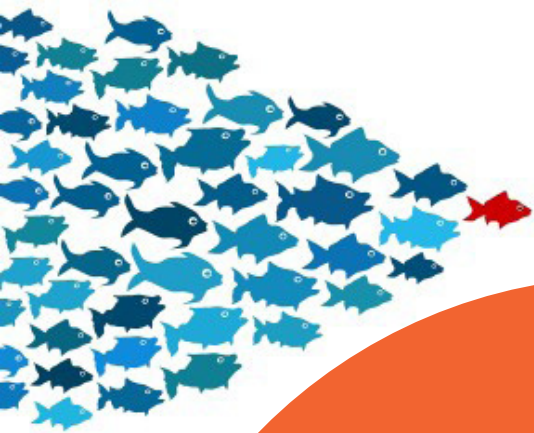
Brand Ambassador

Brand Advocate

- **Brand Advocates** self-identify and cannot be controlled.
- **Brand Advocates** have their own reasons (passion, status, recognition...) for promoting your brand.
- **Brand Advocate's** are not paid but they can be rewarded for their loyalty with inside access, coupons, points, and perks.
- **Brand Advocate's** are tech-savvy and on social media.



1 OUT OF 4 US CONSUMERS
ARE BRAND ADVOCATES



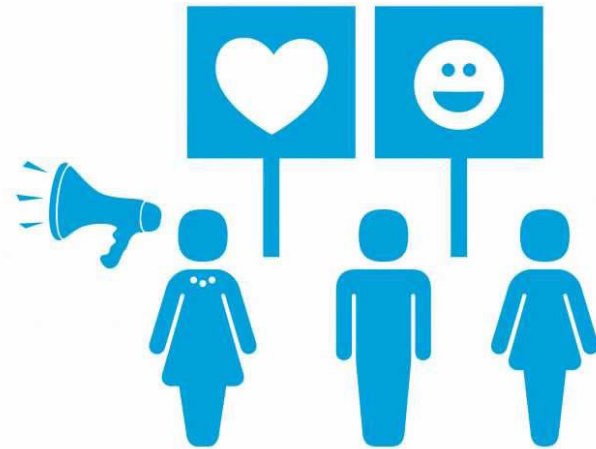
The Goal: The Golden Middle



According to the 'Global Trust In Advertising' report by Nielsen:

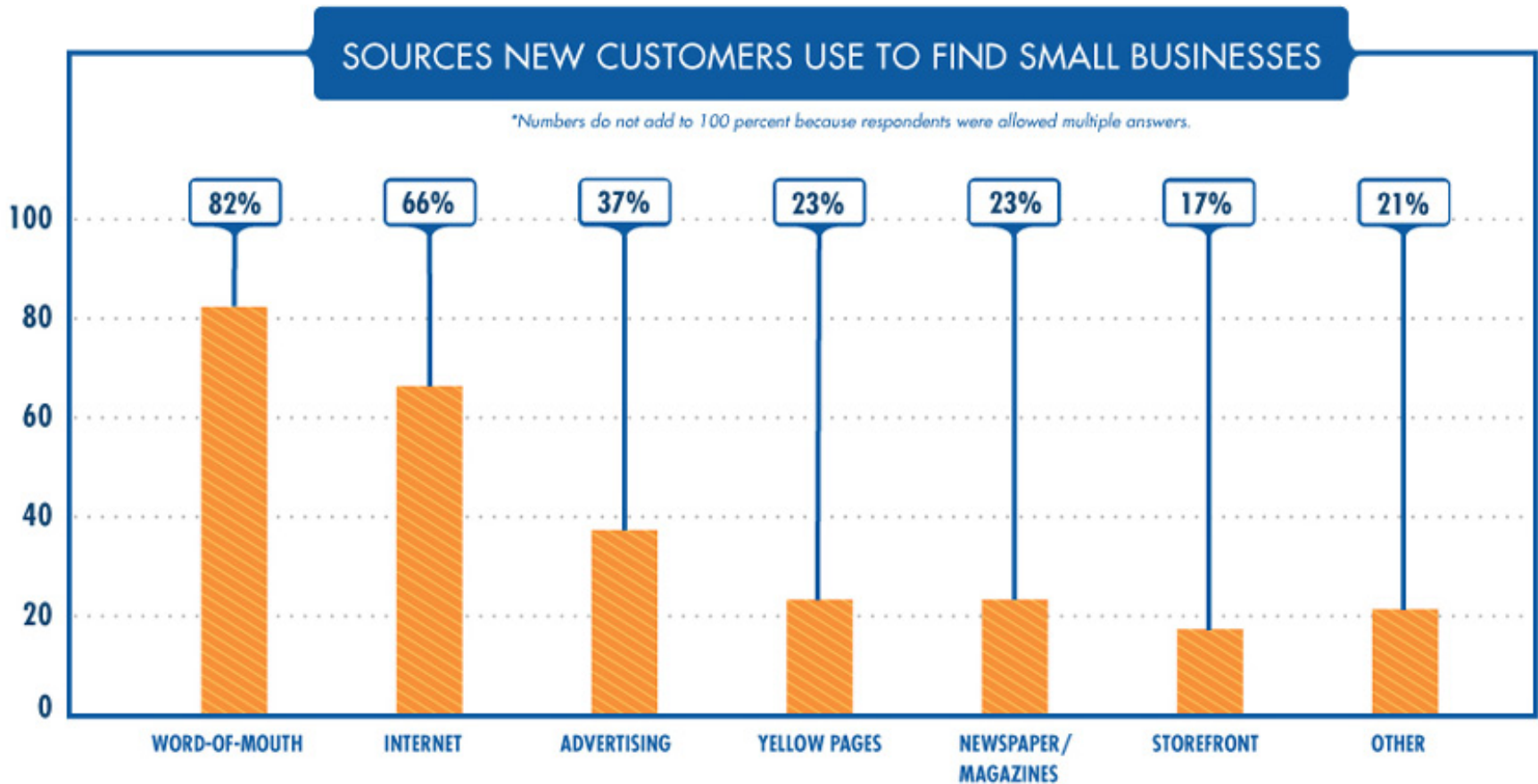
92%

of consumers around the world say they trust **earned media**, such as recommendations from friends and family, above all other forms of advertising.



An increase of
18%
since 2007.

The New Word of Mouth: How are customers finding you?




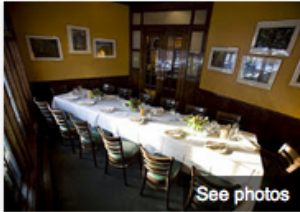
Online consumer reviews

are the **2nd most trusted** source of information, with **70%** of global consumers surveyed indicating they trust messages on this platform—an increase of **15%** in four years.”

Over **1/4 (27%)** of consumers regularly use online reviews to determine which business to use.



People give weight to the number of reviews



Sam's of Gedney Way [Directions](#)

3.5 ★★★★★ 14 Google reviews
\$\$ · American Restaurant

Spacious, pub-style venue offering up burgers & other straightforward American fare since 1932.

Address: 50 Gedney Way, White Plains, NY 10605
Phone: (914) 949-0978
Hours: Open today · 11:30 am – 10:00 pm
Reservations: opentable.com
Menu: urbanspoon.com

Reviews [Write a review](#)

- ★★★★★ "Very well prepared and tasty food in a rather noisy, but tasteful setting."
- ★★★★★ "Service is in the "fine" range."
- ★★★★★ "...after reading a "Best Place for Brunch in Westchester" magazine."

Sam's of Gedney Way [Write a review](#)

50 Gedney Way, White Plains, NY

3.5 ★★★★★ 14 reviews [Sort by: Most helpful](#)

- Amy Sokal**
a month ago
★★★★★ For being a place that is pretty run-of-the-mill, nothing special or different than any other restaurant in Westchester, Sam's should really treat their customers better. I found this place after reading a "Best Place for Brunch in Westchester ... [More](#)
- Adam Leader**
a month ago
★★★★★ Pricy, but family likes the burgers and kid options. Service is in the "fine" range. But a very good neighborhood option (aside from Emma's there is really no competition).
- Kim Bova**
a month ago
★★★★★ Cheerful cozy real-neighborhood atmosphere, great food and service...looking forward to my next visit.
- Stephen Kossar**
2 years ago
★★★★★ very well prepared and tasty food in a rather noisy, but tasteful setting. however, the mixed drink prices were a little over the top - nyc prices.
- David Hoffman**
2 years ago
★★★★★ Going to Sam's is always a sure thing; great food, great service and reasonable prices. The employees always make you feel welcome and truly appear to appreciate your stopping in. [More](#)
- Joel Pollak**
4 years ago
★★★★★ this is a great old fashioned place to dine. the menu is diverse and the service is usually attentive, although when the restaurant is packed, the service can be slower and less attentive than desired.
- Stuart Krohnengold**
2 years ago
★★★★★ fall back when we can't decide where else to go. always reliably but never outstanding.

What does this mean to businesses?

- The most powerful marketing tool—**Word of Mouth**—combined with **Social Media** and **Mobile Devices** has given consumers the power, the tools and platform to promote the products they love to anyone who will listen.
- Consumers will typically trust a **brand advocate**.
- ALL businesses would be very wise to engage and empower as many brand advocates as they can.

How do you find Brand Advocates? Why would someone be an Advocate?

authentic
brand
position

valued
product
or service

loyal
customers

cultivated
community



What Brand Advocates do:

- Purchases your products & services
- Raves about them to their family & friends in-person & online
- Makes referrals & recommendations
- Posts positive reviews online
- Writes blog posts
- Post on Facebook, Google+...like, share, comment
- Tweet and retweet
- Pin, Instagram, Snapchat, 4-square, Vine...

the list goes on!



Self-Analysis...

what are you a Brand Advocate for
in your daily life?

What music
do you like?

favorite
restaurants?

fitness
center?

favorite
sports?

vacation
spots?

favorite
movie?

favorite
tv show?

hotels
you've
stayed in?

where do
you live?

favorite
team?

grocery
store?

technology
tool?

coffee
shop?

clothing
store?

book?

Self-Analysis...

What are you passionate about?

Self-Analysis...

What would you be comfortable posting, liking, sharing?



What inspires **YOU** to be more than just a customer?

I've bought:	Are you a Customer?	Brand Advocate?
- gym membership	yes	yes
- baby gift	yes	no
- make-up	yes	no
- gift basket	yes	no
- mozzarella	yes	yes
- golf shoes	yes	yes
- lift tickets	yes	yes
- necklace	yes	no
- men's sweater	yes	no
- smoothie	yes	no
- Jawbone UP	yes	yes

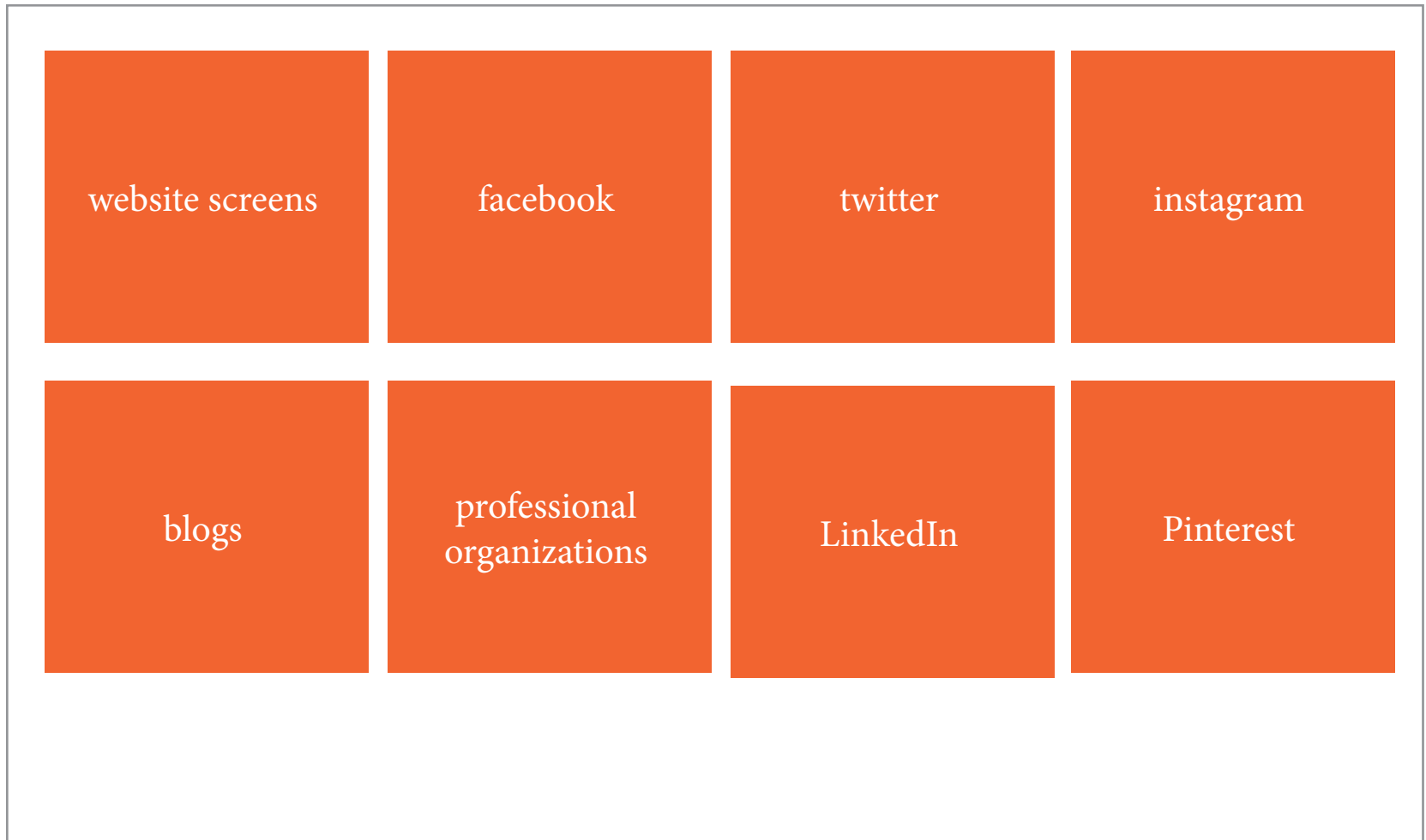
To convert a customer to brand advocate you have to:

- 1) Know the competitive landscape
- 2) Identify your target audience
- 3) Know what they think & feel and why they need your product
- 4) Know how to talk to them and hit their hot buttons
- 5) Determine your positioning

Step 1: What is the competitive landscape?

How do you break out of the pack?

Is there a need not being met? What is it?



Step 2: Identify your target audience.

Who needs your product/service?

...don't say "everyone". Get specific.

Women over 40
who want to be
fit & healthy

outdoor
enthusiasts
in NYC
over 50

families
who want
to be fit &
healthy
together

homeowners in
Westchester with
houses valued
over 1 million

female
teenagers
14-18 in
Westchester

young
professionals
looking for
insurance

Step 3: What do they think and feel now?

Find out through research, surveys, and interviews. Get out and talk to them.

**Women over 40
who want to be
fit & healthy**

- I can't lose weight.
- I'm too old.
- I can't change
- I have no time.
- I'm so stressed out at work.
- It's too expensive.
- I have no time to eat right and cook.
- I want to look good in my clothes.
- It won't work.
- I have injuries.

Step 4: Hit their hot buttons when creating a content and messaging plan.

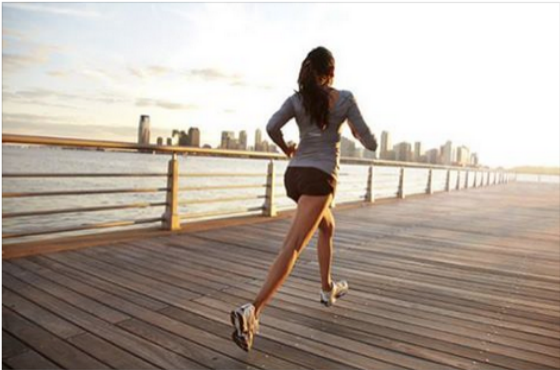
- 1) How to prevent injuries at our age.**
- 2) Dealing with business social obligations without sabotaging the fitness plan?**
- 3) Getting in shape to retire?**
- 4) Spend time with the kids while getting a workout in.**
- 6) Your arthritis doesn't have to stop you.**
- 7) No it's not photoshopped!**
- 8) Working out as a couple.**
- 9) Lifting weights while cooking dinner.**



Step 4: Engage the community by hitting their hot buttons.

The Action Plan-Get Fit Over 40
March 20 · 🌐

...and you just start running. You never aspired to it, you just wanted to lose some weight and get rid of the menopause pooch. You didn't have to starve yourself, you just made better decisions about the garbage you were feeding yourself. The workouts, yeah, well they were hard at first...but you lasted longer each time, and wow, it's only been three weeks. You feel fantastic. And yesterday, on your walk, you just start running. You didn't even try.....
getfitover40.wordpress.com/



Like · Comment · Share

👍 Anne Kranics and 56 others like this.

↪ 3 shares


Write a comment...

Barbara Gove Pelland I actually did start doing intervals on my treadmill this week and upped the incline. Praying my knees stay strong. Being very careful. Feels good thou. Added more exercises and reps to my HIIT also. Doing the ABS routine. Thanks for keeping me going!
Like · Reply · March 20 at 10:38am · Edited

The Action Plan-Get Fit Over 40 Way to go Barb- the knees will ever so gradually adapt and tolerate. It may be a "2 steps forward 3 steps back" kind of thing but you'll get them stronger, no doubt!
Like · March 20 at 6:14pm

The Action Plan-Get Fit Over 40
March 29 · 🌐

Sunday morning, a cup of coffee while perusing Pinterest; really, what could go wrong??
I know for a fact that I'm NOT hungry but just seeing those pictures of beautiful food make my mouth water! Do you get HUNGRY looking at all that food??
I'm prepared! With spaghetti squash and fresh tomato sauce from my friend Angie, I'm anxiously awaiting lunch so I can recreate this beauty!
A vigorous workout is in order....don't you agree? Let's HIIT it!



Like · Comment · Share

👍 Anne Kranics and 19 others like this. Most Relevant ▾

↪ 1 share

Write a comment...

Anne Kranics sounds & looks great....
Like · Reply · March 30 at 4:05pm

Susan Fritsch-Dobson I cannot seem to get spaghetti squash right. Any suggestions?
Like · Reply · March 29 at 3:41pm

The Action Plan-Get Fit Over 40 I never try too hard Susan, I put 2 in

The Action Plan-Get Fit Over 40
April 12 at 11:30am · Edited · 🌐

The Red Faces stand out and they're the ones we mistakenly focus on.....that is so wrong! Power, success, results and freedom are derived from the Green Guys AND THE RED GUYS! When you record progress on a calendar or in a journal, proudly enter in the NOT SO GREAT days....those are "human" days and your success will be impossible without them. Contrast is good. Lessons learned from mis-steps are good. Red Face days are required- quit trying to eliminate them!
www.getfitover40.tv



Like · Comment · Share

👍 14 people like this. Most Relevant ▾

Write a comment...

Mcderrin Felix Wonderful idea
Like · Reply · 🇺🇸 1 · April 12 at 7:34pm

Julie Stoneman Great idea!
Like · Reply · 🇺🇸 1 · April 12 at 12:55pm

🗨 View 1 more comment

Step 5: What is your brand position?

When you are specific, you are relateable.

What: GFO40 is the only website and blog

How: that provides fitness advice, workouts, motivation, recipes, and health information

Who: appropriate for women over 40, of all shapes, sizes, health and fitness levels,

Where: easily accessed online

Why: who desire to feel better, be fit and active, as they head into their retirement years

When: in time where people expect to live much more active, and healthy lives in retirement than previous generations.

Conclusion:

When you're authentic & real you:

- Develop brand value
- Create brand loyalty
- Develop a community

= Brand Advocates!



Research:

<http://blog.getambassador.com/word-of-mouth-marketing-statistics/>

<http://www.steamfeed.com/brand-influencers-brand-ambassadors-different/>

<http://www.stargroup1.com/blog/why-brand-marketers-need-more-brand-ambassadors>

<http://mashable.com/2011/07/13/fans-brand-ambassadors/>

<http://blog.brandexcitement.com/2013/01/14/use-brand-ambassadors-to-expand-your-brand/>

<http://www.clickz.com/clickz/column/2282850/influencers-vs-advocates-knowing-your-brand-goal>

<http://blog.gigcoin.com/working-with-brands-as-a-brand-ambassador/>

<http://dynamicsignal.com/2013/10/24/why-employees-are-your-best-brand-ambassadors/>

<http://deardebt.com/side-hustlin-how-to-become-a-brand-ambassador/>

<http://www.clickz.com/clickz/column/2282850/influencers-vs-advocates-knowing-your-brand-goal>

<http://betabait.com/social-influencers-digital-marketings-most-overlooked-and-misused-resource/>

<http://www.sideqik.com/brand-awareness/create-a-brand-ambassador>

Software:

<http://ww2.readypulse.com/products/pulse-ambassadors/>

<http://betabait.com/>

<http://www.sparkthebrand.com/>