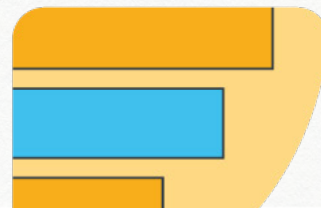
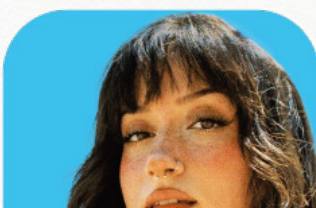
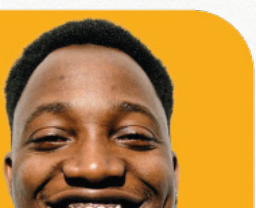
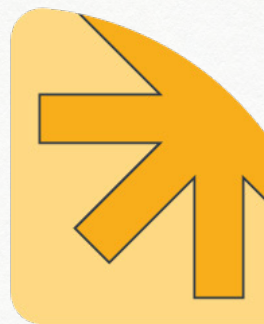
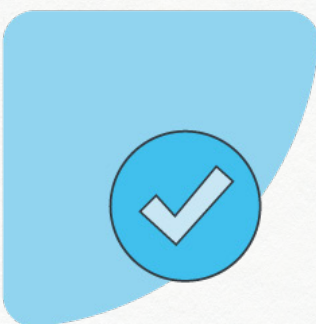
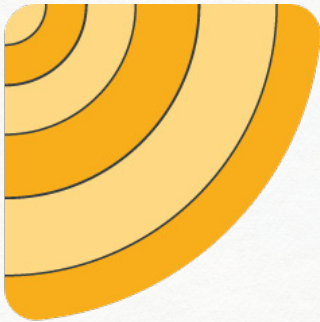


Mavrck by **Later**

# Your Guide to Brand Ambassador Programs

Learn how brand ambassador programs can improve the ROI  
of your influencer marketing strategy.





## Social media management made easy

Crush your social goals, automate daily tasks, and turn followers into customers with Linkin.bio — all from one app.

[Get Started for Free](#)



## Take your influencer marketing to the next level

Easily manage your influencer programs in one place and deliver ROI consistently with tools that take the guesswork out of influencer marketing.

[Book a Free Demo](#)

# Introduction

**Read this guide to learn how you can incorporate brand ambassadors into your influencer marketing strategy. In this resource, we cover what brand ambassador programs are and why you should create one, key benefits to running one, 7 steps to building a successful ambassador program, as well as brand examples.**

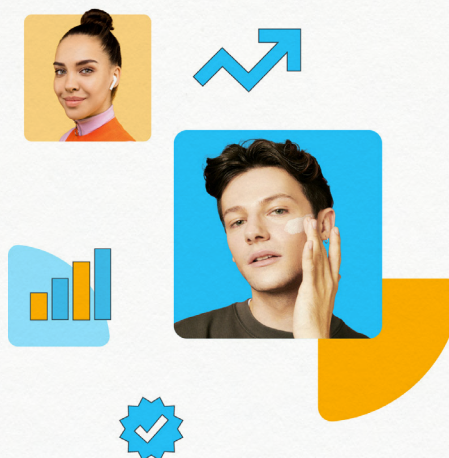
## **What is a brand ambassador program?**

A brand ambassador program involves reactivating top-performing influencers over a longer term period of time and on a regular basis. Ambassador programs allow marketers to establish stronger, long-term partnerships with content creators who truly believe in the brand and thus build consistent trust with their audiences.

## **Why create a brand ambassador program?**

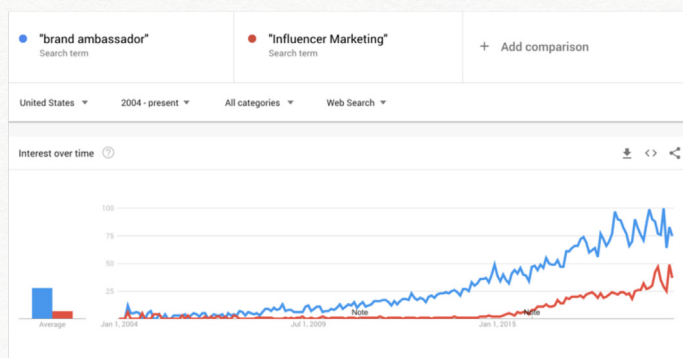
One-off influencer marketing campaigns may accomplish short-term brand objectives, but do little to build long-term consumer trust. Top social brands are engaging influencer, customer, and employee ambassadors to speak about the brand in the voice of the consumer and strengthen relationships with them and their followers.

Through personal experiences with the brand, brand ambassadors lend their credibility and unique perspectives to influence brand perception and purchase intent over time. In return, marketers' investments in ambassador communities online and in real life help can benefit every aspect of a marketing organization. Use the trusted voice of brand ambassadors to build significant, long-term consumer trust.



## Google Trends – Search Volume: Brand Ambassador Vs. Influencer Marketing

According to Google Trends data, in the last four years, interest in influencer marketing has only been eclipsed by one other marketing strategy: brand ambassadors.



### Key Benefits To Running Ambassador Programs

#### 1) Increase scale of your influencer activations

Ambassador programs focus on building relationships, which allows marketers to streamline the sourcing and review process involved in all campaigns by already having a group of trusted content creators to work with on an ongoing basis.

#### 2) Long-term influencer & consumer relationships

These long-term relationships allow marketers to reactivate top performers that create high-quality content on a consistent basis, while driving authentic brand awareness and engagement.

#### 3) Drive brand affinity & trust

Due to the nature of a brand ambassador program, consumers will be repeatedly exposed to positive branded messaging over a long period of time by brand advocates who have 'online' credibility.

#### 4) Increased community growth

Content creators have loyal, engaged communities. The repeated exposure from an ambassador program can positively impact consumer sales. Marketers can trust their work, they trust the brand, and their followers trust them and thus, your brand.

#### 5) Consumer research & insights

Ambassador programs can be used to gather consumer research. Collaborating with ambassadors on a product launch or campaign concept can add an invaluable perspective, while increasing the commitment the influencer has to the brand.

“The biggest benefit of a long term collaboration is the relationship building. When a brand has already established a relationship with an influencer, you don’t need to reteach the brand to a new person and you have already vetted the influencer to make sure they provide quality work to meet the criteria for a successful campaign. Why would you start that process all over again with someone new?”



Mai Lyn  
@mailynngo

**Tip:** The more integrated your brand ambassador program is within your company, the more successful it will be. Work with other teams in your organization to discuss how brand ambassadors can bring value to their function, such as when it comes to: R&D, product innovation; consumer research; retail or channel team initiatives; corporate or employee communications.



## 7 Steps To Building A Successful Brand Ambassador Program

Now that we've covered the benefits of running ambassador programs, you can follow the below steps to help you successfully build your brand's program.

### 1) Define objectives:

First, determine what brand or business objective(s) your brand ambassador program will contribute to, then define the KPI goals for how you will get there. Outcomes to consider:

- Drive Loyalty (KPI Goal: X% lift in repeat purchase)
- Drive Brand Lift (KPI Goal: X% lift in brand favorability/affinity)
- Drive Brand Awareness (KPI Goal: X% lift in unaided awareness among target consumer)

### 2) Determine incentive strategy:

- **Incentive Timing:** Give incentives before content creation, after or both
- **Incentive Mechanic:** Activity-Based (e.g. creation of a post), performance-based (e.g. engagements, click, conversions) or both
- **Incentive Type:** Products, gift cards, loyalty points, VIP experiences, cash,

affiliate commission or a combination of several types

### 3) Identify ambassador personas:

- **Top-Performers:** Run multiple campaigns and evaluate top-performers to invite
- **Customer Base:** Recruit from brand-owned touch points to tap into loyal customers' organic brand passion
- **Brand Employees/Associates:** Send invitations to employees and promote the program on the brand's internal site

### 4) Invite ambassadors to apply:

Invite and vet potential ambassadors. Identify what each ambassador would bring to the table. The ambassador pool should be diverse. Once ambassadors have been selected, provide them with the onboarding documents. This can be done with a kick-off meeting in-person or virtually.

### 5) Consistent program cadence:

- Brief ambassadors on a regular cadence to request content by certain deadlines
- Evaluate ambassador performance throughout the program
- If certain influencers do not post, consider removing them and inviting a different content creator to join

### 6) Clearly communicate:

The more communication with ambassadors, the better relationships you build. Make sure to send:

- Welcome email
- Brief/instructions email (mapping to your objectives)
- Photography/posting tips
- Reminder emails with brief attached
- “Thank you” email with survey link to collect feedback

### 7) Measure success:

**1. Evaluate KPIs:** How is your ambassador program performing relative to your goals?

**2. Deepen Analysis of Success:** Use current tools or modeling your brand already has in place to deepen your analysis of success

**3. Post-Campaign Survey:** After the campaign is complete, send ambassadors a survey to collect feedback and optimize the program

**Tip:** Keep in mind, brand ambassadors are excellent content creators, but can also be used across the consumer journey to: drive ratings & reviews; drive referrals; give creative/campaign feedback; participate in consumer panels.



## Case Study

# How Express Ambassadors Drove 168% ROI in Online and In-Store Sales

## The Challenge

Express' objectives were designed to address the business challenges it experienced with its male influencer program: scale, sales, and efficiency. Express aimed to expand its micro-influencer network 10x and diversify its influencer marketing mix to include influential employees and consumer advocates.

## The Idea

Realizing that their customers live in an influence-augmented reality, where influence is the path-to-purchase, Express re-defined influence in the context of their customer. They did this by identifying and activating relevant influencer, employee, and consumer ambassadors to bring the "New Definition-of-Work" message and styling to market. Express then took an omni-channel approach to customer engagement, knowing that its target audience would be looking for purchase validation outside the feed.

## The Activation

Express first increased its influencer footprint by expanding the Ambassador program. The brand migrated to an influencer marketing platform that could create and manage a private, brand-owned network that employees and customers could safely join. Ambassador applicants were then divided into two groups of micro-influencers, determined by location, Instagram reach, quality of Instagram content and aesthetic, Instagram post frequency, and quality of Instagram profile.

## The Activation (continued)

Ambassadors (macro- and micro-influencers, employees and consumers) were selected to participate by email in monthly campaigns to support key “New Definition-of-Work” messaging (#ExpressYourRules), featuring new Wear-To-Work styles and expanded sizing options on their own Instagram feeds via posts and Stories. IGC was amplified across high-impact channels to drive consideration.

Ambassadors were offered cash rewards and points as incentives to create looks using new products, with instructions to dress on their own terms — “Express Your Rules: When it comes to personal style, “rules” don’t apply. All influencers were provided with unique promo codes to share with their audiences in Instagram captions and Stories, to drive and track sales lift. The codes were redeemable in-store and online.

# EXPRESS

## #EXPRESSYOURRULES AMBASSADOR PROGRAM RESULTS

# 11X

**AMBASSADOR  
PROGRAM GROWTH**

# 46M

**TOTAL IMPRESSIONS**

# 2.3M

**TOTAL ENGAGEMENTS**

# 5.5 - 7%

**AVERAGE  
ENGAGEMENT RATE**

# 168%

**ROI FROM  
PURCHASES MADE  
(MENS: 72% IN-  
STORE, 24% ONLINE)**

## Case Study

# How Rosefield's Influencer Marketing Strategy Drove 167% ROAs Across 7 Global Markets

## The Challenge

Rosefield wanted a solution to expand its influencer marketing program across its key markets — one which grew its ambassador community — to make it possible to manage several international campaigns at once efficiently and effectively, while supporting the needs of its internal influencer marketing team.

## The Idea

In addition to scale, Rosefield wanted to prioritize its consumers' organic and authentic brand passion. Leveraging Mavrck, Rosefield developed an ambassador community inclusive to all consumers who loved the brand. Rosefield used Mavrck's dynamic influencer application page to recruit influencers and customer advocates from the below brand-owned touch points:

- Existing email subscriber base
- Brand.com in each market
- Rosefield Watches and Rosefield Ambassador Instagram Accounts

## The Activation

Rosefield segmented its ambassadors into three tiers of influencers, consumer advocates, and referrers, activated across the below three core use cases in seven key international markets:

## The Activation (continued)

- **Create original blog and photo content on Instagram and Facebook** to support existing Rosefield campaigns and marketing initiatives, along with new product launches.
- **Refer new members to the Rosefield Ambassador community** via dynamic referral links unique to each ambassador.
- **Amplify branded content** and promotions on Instagram and Facebook.

In addition to incentivizing influencers with exclusive access to new products, Rosefield rewarded high-performing influencers, advocates, and referrers with points, which were managed and redeemed for store credit via the Rosefield community microsite on its brand.com.

ROSEFIELD

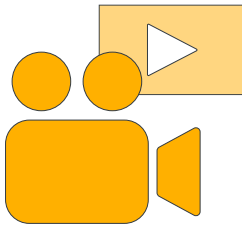
AMS | NYC

### ROSEFIELD WATCHES AMBASSADOR PROGRAM RESULTS

**700%****INCREASE IN MONTHLY  
IMPRESSIONS (AVG.  
10M+ MORE  
IMPRESSIONS/MO.)****113%****INCREASE IN AVERAGE  
MONTHLY  
INFLUENCER TRAFFIC****2X****HIGHER CONVERSION  
RATES FROM  
INFLUENCER  
REFERRAL TRAFFIC****400%****INCREASED SALES  
ATTRIBUTED TO  
INFLUENCER  
MARKETING****167%****RETURN ON  
INFLUENCER SPEND**

# Additional Resources

Bookmark this:



## Influencer Marketing 101: Free Course

This course will teach you everything you need to know to run a successful influencer campaign.

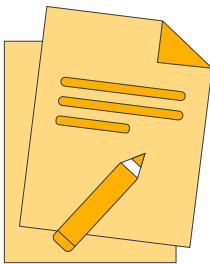
[Go to Course](#)



## Influencer & Creator Rates Revealed

We surveyed over 500 influencers and analyzed over 31K Instagram and TikTok posts to find out exactly how much \$\$\$ they're making from social media.

[Read Report](#)



## What Is an Influencer Marketing Platform? (+ Why You Need One)

Connect with creators, streamline campaign management, and report on results. Discover the benefits of having an influencer marketing platform for your next campaign.

[Read Blog Post](#)