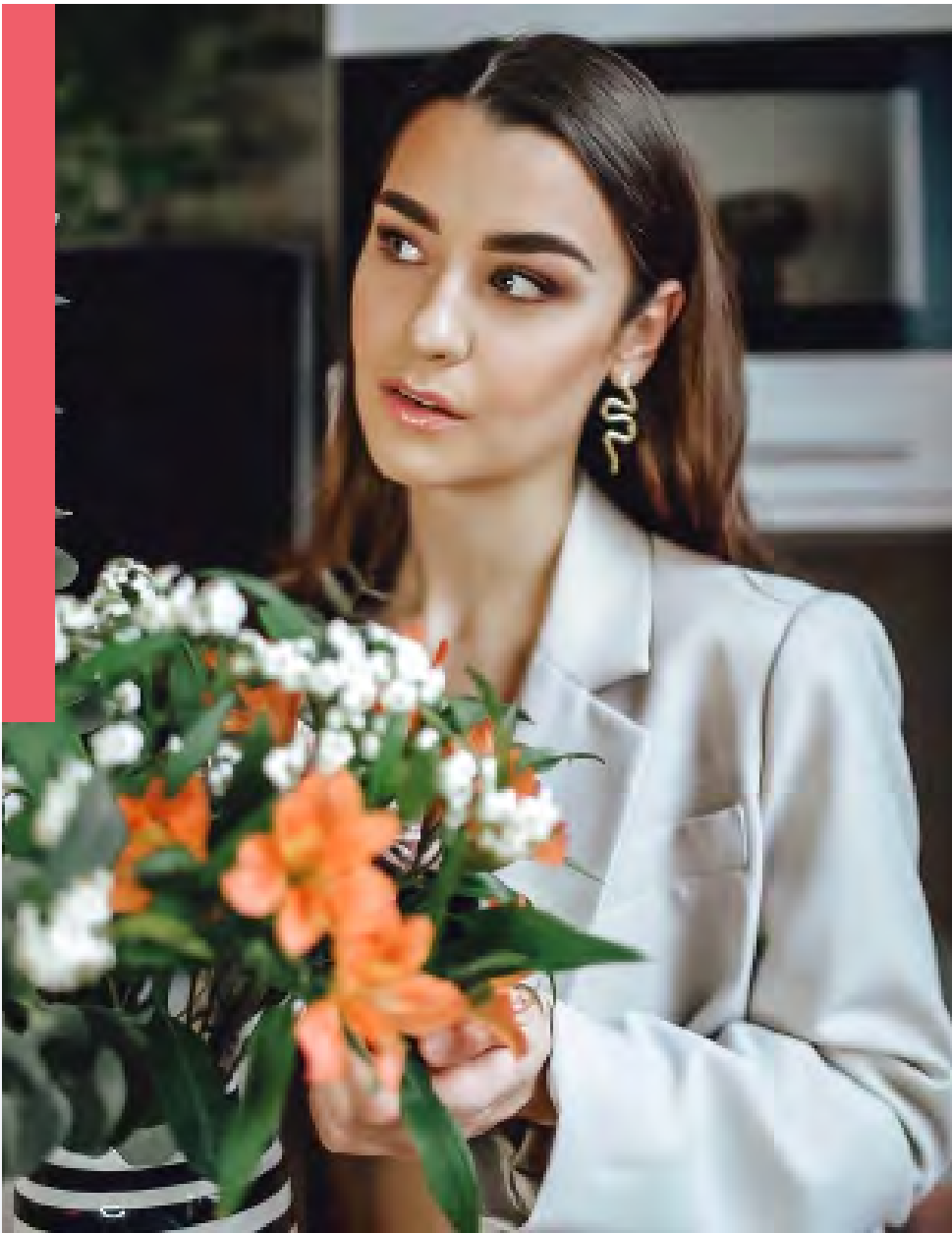
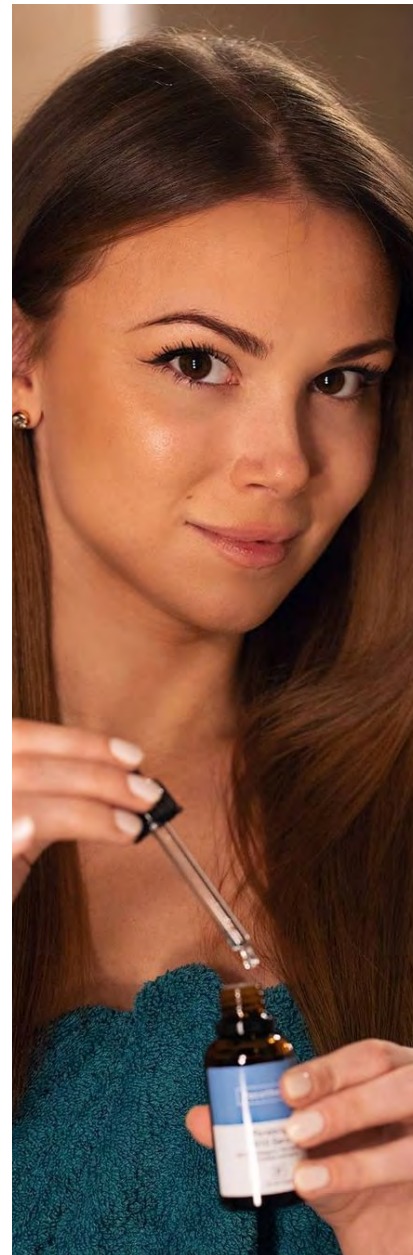


Under The Influence: Influencer vs Ambassador Marketing



UGC by @louisamariemusic for Safira





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Brands are no longer the only players with power and influence on media channels. Social media puts power in the hands of the individual, who may have networks that extend far beyond the typical reach of our brands. To pick the right influencer for your campaign, it is important to understand the difference between two terms that get thrown around a lot: influencers and ambassadors.



UGC by @antibi0tic0 for Popsockets

Social media puts power in the hands of the individual, who may have networks that extend far beyond the typical reach of our brands.

In this white paper, we'll look at the what and why of influencer marketing, and break through the confusion of influencers vs ambassadors (and which might suit you).

Finally, a quick quiz might help clarify where you stand - and where you want to be - in the tangled world of influencer marketing.

Ambassador Marketing 101



UGC by @sarahrottiers for Facetheory

Consumers trust recommendations from a third party more often than a brand itself. If I was to come up to you out of nowhere and start bragging about how great I am, you'd probably tune me out (or call security!). But if a mutual friend was to vouch for me, that might just get you on my side. Think of ambassador marketing as the mutual friend connecting your brand with potential customers.

An ambassador with a loyal audience can drive traffic to your site, increase your presence online and increase your sales through their recommendations. In a world where consumers are wise to overt marketing tactics, they want to research a brand on their own and get recommendations from someone they trust.



Influencers vs Ambassadors: Stop The Confusion



Influence has many faces and they go by many different names: bloggers, vloggers, social media mavens, advocates, ambassadors – the list goes on. Both influencers and ambassadors are brilliant ways for brands to reach a brand-new audience.



Influencer

An influencer is hired usually short-term for the value of their large audience, with the hope that they'll drive outcome and content related to a brand.



Ambassador

A brand ambassador already loves the brand or product, and feels the need to share it with their friends – which is great, since **92% of customers trust friends for recommendations.**

To find out more, visit our website

brandbassador.com



UGC by @hannah_godman for Fabletics

However, brand ambassadors will actively use the products and will share the same values as both the brand and their target audience.

When they don't feel a brand aligns with their values, they'll choose not to associate with the brand and rather stay true to themselves and their values, [like](#) [Natacha Océane](#) did when she chose to stop her ambassadorship with Gymshark.

This form of marketing creates an authentic and honest relationship between the ambassador and their following.

By tuning in to your own social media mentions and blog posts about your brand, you may find influencers and ambassadors you didn't realise you had!



Word Of Mouth **Marketing**

Brands don't need to partner with expensive social media stars to have a big impact. Micro-influencers have anywhere from 1,000 to 100,000 followers. Seen as both niche experts and **trusted friends**, their opinions and recommendations may carry more weight with consumers than larger, inaccessible influencers.

Actually, influencers with smaller followings can **generate up to 60% higher engagement rates than larger ones**. There's really no substitute for a true, genuine feeling that an influencer has for your product coming through in their posts.

In many ways, ambassador marketing is the ultimate word-of-mouth marketing, which is the only kind of marketing or advertising that really works again and again. And that's solid marketing gold for your brand.



Some influencers aren't even flesh and blood, yet millions follow them. Lil Miquela, who has 1.6 million Instagram followers, is made of pixels, and she was designed to attract followers and likes.



Generation Influencer



UGC by @vale_damo for Divain

Young people are natural influencers. They not only trust them, they want to be them! 86% of Gen Z's and millennials surveyed would post sponsored content for money, and 54% would become an ambassador given the opportunity, according to research firm Morning

Consult. 61% of young Americans said they're already likely to organically post about brands they like. There's boundless opportunity for nano-creators to get their foot in the door and start proving their worth to brands.

Ambassadors = Influencers, Right?

Nope. Brandbassador hosts your biggest everyday fans and rewards them for interacting with your brand across its social channels. Brand ambassadors already know and love your products, while influencers may not even have

used your product before. Ambassadors aren't always celebrities, and they may have as few as 500 social media followers! But they often have authority in their niche - and the niche your brand serves.



UGC by @melissacolozzo for Facetheory



This allows them to talk with their followers like a **circle of friends**.

Your relationships with influencers will probably be short-term. An influencer will usually promote a product only once or twice. They tend to be chosen for their celebrity, dedicated fans, and ability to reach your target audience. A brand ambassador, unlike an influencer, isn't necessarily perceived as trying to push products or opinions.

Rather, they are simply sharing why they love a product based on their own experience.

Because they're much less expensive than celebrity influencers, you might have thousands of ambassadors generating buzz and giving potential customers a compelling reason to trust you.

The Magic Of Influence

90% of online conversations about Harry Potter were held by 43 people. Their content & conversations became the voice of the series. Now if you were Warner Bros, wouldn't you want to get to know and befriend those 43 people?



Meet **The Influencer**

Influencers are chosen based on their capacity to reach an audience. AKA 1,000 followers on social media at a minimum. The beauty of influencers is that they already have a following that they engage with regularly. Because of this, they may (brands hope) have the power to impact their purchase decisions.

An influencer's relationship with a brand is often short-term or once-off. Keep in mind that a celebrity influencer may charge \$8,000 (or more) per single social media endorsement. If you're wondering, yes, that's one Facebook, Instagram, Twitter or Pinterest post.

According to [Digiday](#), YouTubers like Gigi Gorgeous with over 2 million subscribers can earn more than \$100,000 per video for dedicated brand integrations and some [reports](#) say Kim Kardashian gets paid over \$250k for a single photo post on Instagram.



UGC by @lady.says for Divain



Meet The **Ambassador**

So I hear you ask, why is she banging on about celebrity influencers? I don't have a budget for that. Let me introduce the brand ambassador. They are a true brand partner, with brands investing in ongoing relationships over an extended period of time.



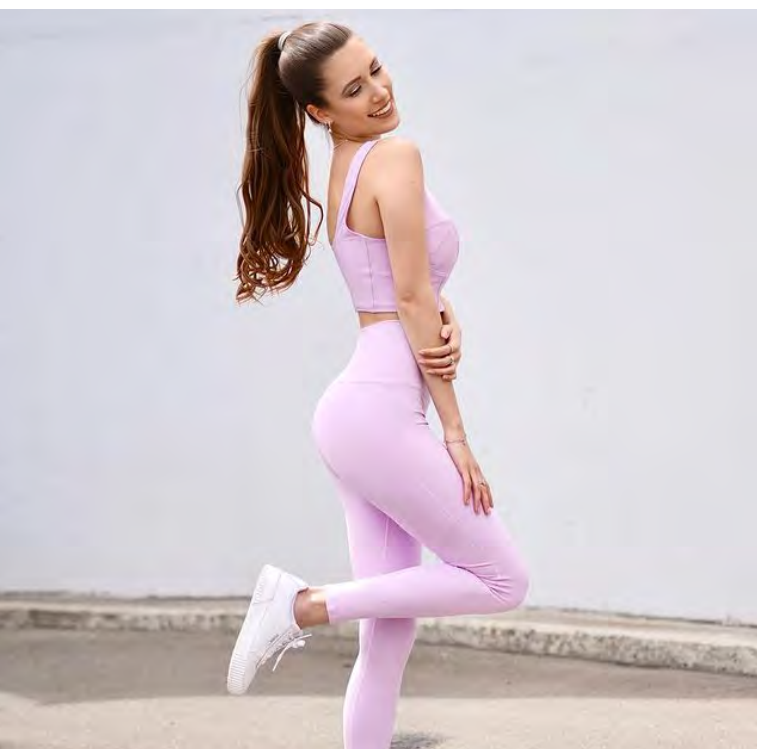
The ambassador represents the brand and the lifestyle associated with it and has deep knowledge about its products.



During that time, the ambassador represents the brand and the lifestyle associated with it and has deep knowledge about its products. They may even help to create or refine them! Having a smaller audience allows brand ambassadors to bond with the people who follow them more regularly via their channel. Think quality engagement and tight-knit communities. When you find a social media personality that naturally and authentically promotes your products, you may have found a brand ambassador that can take your brand to the next level. While someone can be both an influencer and an ambassador at the same time, we hope you can see the nuance between the two.

The Influencer **Issue**

If you're tuned into the influencer marketing world, chances are you've heard about the growing problem of fake followers. If you unknowingly partner with an account which has purchased followers, your brand can expect zero results. Influencer fraud can set your campaign back by damaging your brand reputation, draining your marketing budget, and throwing your social media algorithm out of whack. Then there's the question of trust. Despite increased ad money being spent on influencer marketing, **96% of people do not trust influencers**, according to YouGov and Grey London. People are aware that a paid influencer is not much different than direct marketing. And even the best influencers lose clout over time.



UGC by @annexenna_ for Fabletics

Gen Z in particular is less susceptible to digital ads and more inclined towards authentic content that isn't too salesy. Micro-influencers are a great way to engage with Gen Z, which responds well to real content, which is less curated and less choreographed. To take your company's marketing strategy to the next level, think about investing in your best customers, followers and fans.



Which Describes **You?**

**A**

You manage an affiliate program in house but nothing is organised. Way too much time and people are being wasted on manually reaching out to ambassadors on social media. And as for the mountains of spreadsheets... let's not go there!

**B**

You've never had an ambassador marketing strategy. Instead, you manage your campaigns in house with a handful of influencers. This makes it very difficult to grow your brand and build awareness outside of your small home market.

**C**

You reach out to some influencers for content occasionally, but there's no brand advocacy strategy in place. Without an ambassador, everything has to be done manually over email, which is hard to manage and time-consuming.



After Joining An **Ambassador Marketing Programme...**

**A**

Everything is now managed by one platform which decreases the time spent on tracking and reporting your communities performance. It's quick and easy to train new employees to use the system. Most importantly, you're able to drive sales through links and discount codes real-time.

**B**

It's more systematic and easier to manage the ambassador application approvals and mission approvals, compared to doing it manually one by one. Being on the Brandbassador app allows all brand ambassadors on the platform to get to know you - and you get to expand your reach.

**C**

Having never had a brand advocacy strategy in place, automated messaging - especially when it comes to reminders - is really helpful. There's an increase in sales and engagement. Talking to ambassadors becomes much easier as you're able to send out mass messages for important news.



Now Find **The Right Solution** For You



UGC by @bella__living for Popsockets

it is incredibly difficult to manually scale and track the results of ambassador marketing. Brandbassador started as an inhouse platform to solve that problem.

The clothing sensation Onepiece needed to search, recruit and manage their influencers and ambassadors. Their internal platform was so successful that they opened it to other companies, ultimately launching Brandbassador.

Brandbassador has since partnered with some of the fastest growing ecommerce brands in the UK & US, including Huel, Fabletics, MVMT, Desenio, and SHEIN. It's now the #1 Brand-building community in the world for rapidly scaling ecommerce startups.

How Brandbassador Works

- ✓ Invite anyone to apply to become your brand ambassador
- ✓ Review and approve the ambassadors you want to work with
- ✓ You create tasks or missions for ambassadors to complete in return for cash, giftcards or free products
- ✓ Through a gamified app, your ambassadors review and complete their missions
- ✓ Reward ambassadors for generating sales with commission, gift-cards or free products directly through the platform
- ✓ Manage thousands of ambassadors, track progress, engagement and revenue in real time



UGC by @ainhoamdiaz for Safira

**To find out more,
visit our website**

brandbassador.com



Ready to Activate **Your Community?**

Brandbassador was created by the founders of the clothing sensation OnePiece. A brand built and fuelled by social media marketing to grow to almost \$200 million dollars in online revenue.

We experienced first hand how difficult it is to manually scale and track the results of ambassador marketing. Brandbassador was built as a solution to this pain and refined over 8 years of pioneering social media marketing from a brand's perspective.

Now with years of experience launching various communities big and small from all over the world we are experts in word of mouth marketing.



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We Empower Brands to:

- ✓ Turn customers & fans into ambassadors
- ✓ Create automated marketing campaigns for ambassadors
- ✓ Generate social buzz & drive sales
- ✓ Reward ambassadors & sales champions
- ✓ Track revenue through our plug & play integrations

Check Out Our Dedicated App for **Ambassadors**

Engage your ambassador community by creating fun marketing campaigns, one-to-many communication and providing them with the tools to generate sales and social buzz for your brand - the possibilities are endless!



To find out more, visit our website

brandbassador.com