



Boosting Brand Awareness with Community-Led Growth



Finding Brandbassador... allowed us to create the highly engaging and mutually beneficial experience we've been after!



Carlie Freeman
Social Media & Community Manager



Guide Contents

● Business Challenge.....	02-03
● Pain Points.....	04
● Customer Success.....	05
● Summary.....	06
● Activate Your Community.....	07



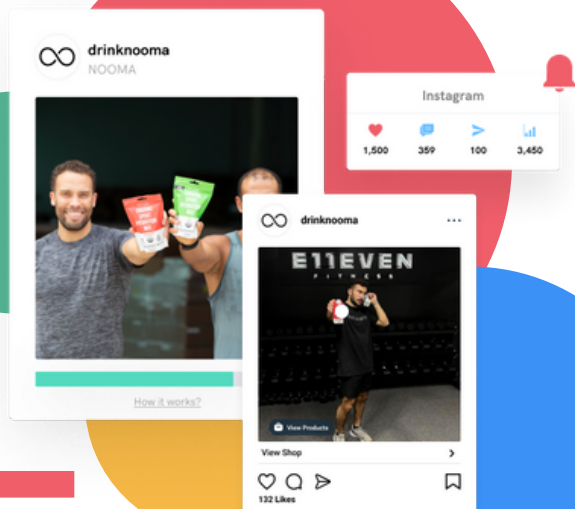
Business Challenges

NOOMA realised from the outset that the quickest and best way to acquire new customers was through community-led growth created by quality user-generated content and social buzz.

Therefore, they set out to create a community of brand ambassadors - their Sweat Squad - who shared their values and were passionate about creating brand awareness through fun, educational content.

They wanted to curate an environment that was fun, upbeat, and engaging - as well as full of value for their ambassadors.

NOOMA wanted to promote quality and reward high-performing brand ambassadors for their work through higher levels of partnership over time, allowing top ambassadors exclusive rewards and opportunities.



Where it All Began



The Sweat Squad started through a Facebook group with **manual tracking through Excel sheets and Google Docs**, with the primary role of ambassadors being to hand out NOOMA drinks at fitness events.

The strategy worked for a time but was hard for NOOMA to maintain. It was primarily beneficial for the ambassadors, not the brand. With NOOMA seeing very little ROI, **it wasn't a cost-effective method**.

Outcomes Achieved with Brandbassador

2.44m

Reach
on social media

266

Brand
Ambassadors

\$6650.42

Revenue
Generated
under 3 months



Pain Points

Original ambassador program with manual tracking was difficult to maintain and wasn't cost-effective, with little ROI.

Tried other management platforms - Refersion and Aspire IQ - but needs were still unmet

Difficulty creating a relationship between NOOMA that benefited both their ambassadors and the brand.



Brandbassador is an amazing company to partner with! They have an excellent onboarding program, superb customer support team, and an awesome tech support team!



Carlie Freeman
Social Media & Community Manager



Customer Success

Through Brandbassador, NOOMA was finally able to achieve what they needed - a highly engaging, mutually beneficial relationship with their brand ambassadors

Their ambassador marketing program launched on January 20, 2022, and by the end of their first month, they had nearly 200 ambassadors join. Their program continues growing, with ambassadors creating content that drives brand awareness and engagement.

NOOMA is currently experimenting with exclusive marketing tasks for ambassadors who are leaders in the fitness space. Ambassadors who are highly engaged, as well as have a role such as fitness instructors, gym owners, or fitness experts are equipped with NOOMA freebie codes to pass out at events.

Any purchases made with a freebie code rewards the ambassador with a commission. Through this method, NOOMA has seen their customer acquisition cost drop in comparison to paid online ads.

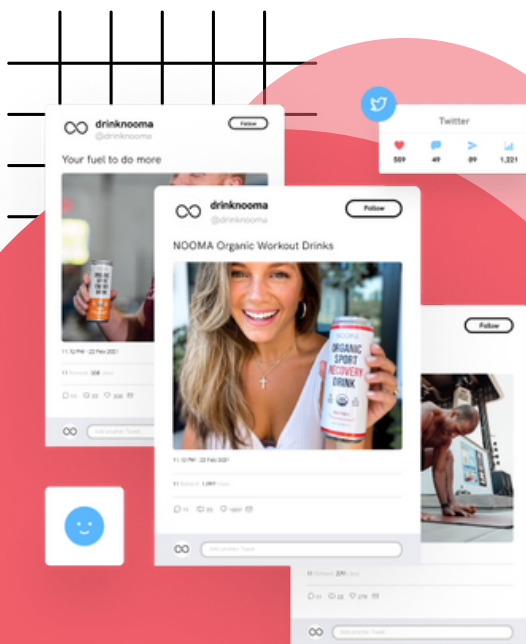


Summary

NOOMA's main focus for their ambassador marketing program is engagement, education, and awareness - not sales. However, through the relationships NOOMA has built with their ambassadors, sales and lower customer acquisition costs have been a natural result.

Since driving sales is not their main goal, NOOMA wanted to achieve and maintain an ROI of at least 100%. They have reached 100% at their highest point in their first three months with Brandbassador, and are working with their Customer Success Manager to plan some missions that will continue to boost their ROI to meet this goal.

NOOMA is excited to continue providing higher levels of partnership with their top-performing ambassadors, and are confident that Brandbassador has allowed them to create the environment in which community-led growth is possible.





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.

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



[Book a demo](#)

To find out more, visit our website brandbassador.com

