



You call that
influence?

How ambassadors can
double your brand
engagement



BRANDBASSADOR

What is included in this whitepaper?

Brands are seeing less bang for their buck with influencer marketing. Costs are rising, fake followers are getting harder to spot and competition is stiff.

This is why ambassador marketing is growing.

Brands are using their own assets - real customers and fans - to build a powerful community of ambassadors.

This whitepaper explores why influencer marketing is getting harder to master, the differences between ambassadors and influencers, and how you can join the successful pioneers of ambassador marketing.

iDeal of Sweden	Onepiece	MVMT
25.2K AMBASSADORS	11.3K AMBASSADORS	25.9K AMBASSADORS
21.9K PIECES OF USER CONTENT	16.6K PIECES OF USER CONTENT	10.3K PIECES OF USER CONTENT
423.6M REACH	283.6M REACH	375.3M REACH



Ambassador Marketing 2.0

Ambassador marketing is a powerful word of mouth technique that helps generate buzz around your brand.

Unlike influencer marketing, ambassador marketing works both online and offline and is more about building your own community of customers and fans (ambassadors), than just paying social media posts.

Although user generated content and social interaction is part of ambassador marketing, it's not the only way to use the tactic successfully.

It's all about using authentic voices, both online and offline, at scale to amplify your brand as a whole.



Onepiece: Pioneers of ambassador marketing

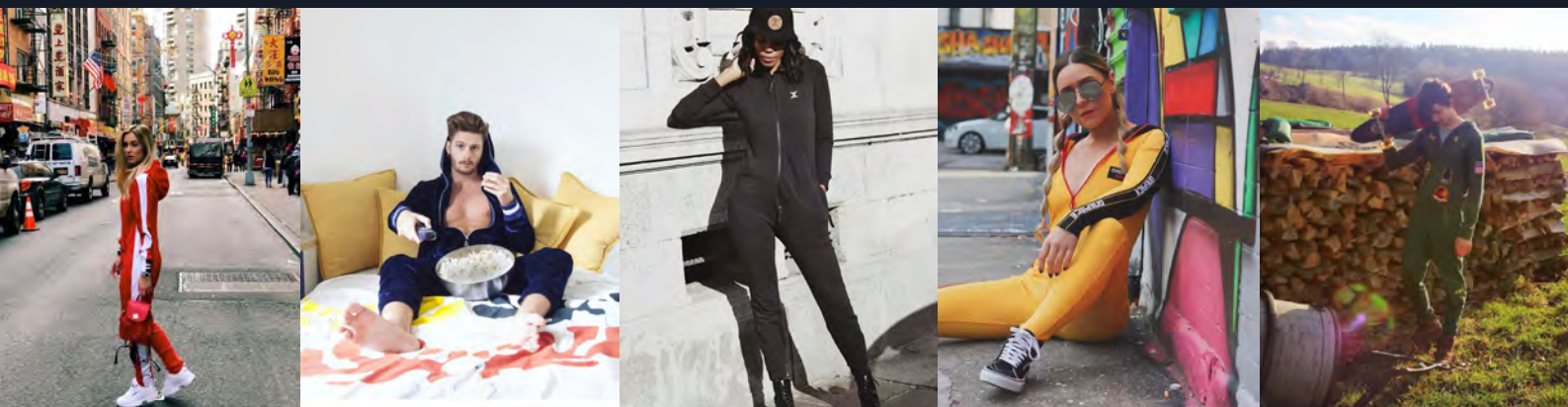
Thomas Adams and Ole Fjelberg, founders of Onepiece created an army of ambassadors, working with them to spread their love of Onepiece. They offered great rewards that made each individual proud to be involved.

Onepiece found that the most valuable ambassadors were not the influencers with 1m+ followers, but actually sociable university students.

“Our ambassadors were printing their own flyers, hijacking blackboards, running around with Onepiece on all the time and organising their own events. Talk about word of mouth marketing on steroids!”

Another memorable campaign encouraged ambassadors to head to Selfridges and ask if they sold Onepiece. Not yet stocked by the store, this prompted Selfridges to contact Thomas and Ole directly to discuss a partnership.

Through running ambassador marketing campaigns, Onepiece were also able to spot emerging talent. Gigi Hadid signed up as an ambassador in 2014 and at the time was just another cool New York girl. Early on, Onepiece was able to see her growth and the value she created and build an authentic, long term relationship.



Why is word of mouth marketing so powerful?

A **McKinsey** study found word of mouth to be one of the most valuable forms of marketing - generating more than double the sales of paid ads, with a 37% higher retention rate. Word of mouth recommendations also influence up to 50% of all purchasing decisions. If you're leading this conversation it can be even more powerful.

Word of mouth advertising has been around since the start of time - from cavemen sharing tips on the best hunting spots to mums providing each other with parenting hacks.

Influencer marketing isn't new either. Companies have worked with celebrities and those with influence for many years. Think of George Clooney for Nespresso, Kendall Jenner teaming up with Pepsi, Tiger Woods and Michael Jordan working with Nike - these are all early examples of influencer marketing.

The growth of social media offered a new opportunity. Brands could now get their message out using influential people online. And once a few started, the technique took off.

“Onepiece started using influential people on social media back in 2009. Back then we were one of the first brands leveraging it so there was less competition. This made it easier for us to run more creative campaigns and get more for our money.”

Thomas Adams, Founder of Onepiece and Brandbassador



Daniel Wellington: Built on social

Working with top Instagram influencers and product seeding helped Daniel Wellington grow at an incredibly rapid rate, reaching millions of new customers and generating over a billion dollars in sales.

More recently Daniel Wellington spotted that the gap for influencer marketing was closing and moved their efforts to real people - their ambassador community.

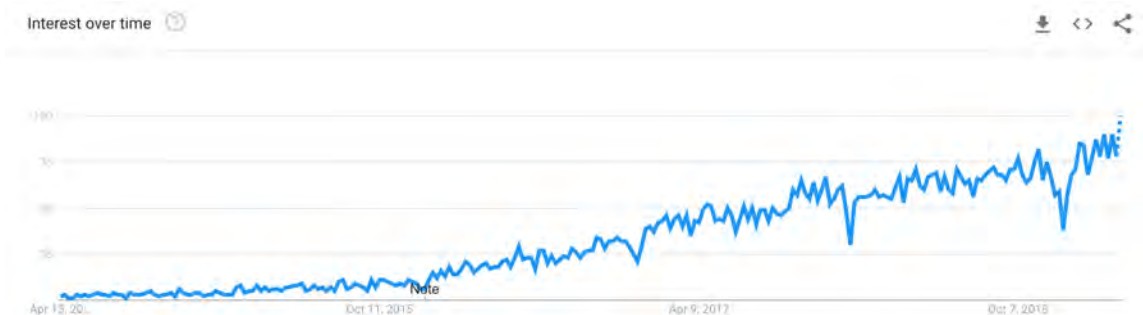
By encouraging and rewarding user generated content, giving out freebies and driving consumer action through coupon codes, Daniel Wellington remains at the top.



Why did brands jump on influencer marketing?

The brands that started doing influencer marketing early really saw the impact. [Media Kix](#) found that 80% of marketers rate influencer marketing as a successful tactic, and 89% say ROI from influencer marketing is better than or comparable to other marketing channels.

Worldwide Google [searches](#) for the term have skyrocketed by over 3000% in the last 5 years. And despite a few small dips - when marketers are enjoying their Christmas break - it's easy to see how influencer marketing has grown.



But, like any trend, as the searches go up, the opportunity goes down. As more and more brands add the technique into their activities, costs are rising and it becomes harder to get the same return as those first pioneers.

“We were working with big influencers but the cost has gone right up. We then moved more in the direction of micro influencers but there was so much work. We were checking each of their Instagrams to see if they were suitable - it was too manual!”

Marius Sowka, Brand & Innovation Manager, BLIVakker / Coco Panda



Why are top brands now focusing their efforts on ambassador marketing?

Word of mouth across social media is a key part of ambassador marketing, but there's so much more you can do too.

By working with customers and real people who love your brand and have your products, you can instantly see the impact they can have on your marketing.

“It's a great concept! Pick a brand that interests you and promote it through your social media accounts, earning perks and cash along the way. I already promote stuff that I'm passionate about through social media, so signing up for Brandbassador was a no brainer.”

Volt Jayme, Ambassador - Google Play Store

With a community of ambassadors all working with you at scale, you can increase brand awareness, explode your engagement and generate more revenue.

It's time for you to join the pioneers of ambassador marketing.

MVMT 

DW
Daniel Wellington

TRIANGL


ONEPIECE



The Big Disrupters

Red Bull “Wings Team”



Red Bull is known for its community of motivated and dynamic young people. Like most brand ambassador programs, the Wings Team seeks out members that are considered opinion leaders in their communities. Members are trusted and well known amongst their peers, and Red Bull’s strategy of combining high energy ambassadors with their high energy brand results in a deep connection between company and consumer.

Gymshark



Gymshark has used ambassador marketing to become one of the most influential fitness brands of its time. By treating their ambassadors as a family, being fearlessly progressive and visionary, Gymshark was able to leverage social media to build a strong community of like minded people. More recently the brand has utilized their ambassadors offline too by generating huge crowds for their pop-up stores



The Big Disrupters

Adidas



Adidas was on the frontline building and nurturing a community before ambassador marketing really began. From giving freebies to the poor kids of East London (future grime stars!) to developing their tribe on social media, Adidas have developed more than a brand image, they've developed a culture.

MVMT Watches



The MVMT brand was built on social media. Inspiring people to live their best life, MVMT is everything a social brand needs to be. With extremely Instagram friendly products, and a huge community of supporters, MVMT are really rocking ambassador marketing!



How are ambassadors different?

Ambassadors are a combination of your top customers, fans and influencers. They love your brand and are already shouting about how great you are to anyone who will listen. They'll write great reviews, provide product feedback and create stunning user generated content just because they want to share their experience. Being a brand ambassador is not only a way to get incentives, it's part of their lifestyle.

Ambassadors are more authentic. They will usually only work with brands they already buy or those that fit their interests.

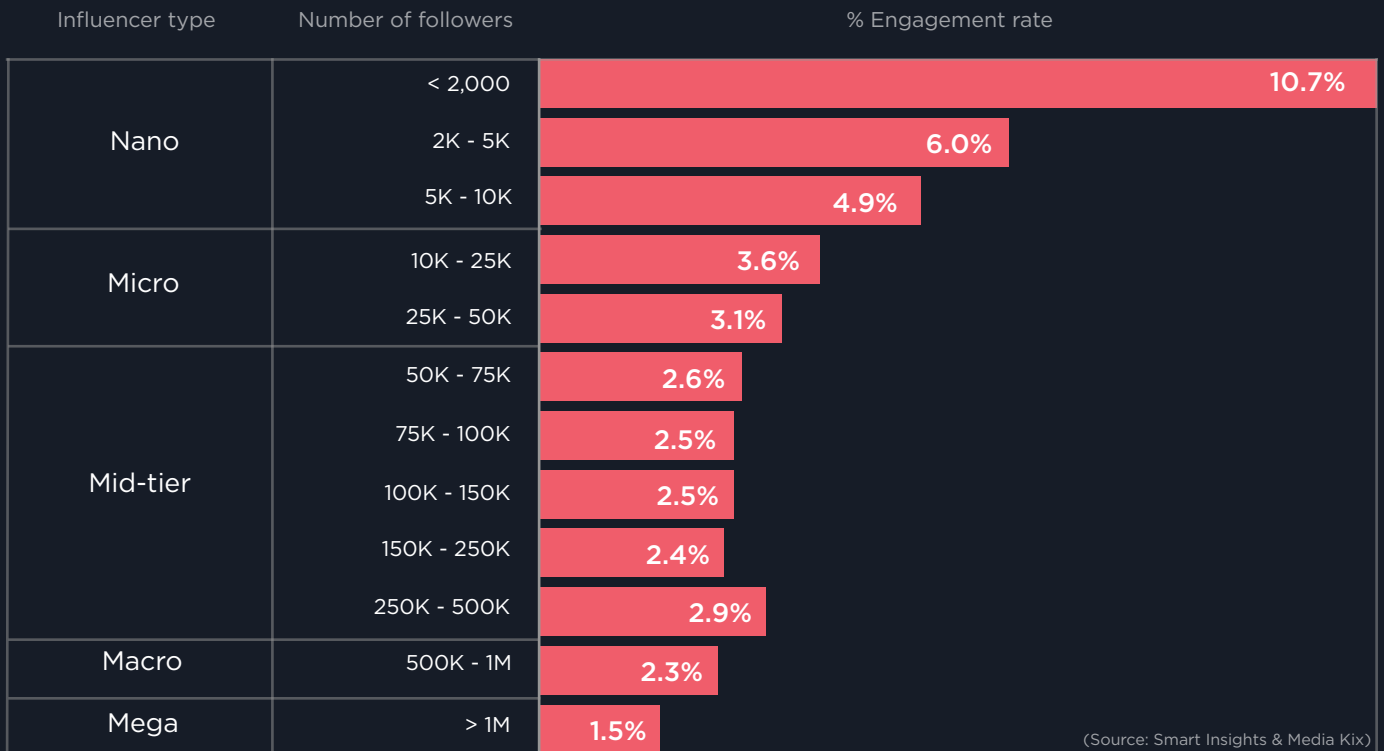
	MOTIVATION	ADVOCACY & LOYALTY	GENUINE PASSION FOR BRAND	CONSUMER TRUST
INFLUENCERS	Grow their audience	Short-term	Probably not	18% trust influencers
AMBASSADORS	Help their friends	Long-term	Yes, absolutely	92% trust ambassadors

(Source: Nielsen & Forrester)

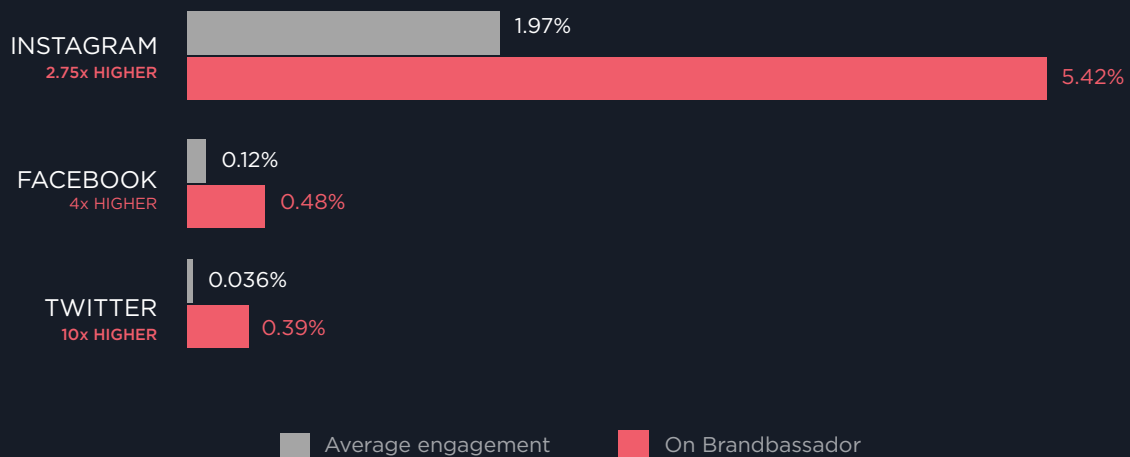
Although many brands still work with large influencers on a pay-per-post basis, the real benefit of ambassadors is their reusability. Once someone is part of your ambassador community you are able to work with them again and again - often at little cost each time. They'll even continue to post, brag and promote your brand for as long as their loyalty sticks.



Number of followers vs engagement rate



A recent social media [benchmark report](#) looked into the average engagement on social media sites. We compared this with engagement rates of ambassadors on Brandbassador. The ambassadors won!



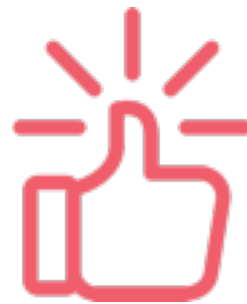
Why are bigger influencers not always better?

As follower numbers go up, engagement levels usually go down and the quality of that connection decreases. This means that working with larger influencers is likely to get less interaction, and it will be less meaningful. This is especially true now even more brands have jumped on the tactic. With a demand that is larger than supply, people are able to raise their prices - meaning even lower ROI for you!



Industry standard

\$0.22 per like



Ambassadors on Brandbassador

\$0.087 per like (2.5x more)

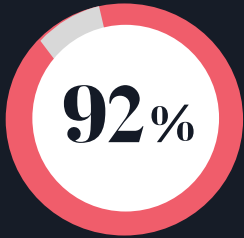
“We find that content works better when you work with people who have a smaller following as they are less likely to use their channel like a billboard of different brands.”

Richard Henne, Co-founder, Ivory Ella

Channels with a larger following may not be what you expect. Many issues have occurred where so-called ‘influencers’ have been buying fake followers for their accounts. This used to be easy to spot due to their low engagement, but bots are now engaging with posts and making it look like the account is really generating this activity.



What does it mean for brands?



of consumers trust recommendations from people they know directly

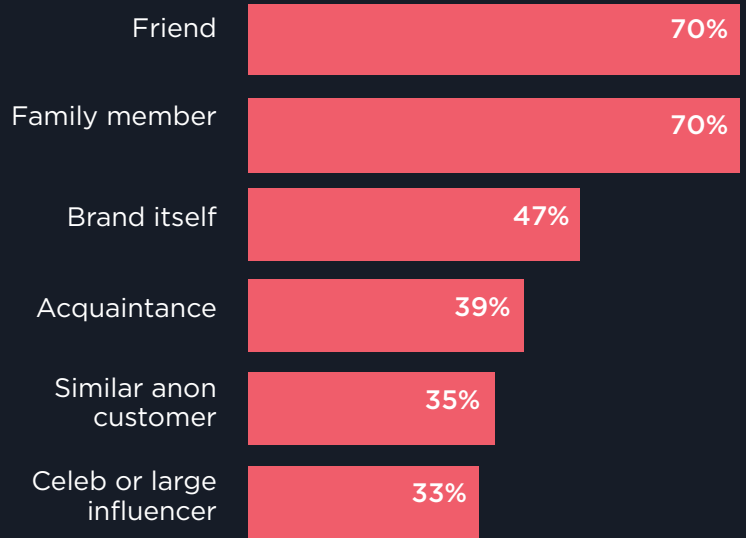
20%

have unfollowed a brand on social media because they didn't seem authentic

\$6 Trillion

of annual consumer spending is driven by word of mouth marketing

Who influences purchasing decisions?



(Source: Nielsen, MediaPost, Invesp, Social Media Today)

Ambassadors often have lower follower numbers, but many still fall into the rankings beside influencers. Because they are sociable offline, and have a large social circle, it's easy for ambassadors to build up a higher than average online following too. This is less important to them though, they're just interested in sharing with people they care about.

Ambassadors are more authentic. They will usually only work with brands they already buy from, or those that fit their interests. This is part of their lifestyle, not their whole life.

With an ongoing ambassador marketing program you can build long-term relationships with people who are standing behind your brand at every turn.



Why is ambassador marketing so powerful?

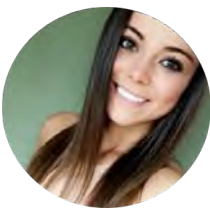
It really comes down to the authenticity that ambassadors bring to their content and the way they talk about your brand.

Authenticity remains one of the biggest factors for consumers when choosing which brands to support and buy from - **86% of consumers** rate it as the most important factor.

Recently both Facebook and Instagram have changed their algorithms to favor user generated and meaningful conversation over brand messages.

Not only are platforms focusing more on sharing user generated content, but consumers can tell the difference between brand content and user content 70% of the time.

That is where ambassadors can really make a difference - it's time to build your community.



👤 7,688



👤 6,665



👤 11,000



👤 2,983



👤 2,165

“We now have much more content to share. User generated content gives a continuous stream of great content to use.”

Marius Sowka, Brand & Innovation Manager, BliVakker & Coco Panda



How can Brandbassador help?

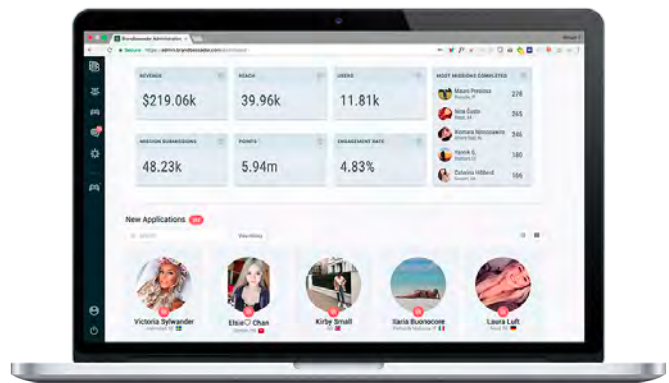
We've done the research - working with ambassadors is a powerful way to build loyalty, generate more content, and make more sales. Plus, it's cheaper and more effective than traditional influencer marketing!

Created by the founders of the clothing sensation OnePiece. A brand built and fuelled by social media marketing to grow more than \$100 million dollars in online revenue. We are ambassador marketing experts and can give you the tools to help your brand shine too.

The Brandbassador platform lets you harness the power of your community to generate revenue, content & awareness at scale.



APP FOR AMBASSADORS



LIVE DASHBOARD FOR BRANDS

- See your results in real time
- Approve or reject ambassadors
- Create missions for your community

"Compared to our own outreach Brandbassador represents a more effective way to reach high volumes of influencers."

Therese Granström, Social Commerce Co-ordinator, Safira

[Book a demo](#)