



Brand Ambassador Programmes

How to run a brand
ambassador programme





Fran Gilman shares insight into
the fundamentals of a brand
ambassador programme

How do you encourage member sign up?



Set long-term objectives

If you know what you are aiming to achieve it will make the sign-up more attractive to potential ambassadors.



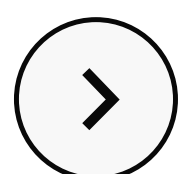
Communicate the benefits

Make your programme attractive and clearly communicate the benefits to new recruits such as career progression, recognition etc.



Plan a social event

Get your ambassadors together to meet one another and start to build a community of like-minded people.



What makes a good brand ambassador?



Define 'what good looks like'

Align what you want to achieve with your programme objectives and work together to get there.



Dynamic individuals

You want to find charismatic, driven self-starters who aspire to be heard and seen amongst their peers and community.



Commitment

Be committed to your ambassadors as a brand and they will return the loyalty with true brand advocacy.



How do you engage with brand ambassadors?



Create a community

The most important element of any programme is to build a community with clear two-way channels of communication.



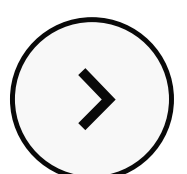
Content rich channels

Select the most appropriate mix of channels relevant to your messaging and objectives i.e. app, website, social or face to face events.



Be authentic

Don't ask too much from people and ensure that ambassadors are being heard by your brand.



What does good engagement look like?



Membership criteria

Treat it like a subscription where ambassadors need to show a base level of interaction in order to keep their place.



Engagement levels

Measure participation and activity levels but understand you need to be flexible and adapt to market and competitor changes.



Welcome feedback

Individuals are more likely to engage with a brand which they feel listens to them - it might even spark a new idea!



How to do manage and validate ambassadors?



Collaborate

If your ambassadors are non-direct employees then ensure all parties are onboard along with the necessary paperwork.



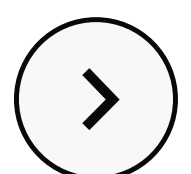
Data sharing

Identify what data needs to be shared between parties, including performance data, for your programme to be a success.



Open dialogue

Have a direct communication channel open between you and the ambassador to ensure they deliver what you want.



What are the risks and what could go wrong?

1

It can take time

Sales may not increase straight away, focus on building a community of loyal fans who love your brand.

2

Communication breakdown

Do your homework and plan effectively to keep all communication positive and mutually beneficial for all parties involved.

3

The wrong people

You need to be able to manage your ambassador base, have a process to remove people from the programme should you need to.



How do you measure the success of the programme?



Performance tracking

Setting your base membership criteria gives you a basis on which to track and monitor ambassador performance.



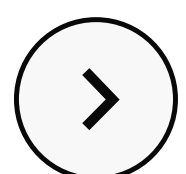
Programme maturity

Insight will be gained from the six month mark so ensure you have time and budget to run effectively - this is a long term programme.



Keep pushing

For those going great, implement stretch targets to keep pushing forward and maximise return on investment.



Next steps...

You've gained insight into how to run a successful brand ambassador programme, here's what to do next:



Write a draft plan

Discuss objectives with internal stakeholders.



Engage externally

Secure buy-in from all external parties.



Write a brief

What areas do you need an agency to support on?



Get in touch

To create a successful brand ambassador programme together.





Get in touch



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