

Plan for Puttshack brand ambassador program

Assignment Instructions

Step 1 - Program Management

Whether you are working on an influencer outreach plan or a brand ambassador program, it is time to build out the plan. Explain your approach and how you recommend the organization management the program.

For Students Creating Influencer Programs and For Students Creating Brand Ambassador Programs:

1. Business goal (Broad): Increase annual revenue by 20% within the next fiscal year.
 1. Marketing goal (Macro conversions): "Increase brand awareness by 20% with our target audience within 10 months."
 2. Campaign or Program goals (micro conversions):
 1. "Increase social media mentions by 15% through brand ambassador posts."
 2. "Increase online bookings by 15% within the next six months."
 3. "Increase followers on our social media accounts by 20% within 6 months."

All three of our Micro conversion campaign and program goals support our broad business goals and Marketing macro conversions.

2. Define your audience, who are they - be specific!

"Well in the US, we break our demographic down really into three groups. One is that 21 to 39-year-old, which is what we call our core demographic. The next is our event groups, both social and corporate. And then the third group is families ([Ames, 2023](#))."

2. Here are the core focus types of brand ambassadors for our program:

Student ambassadors: Student ambassadors are perfect for trying to find more customers in the 18-25 age group. These ambassadors promote your brand on a

large scale throughout their college campus, more intimately through smaller student associations and networks, and online to their audience of peers on social networks.

Employee ambassadors: Who better than our own employees to promote our brand? They know our brand inside out and understand our brand culture and vision. These ambassadors will promote us to their circle of friends, family, and associates. One risk of employee ambassadorship, though, is it could come off as too salesy.

Customer-ambassadors: These ambassadors are our best customers, handpicked and trained to promote our brand more formally. Unlike employee ambassadorship, which can come across as inauthentic unless carefully moderated, customer-ambassadors are usually seen as much more believable and legitimate. A new customer will always prefer to buy if they see that a peer has endorsed the brand.

Other ambassador types to consider:

***Experts in their field:** As field experts are the go-to people for advice, tips, and information in their niche, an endorsement of your brand from a related authority speaks volumes. It's a great form of brand ambassadorship to target if we want the validity and credibility that comes with being associated with an expert.*

***Authorities among an audience (includes, but isn't limited to, celebrities):** Audience authorities are not as knowledgeable about our brand as bona fide superfans, but they have significant audiences who trust them wholeheartedly and who align with our own target demographic. Celebrities can fall under the audience authority category. But it's usually easier to work with authorities who have a smaller (but still sizable and trusting) audience – like content creators.*

***Social media personalities (content creators):** Social media influencers and content creators come with their own followership that can vary in size depending on their popularity. They're already experts in online promotion, and have an audience that regularly engages with their content and hangs on their every word. So, if they've already shown love for your brand more informally, they can be an invaluable ambassador type.*

Specify a timetable for your campaign. You should commit for at least 1 year, but you might elect to run the campaign for 18 months or longer, depending on the nature of your business.

The program is a one-year program that runs concurrently with the company's fiscal year.

Buy-in – Explain how you will build buy-in internally. Without commitment and dedication, your program will not succeed. Describe how you will communicate your plan launch to the rest of the company and how you will enlist supporters to get people at the company on board.

Research from [ReferralCandy](#) showed that 86% of consumers trust recommendations from friends, family and colleagues over other forms of marketing ([Dublino, 2024](#)). The advantages of employee ambassador programs:

1. Increased brand awareness
2. More engaged employees
3. Community building
4. Recruitment support and scalability
5. Enhance connection and trust within the company
6. Can be a method for distributing information
7. Improves staff retention
8. Serves as a built-in network

“High employee engagement is directly linked to profitability. More than 70% of executives say that employee engagement is critical to their company’s overall success. And, companies with high employee engagement are 21% more profitable than their low-engagement counterparts” ([Eval & Eval, 2024](#)).

2. We will have an employee ambassador program as well to incentivize employees to take part in this kind of campaign by offering them rewards, discounts, and other desirable things in exchange for their efforts. We will be asking employees what kind of incentives would be best received is a good way to enhance employee engagement further ([Eval & Eval, 2024](#)).

What's in it for you:

- Paid Time Off & Health Insurance
- GREAT growth opportunities
- 50% Off Meals & Free Mini Golf
- Parental Leave & Paid Volunteer Hours
- Earned paid sick time in accordance with applicable municipal and/or state laws.
- Gifted products
- Early access to new products and launches
- Exclusive offers and discounts
- Commission from sales attributed to the ambassador
- Cross-promotion on your social media channels

Management - Who at your company is going to work on the campaign? What specific actions will they take (and when)?

Choose someone within your company to act as the point person for the campaign. They should be intimately familiar with your brand, as well as dedicated to making the outreach campaign a success.

1. We need to hire a dedicated [Community Manager](#) as the guiding light of our ambassador marketing program. They're in charge of consistently creating, executing, and managing ambassador campaigns so that we can maximise revenue-generating potential ([Erwin, n.d.](#)).

Set a schedule for how this person may check metrics, so they can adjust as necessary if the program isn't taking hold the way you'd like.

Content calendar

For a comprehensive content calendar, use this list to plan each piece of content and get all your ducks in a row before you publish:

- | | |
|-----------------------------|---|
| ✓ Topic title and body text | ✓ Who is responsible for creating the topic |
| ✓ Visual materials | ✓ Deadline for placing it in the community |
| ✓ Type of content | ✓ Fixed / flexible deadline |
| ✓ Forum | ✓ Ongoing subject (yes / no) |
| ✓ Sticky (yes / no) | ✓ Promotional (yes / no) |
| ✓ Public tags | ✓ Social media sharing |

An example template for a community content calendar

[illegible]

As our [Community Manager](#), you will serve as the brand ambassador in our digital spaces, fostering an engaged community and managing our online presence across various social media channels. You will be the voice and face of our brand, ensuring consistency across all platforms and working tirelessly to build a strong, engaged community (*Community Manager Job Description: Roles, Skills, and Career Path (How to Be a Great One)*, n.d.).

Key Responsibilities

2. Conveying the brand's voice and values, fostering connections within the community.
3. Managing social media accounts, creating and curating content.
4. Coordinating marketing campaigns to ensure a consistent brand message.
5. Strategic development and execution of community objectives.
6. Utilizing analytics to enhance engagement strategies and make informed decisions.
7. Fostering a safe and inclusive environment within the community.

Step 2 - Program Incentive

For Students Creating Brand Ambassador Programs:

Benefits - Explain the benefits to the ambassadors. Most fans do not want to be paid outright. They act on behalf of your brand because they love you and feel a sense of ownership in the organization. Without using monetary rewards (salary \$\$\$), how will you reward these ambassadors for their support? Remember to add exclusivity. Describe how you will make the brand ambassador program exclusive. Consider the financial impact to the business by offering the various benefits.

- We want to use a tier-based member system (Member, Silver, Gold, Platinum) that uses a points-based rewards system that rewards points after brand ambassadors have completed specific tasks, pieces of UGC, marketing campaigns, or missions established earlier in the process. This ensures that perks are always paired with good results.

These are several types of rewards the company can explore to motivate our ambassadors, including:

- Promotional items
- Free products
- Discounts
- Gift cards
- Exclusive access to new products and services or company events
- Invites to company headquarters
- Performance-based commission

- Branded swag
- Free products
- Ambassador Discounts
- Event Tickets
- Other experiential rewards
- Exclusive experiences with our brand
- Skill building and mentorship
- Public and Social media recognition
- Contest and giveaways

Step 3 - Program Launch

For Students Creating Brand Ambassador Programs:

- **Logistics – Share the logistics of how you will ‘kick-off’ the start to the program. How will you communicate with the brand ambassadors.**
 - The program is a one-year program that runs concurrently with the company's fiscal year.
 - Bi-weekly zoom meetings
 - Monitoring Ambassador Success and Engagement will send out evaluations during the following periods:
 - Every 30 days from start date
 - Every 90 days from start date
- **Community - The best way to get the most value from your brand ambassador program is to enable your ambassadors to interact with one another, as well as with your company.**
 - Explain how you will encourage feedback from your ambassadors, and establish a system to ensure they receive communication back from your brand.
 - *We will start a Slack, Discord group and Facebook type group for free initially, and move to paid software like [**Mighty Networks**](#) when we need to upgrade for growth!*
 - Set a schedule for monitoring customer conversations (online and offline) so you don't miss any of these interactions.
 - The community manager will monitor this weekly.
- **Access - Assign someone within your organization as the point-person for your brand ambassadors. Explain why this person is a good fit for the role. Explain how you will provide ambassadors access to higher-ups within the organization, as well.**

We have a Brand Manager that works with the community manager as the point person for the Brand Ambassador program. We will provide ambassadors access to higher ups within the organization by:

Invites to Company Headquarters

We will invite ambassadors to visit because they're a part of our organization. We'll organize a tour of our offices, or any other relevant location that can help them connect better with our brand and values. During the tour, we can connect with our ambassadors by listening to their opinions, providing paid meals, and giving them promotional products and free samples.

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