

How to Start a Social Media Ambassador Program

1. Define Goals and KPIs

All marketing campaigns need to start with clear goals because these goals are the results you want to achieve. And knowing where you want to get helps you set up the right strategy. You will also realize which key performance indicators (KPIs) you want to track to reach those results.

Here are two examples to help you start:

KPIs for brand awareness include:

Reach: How many people see your content? This variable can be measured through website traffic, social media engagement, and email list growth.

Engagement: How engaged are those who see your content? Are they liking, sharing, commenting, or taking other actions?

Sentiment: What is the general tone of the feedback you're getting?

Positive, negative, or neutral?

Brand recall: When people think of your brand, do they remember your content? This variable can be measured through brand awareness surveys.

KPIs for lead generation include:

Lead volume: How many leads are you generating?

Lead quality: How qualified are those leads? Do they match your ideal customer profile?

Lead conversion rate: How many of those leads are converting into customers? Use discount codes to keep track of sales.

2. Set Ambassador Selection Criteria

This point resembles creating a customer persona, but you will create an ambassador persona in this case. Contouring an ideal brand ambassador will also help you establish specific guidelines or expectations for your campaign.

First, pick the type of ambassador program that fits your marketing goals from the section above. Next, consider:

Your ambassadors' preferred experience and relationship with your product/brand

The preferred social media platforms they should use

The ideal follower size

Ideal values and beliefs

Preferred professional experience

The type of content they should create

Where they should promote your brand (offline and online), and how often

Your preferred monitoring/check-in options

3. Find Your Brand Ambassadors

After you have outlined your ambassadors' ideal profiles, it's time to find potential brand ambassadors who fit those requirements.

Here's what you can do:

Browse Your Followers' List

Start from your social media channels. Review your tags and mentions to find people always engaging with your brand. Look through the comment section and likes as well. After finding these people, comb through the list and ensure they fit your brand's profile and audience.

Remember: Pick only the active people with a high engagement rate on that social media channel.

Network at Local or Online Events

You can also find ambassadors for your brand at local or online events – especially the lives you host on Instagram or TikTok. That way, you can ensure the potential social media ambassadors use the social channels your target audience also uses.

Check Your Database of Employees and Collaborators

When scouting for brand ambassadors, one of the most resourceful pools to tap into is your existing database of employees and collaborators. These individuals already possess a wealth of knowledge about your company's

culture, mission, and products, making them inherently credible and passionate spokespeople for your brand.

By identifying enthusiastic team members who are already engaged with your brand and willing to share their positive experiences, you can build a team of ambassadors who are genuinely invested in your company's success.

Use Instagram Geotags

If you're launching an Instagram brand ambassador campaign and want your ambassadors to be in a specific location, using Instagram geotags will help you suss out the profiles that fit.

All you have to do is open the Instagram app and type in the desired location.

Use Online Application Forms

You can always let your ambassadors come to you, so start with an ambassador application form. This form popularizes your program, calling for prospective ambassadors in marketing emails or post-purchase messages.

You should also publish this form on your website. Then, analyze the applications and pick the best candidates.

Outsource Your Discovery Efforts

Use an event staffing agency to connect you with highly engaged content creators with no fake followers.

You can develop long-term relationships with them so they can become effective ambassadors.

4. Sign a Social Ambassador Contract

Your brand ambassador contract should include the following:

Exclusive rights to prevent your brand ambassadors from advertising your competitors' products

Repurposing rights to reuse their content at any time

Expected results accompanied by precise guidelines

Schedule with transparent deadlines

Non-disclosure agreement

The approval process to make sure the influencer requests your approval before posting on Instagram

Legal responsibilities to clarify that you're not liable if the influencer commits a crime while being your brand ambassador

Payment procedure to specify details about payment, such as dates, quantum, and conditions

5. Set Tactics and Instruments for Your Ambassador Program

Focus on your customers' needs and learn what motivates them. Then, keep them engaged with:

Blog posts that raise their curiosity

Inspiring stories about influencers' ups and downs, how they found their motivation

Behind-the-scenes posts. Who doesn't want to see their idol getting out of bed with messy morning hair?

Original content from fans

Competitions, giveaways, and challenges

Polls and debates

Prizes or certificates for loyal followers

Sharing tips and tricks about your product

Using your product in innovative ways

Ensure your chosen instruments are relevant to your brand and the current campaign.

6. Motivate and Pay Social Brand Ambassadors

Running an influencer or social ambassador program means balancing the fine line between building credibility and becoming a company that purchases its good reviews.

7. Monitor and Scale Your Campaign

First, create a centralized system for tracking your KPIs to have a clear overview of the campaign's performance. This includes quantifiable data, such as the number of brand-related posts, likes, comments, and engagement rates on Instagram.

Equally important is the qualitative data that can be captured through mid-campaign and end-campaign questionnaires and surveys, which provide insights into the ambassador's and audience's perceptions.

In addition to the social media-focused metrics, it's essential to track the direct impact on your business objectives.

Monitoring additional traffic to your website via referral links in the ambassadors' bios and analyzing any increase in sales attributed to discount codes used can offer a tangible measure of ROI.