



Breaking Down Enthusiasts, Influencers & Ambassadors

Virginia Bankers Association

Kristin Sundin Brandt, President
Kristin@SundinInc.com



Story time

Meet Erin

- Real Simple superfan
- Started a podcast & blog for moms
- Generated some traffic
- Invited to events
- Hired to create content

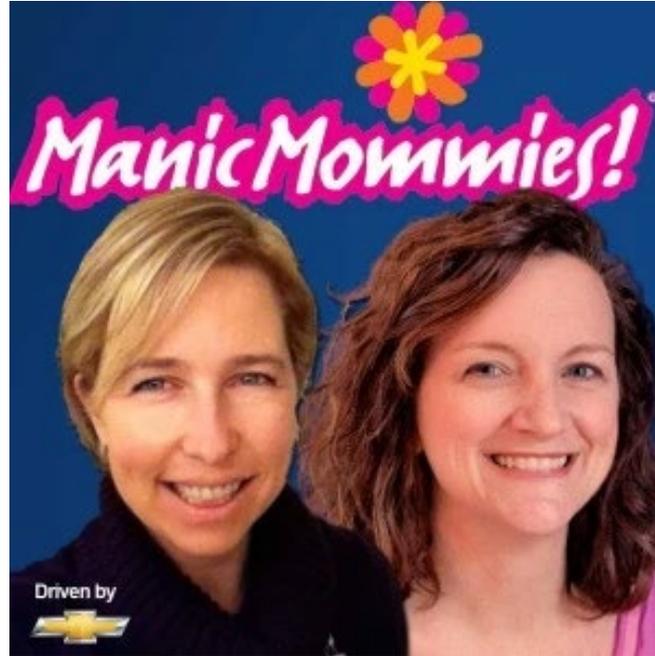


Storytime

It is a tale. Told by
an idiot, full of sound
and fury, Signifying
nothing...”



Storytime



Storytime



REAL SIMPLE

sleep  number.



Enthusiast

People likely to recommend preferred brands to friends and make almost all relevant purchases from those brands now and in the future.

PRDaily.com

Enthusiasts

Fast Facts

75%

Don't trust advertisements

70%

Trust consumer reviews

90%

Recommendations by friends or family





Enthusiasts

Identifying



Tell them
about the
best kept
secret in
Stoughton



You get \$25.
Your friend gets \$25!

Every time you refer a family member or friend you will receive \$25 when they open a Click Checking account — and so will your friend or family member!

Ask for details.



\$25 is considered a bonus and is subject to 1099 tax reporting. May not be combined with other promotions or offers. Valid through 12/31/2022 and subject to change without notice. Bonus paid within 5 days of account opening. \$25 minimum opening balance required.

Member FDIC Member DIF

Enthusiasts

Identifying



Greg
@gregonabicycle

I have an acquaintance who only uses social media to post pictures of whatever product they are consuming and always tags the associated brands and it's the weirdest thing ever. I understand occasionally doing this but how is this your whole identity?

5:41 PM · Sep 6, 2021 · Twitter for iPhone



Enthusiasts

Identifying



menapace_realestate • Follow ...
Natick, Massachusetts



menapace_realestate Partnering with local lenders helps us achieve our real estate investing goals! Partnerships and strong relationships are the heart beat of our success! Thank you @mutualonebank for your support over the last year!! @kimmenapace #realestate #realestateinvesting #biggerpockets #biggerpocketsrookie

15w



26 likes

DECEMBER 16, 2021



Add a comment...

Post

Enthusiasts

Identifying

Most post
with no
expectation
of reward



stevethebikeguy It was hot AND humid for the fourth in our women's mtb ride series. But that didn't stop us from hitting the trails. We had thrills, a few spills and lots of laughter!

Our next ride is Wednesday, July 27. Details and registration (remember, you need to register for each ride separately) on SteveTheBikeGuy.com (but we guessed you knew that already).

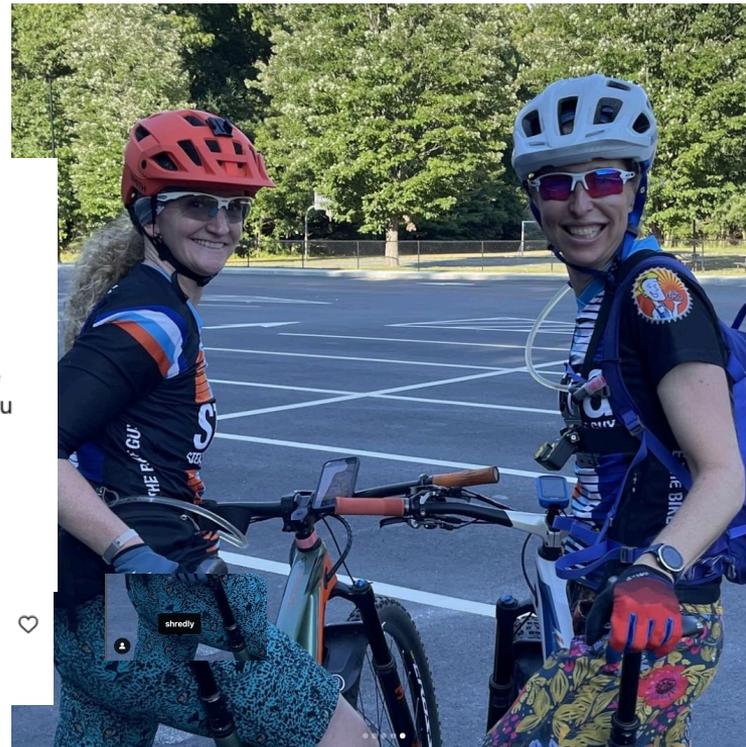
#yaybikes #yayfriends #morewomenonbikes
#stevethebikeguy #stbgcyclingteam

9w



shredly Love this!!

9w 1 like Reply





Enthusiasts

Encouraging

77%

Will choose a brand after a positive experience on social media



Enthusiasts

Encouraging

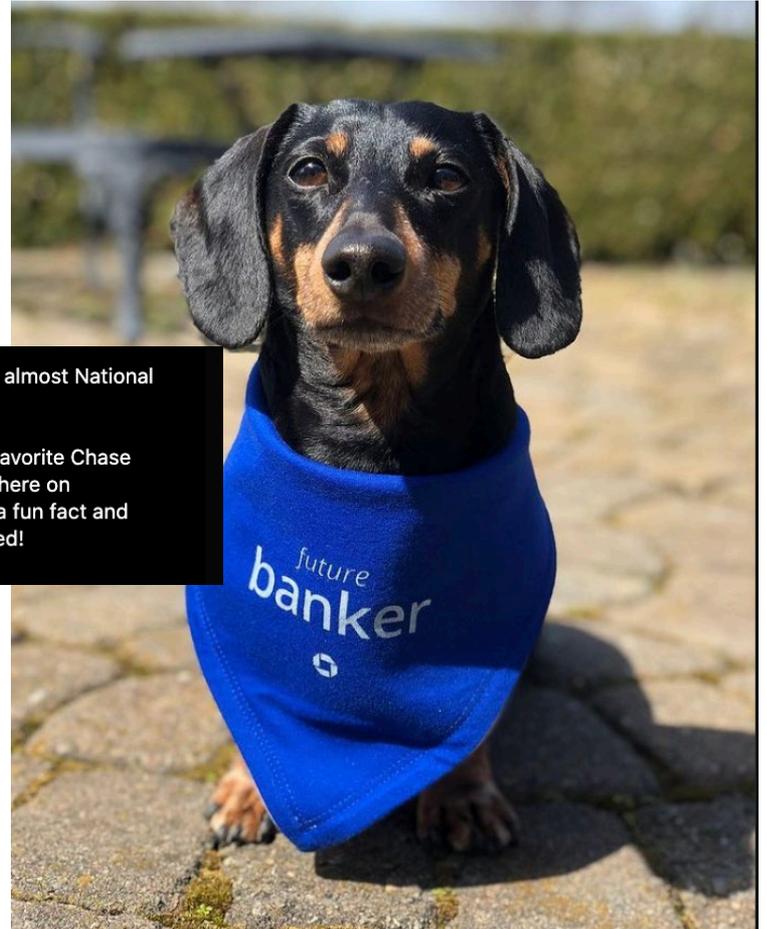
- Use trends



chase 🌟 Pardon the inter-ruff-tion, but it's almost National Dog Day! 🐾

Share a photo of your pup in front of your favorite Chase branch and your dog could be spotlighted here on #NationalDogDay. Tell us their name, age, a fun fact and make sure you tag @Chase to be considered!

6w





Enthusiasts

Encouraging

- Use trends thoughtfully



BUSINESS

Bank of America associates celebrate International Women's Day in Troy



Gender Pay Gap Bot @PayGapApp

At BANK OF AMERICA NATIONAL ASSOCIATION, women's median hourly pay is 22.4% lower than men's, an increase of 1.5 percentage points since the previous year

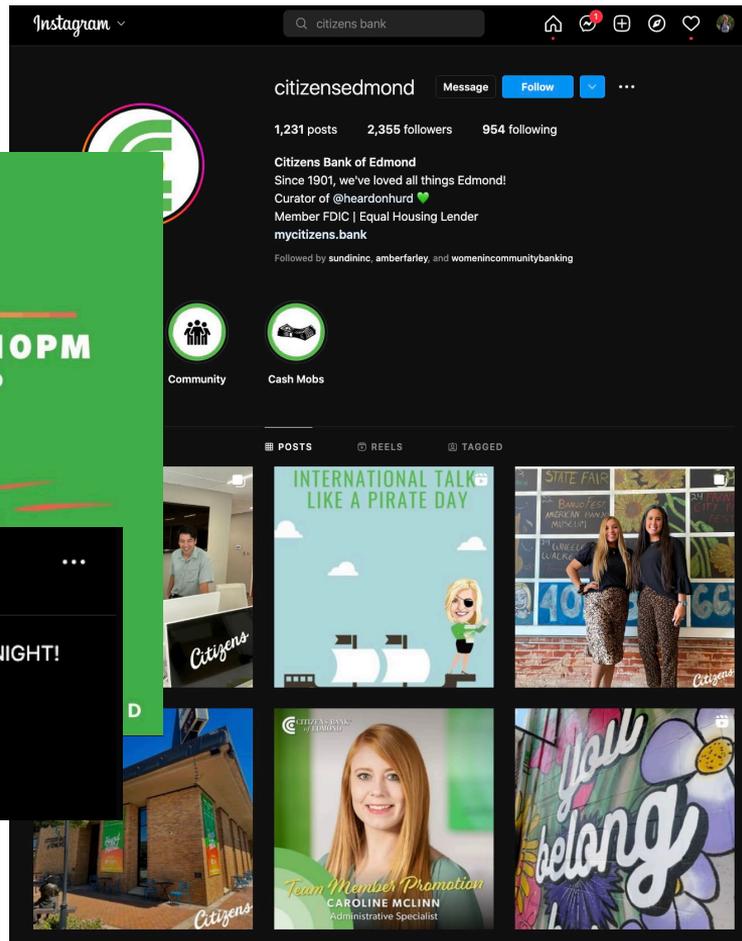
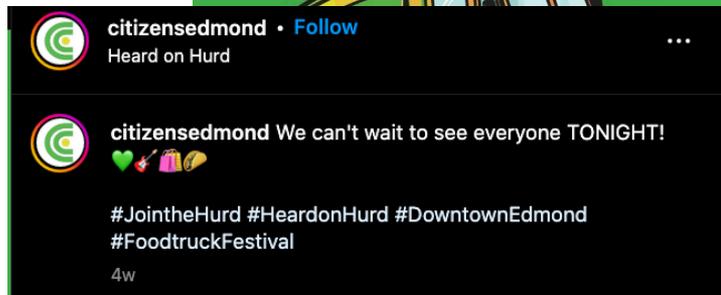
Year	Median Gender Pay Gap (%)	Mean Gender Pay Gap (%)
2017	47	34
2018	38	31
2019	43	32
2020	22	14
2021	24	16

6:50 PM · Apr 13, 2022 · Pay Gap App

Enthusiasts

Encouraging

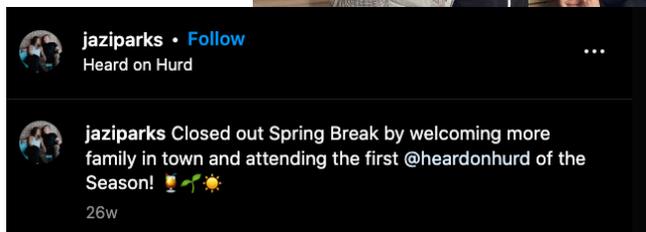
- Use trends
- Use hashtags



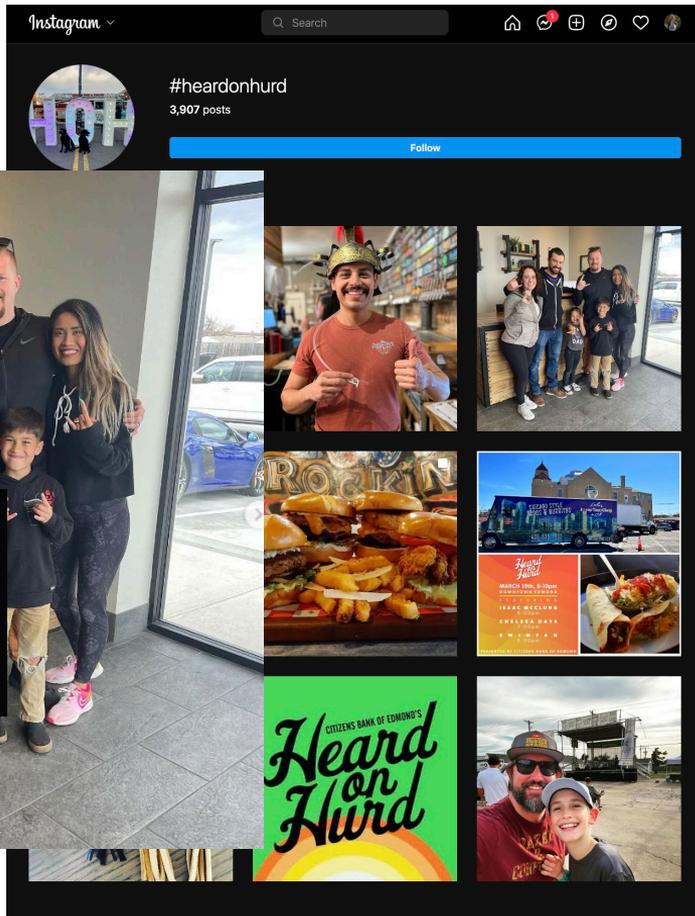
Enthusiasts

Encouraging

- Use trends
- Use hashtags
- Allow tagging



A screenshot of an Instagram post from the user 'jaziparks'. The post features a group photo of a family of five (two adults and three children) posing together in a store. The caption reads: "Closed out Spring Break by welcoming more family in town and attending the first @heardonhurd of the Season! 🍷🌻🌻". The post is dated "26w".



A screenshot of an Instagram hashtag page for #heardonhurd. The page shows the hashtag name, 3,907 posts, and a grid of images. The images include a man in a crown, a family photo, a burger, a truck, a poster for 'Heard on Hurd' event, and a man with a child.

Enthusiasts

Encouraging

- Use trends
- Use hashtags
- Allow tagging
- Give them the tools



Enthusiasts

Encouraging

Citizens Bank
MADE READY



Add your photo to personalize your quiz results.

Take photo Choose photo No photo

Start Quiz

Citizens Bank
MADE READY

1 / 5

Choose the answer that best describes you

MOST WEEKENDS YOU CAN FIND ME

CURLED UP WITH NETFLIX	GOING SOMEWHERE NEW
WITH MY FAVORITE PEOPLE	WORKING ON MY PASSION PROJECT

WE ARE ALL MADE READY IN OUR OWN WAY TAKE THIS QUICK QUIZ TO FIND OUT WHAT YOU'RE ALL ABOUT

Name

Email

Re-Enter Email

BACK

Enthusiasts

Encouraging



Check your email for a shareable copy of your results, including your personal mantra image for social media.

Share Your Mantra



Citizens Bank
MADE READY

YOU'RE A CREATOR

You don't just dream up big ideas - you actually bring them to life.

You possess a unique capacity for self-expression, adding a personal flare to every project you touch. You're a bursting ball of creative energy, and you're always willing to put in the hard work required to turn your dreams into reality.

YOUR
MANTRA



Citizens Bank
MADE READY



CREATOR

I'M MADE OF A LOT OF
LAUGHS, GIVING
EVERYTHING I'VE GOT,
BRINGING IDEAS TO
LIFE, CURIOSITY AND
THE PEOPLE I LOVE
I'M MADE READY

Enthusiasts

Encouraging

- Use trends
- Use hashtags
- Allow tagging
- Give them the tools
- Reward



Enthusiasts

Now What

- Listen
- Engage
- Create opportunities
- Track results



Influencers

**We are all
influencers.**

1. Someone with the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.

Influencers

2. Someone with a following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche.

Influencer Marketing

About Influencers

87%

Bought something because an influencer encouraged them

73%

Marketers say influencer marketing is “somewhat” or “very” effective for their brand.



Influencer Marketing

About Influencers

Channel Specific

Instagram, YouTube, TikTok. etc.

Content Specific

Blogger, Podcaster, etc.



Influencer Marketing

About Influencers

Macro

100,000 – 1 million followers

Micro

1,000-100,000
followers

Nano

less than 1,000
followers



Influencer Marketing

VS Enthusiasts

- Agreement & Expectations
- Reimbursement
- Set Timeframe
- Tracking/Report
- **Influencers don't need to be enthusiasts.**



Influencer Marketing Campaigns



chrissyteigen verified

5,168 posts 39.3M followers

chrissy teigen
Personal blog
making america great again
linktr.ee/chrissyteigen

Followed by gabunion, jodyguetter, s...

Traveler

OneLessThin

Courtesy Michael Simon for

Chrissy

The model and



chrissyteigen verified · [Follow](#) ...

chrissyteigen verified My @Chase Sapphire Travel Guides are finally here! I'm sharing my tips on everything from traveling with your kids, to a romantic getaway, and living like a local while you're away from home. Link in bio to check them out! #SapphireOnLocation #sponsored

220w

+

sandy.barsoum ❤️❤�
197w Reply

pandits1 Super
104w Reply

♡ 💬 🚩 📌

514,878 likes

DECEMBER 11, 2017

Log in to like or comment.

Influencer Marketing Campaigns



lesleyannemurphy 

2,590 posts 383K followers 1,074 following

Lesley • The Road Les Traveled
Digital creator
Traveler | BRCA Previvor | Yoga Teacher
Mama to @norabexplorer 🥰
Fiancé to @kav 
Creator of @limitlestravel 
Currently in #Arkansas 



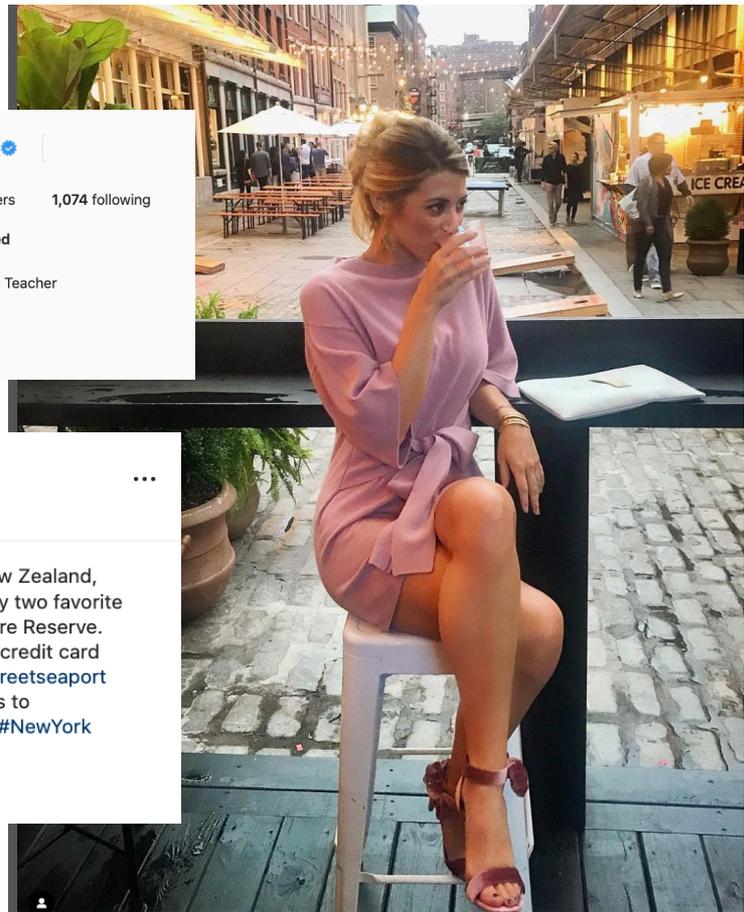
lesleyannemurphy  • [Follow](#)

 Paid partnership with **chase**
New York, New York 



lesleyannemurphy  From New York to New Zealand, you'd be hard pressed to find me without my two favorite travel buddies: rosé and my @chase Sapphire Reserve. They make the perfect pair when reviewing credit card statements 😊 Taken at last night's @southstreetseaport Food Lab dinner. Cardmembers have access to reservations through Chase Experiences  #NewYork #SapphireOnLocation #sponsored

261w



Influencer Marketing Campaigns



Be Kind Visa® Debit Cards - Which Design Will You Choose?

could reflect what matters most to you. Join us in our efforts to support a kinder world. #bekind

Open an Account



lauraharcarstyle

1,782 posts 12.2K followers 1,478 following

Laura Harcar - House of Colour

Personal blog

life + style blogger | color guru ✨

personal stylist | designer | S&D

#momlife | 📍 DeKalb, IL

email for collabs: lauraharcar@gmail.com

linktr.ee/lauraharcar

Be Kind Visa® Debit Cards



Girls Support Girls



Watercolor



Peace, Love, Circle One



Ethan's Card



Influencer Marketing Campaigns

- One and done



lauraharcarsyle · Follow

Paid partnership with **fnbo**



lauraharcarsyle 🌈 CLOSED 🌈 GIVEAWAY TIME!! 🌈 We've partnered with **@fnbo** to highlight the International Day of the Girl! 🗨️ Female empowerment means so much to us and we want to share the LOVE with all of you! Details on how to win this fabulous box are below. **#bekind #girlssupportgirls #sponsored** 🍀🍀🍀🍀🍀

....

1 Follow us and **@fnbo** on Instagram

2 Tag two important women in your life below

*Open to US only. Account must be public to win. Giveaway closes on Sunday, 10/18 at 12PM CT. *This giveaway is no way sponsored, endorsed or associated with Instagram. By entering, entrants confirm they are at least 18 years of age, release Instagram of responsibility, and agree to Instagram's terms of use. **#giveaway #bossbabe #womenempowerment**

Edited · 100w



Influencer Marketing Campaigns

- Long term relationships



The screenshot shows two distinct digital assets. The top portion is the landing page for the Fidelity Spire app, featuring a green header with navigation links for 'App overview', 'Accounts', 'Learn', and 'Support', and a prominent 'Get the app' button. Below this is a green banner with the headline 'Plan + save + invest smarter' and a sub-headline stating that the app helps users reach financial goals with confidence. The bottom portion is a screenshot of an Instagram profile for 'shaneburcaw', a verified account with 1,587 posts, 571K followers, and 3,594 following. The profile bio identifies Shane Burcaw as an author and TV consultant, listing his YouTube channel 'Squirmy and Grubs', his agency 'SAMGIMN, LAMN, NSD', and his charity '@laughingatmynightmareinc'. It also includes a contact email 'ShaneAndHannah@a3artistsagency.com' and a Linktree profile 'linktr.ee/shaneburcaw'. A partial view of a post is visible on the right side of the profile screenshot.

Influencer Marketing Campaigns



shaneburcaw • Follow
Paid partnership with fidelity

shaneburcaw • We are learning many important lessons in our collaboration with @Fidelity Brokerage Services.

For instance, last month, Chloe urged me to devote a significant chunk of money to buy her favorite treats, and because of that (and, okay... some other purchases by her Humans) we didn't quite reach our new goal of \$100 extra towards student loan debt.

Thankfully, the Fidelity Spire app is wonderful for updating me on our progress towards our financial goals. I was able to analyze where our spending got out of hand (I'm looking at you, Chloe), which helped immensely in our planning for the months ahead. I've been able to plan, save, and invest smarter easily while using the Fidelity Spire app.

The point of this new savings journey was to learn, and we're doing lots of learning! We'll correct our course and get back to reaching our financial goals. Download the Fidelity Spire app today and start saving smarter!
#FidelitySpire #Sponsored



shaneburcaw • Follow
Paid partnership with fidelity

shaneburcaw • I'm beyond excited to share this collaboration I'm doing with @Fidelity Brokerage Services!

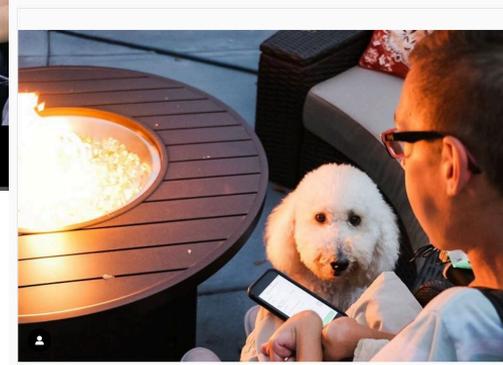
Hannah and I are entering a new, exciting (sometimes scary!) phase of adulthood together, and a big part of this journey involves planning and saving for our future. We are doing our best to save up for our future children, while simultaneously trying to save for home accessibility renovations. At the same time, we have student loan debt, a mortgage, and lots of other monthly expenses that can feel like a lot to manage at times.

Recently, @Fidelity Brokerage Services introduced me to their new Fidelity Spire app, which makes it super easy to plan, save, and invest smarter. Right in the app, you can enter your short- and long-term financial goals, along with your debt-related goals, and then easily monitor your progress on each of them.

I get irrationally excited about analyzing my progress towards a goal, and Fidelity Spire helps me do that!

Over the next few months, I'll be teaming up with a financial mentor (shout out @makerecents!) to clean up my finances and start seriously saving toward our family goals. I'll let you all know how I do, and I'm sure I'll slip up along the way, but the most important part for me is dedicating serious attention to planning for our future.

Download the Fidelity Spire App today and start



shaneburcaw • Follow
Paid partnership with fidelity

shaneburcaw • Time to check in on my collaboration with @Fidelity Brokerage Services.

As you can see here, Chloe is taking a keen interest in our new attempts at financial planning and saving. When I manage our budget each month on the new Fidelity Spire app, she's always quick to ensure that I allocate plenty of resources for

4,251 likes
NOVEMBER 20, 2020

Influencer Marketing Campaigns

- Niche influencers



Millennial Farmer

Agriculture Company



[About](#)
[Harvest Outreach, INC](#)
[FBN Sign Up](#)
[Merchandise](#)
[Sponsorship Opportunities](#)
[Book Online](#)
[Podcast](#)

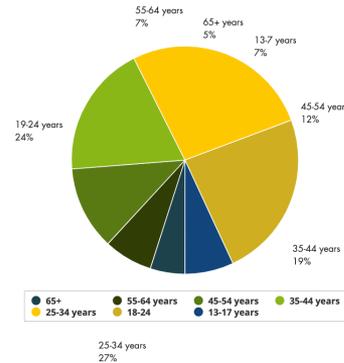
Millennial Farmer



Millennial Farmer, Zach Johnson, is a farmer in Minnesota. Zach actively promotes agriculture to...

His vision is to build the connection between farmers and consumers. Zach's mission is to become a national leader in farmer education, and facilitate a collaboration...

Viewer Demographics



93.3 % Male
6.7 % Female

70 % Farmer and Ranchers

300,000+

244.7+ Million

Average Views Per Video

Total Views

Influencer Marketing Campaigns

- Niche influencers
- Include in your content strategy



Contact Us Locations About Us Careers Lost or Stolen Card

MINNWEST BANK BUSINESS AGRI-BUSINESS PERSONAL RESOURCES

OPEN AN ACCOUNT LOGIN

INTRODUCING

The Young Producer Series

Young Producer Series Episodes:

Watch Episode 3 - the Value of Visibility
In the final episode of the series, Millennial Farmer Zach Johnson talks...

[Now viewing](#)

Watch Episode 2 - Generations
In episode two, Zach Johnson discusses family farming and how generations...

[View Episode >](#)

Watch the first episode:
In the first episode of the Young Producer series, Savvy in the Field and...

[View Episode >](#)

DOWNLOAD OUR E-BOOK:

The 101 on Farm Business Management

As you become a savvy farm business manager, there's a wealth of resources in your community you can turn to. Download our e-book today to get the 101 on Farm Business Management.

Positioned for Success:
The 101 on Farm Business Management

MINNWEST BANK eBook Edition

Download E-BOOK

entral Minnesota. Zach sharing his day-to-day the things a Young

Influencer Marketing Campaigns

- Niche influencers
- Include in your content strategy
- Host the content (if you can)

A screenshot of the MinnWest Bank website's content page. The top navigation bar includes the MinnWest Bank logo, menu items for Business, Agri-Business, Personal, and Resources, and links for Contact Us, Locations, About Us, Careers, and Lost or Stolen Card. There are buttons for "OPEN AN ACCOUNT" and "LOGIN". Below the navigation, a category filter shows "MN MILLENNIAL FARMER" selected. A grid of six article cards is displayed, each featuring a thumbnail image of Zach Johnson and a title. The first three cards are part of the "Young Producer Series" and the last three are part of the "MN Millennial Farmer" series.

MINNWEST BANK

BUSINESS ▾ AGRI-BUSINESS ▾ PERSONAL ▾ RESOURCES ▾

Contact Us Locations About Us Careers Lost or Stolen Card

OPEN AN ACCOUNT LOGIN

ALL PERSONAL AGRI-BUSINESS BUSINESS WOMEN IN AG MN MILLENNIAL FARMER WOMEN IN BUSINESS

Get the latest posts in your inbox! SUBSCRIBE

MN MILLENNIAL FARMER

YOUNG PRODUCER SERIES

Young Producer Series with Zach Johnson: The Value of Visibility

JANUARY 26, 2021 2 MIN READ

MN MILLENNIAL FARMER

YOUNG PRODUCER SERIES

Young Producer Series with Zach Johnson: What makes multigenerational farming successful?

JANUARY 04, 2021 2 MIN READ

MN MILLENNIAL FARMER

YOUNG PRODUCER SERIES

Young Producer Series with Zach Johnson: Savvy in the field, savvy in the office

DECEMBER 16, 2020 2 MIN READ

MN MILLENNIAL FARMER

MN Millennial Farmer: Coming soon on our Young Producer Series

MN MILLENNIAL FARMER

MN Millennial Farmer: Is networking our most powerful asset?

MN MILLENNIAL FARMER

MN Millennial Farmer: Farmer's resiliency and harvest season challenges

Influencer Marketing

Compensation

- Freebies
- Discounts
- Privileges
- Access
- Cash



Influencer Marketing

Compensation



DIGIDAY

NEWS ▾

DIGIDAY +

PODCASTS

EVENTS

THE INFLUENCER EFFECT

**As ad budgets are slashed in the absence of
are 'bartering' influencers**

September 12, 2022 | By [Seb Joseph](#)



Danielle Wiley · 1st

Founder & CEO of Sway Group | Women's Advocate | Patron of ...
31m · 🌐

I have a LOT to say on this topic but I will keep it to this for now: don't limit your brand to a "gifted product" campaign. Sure, some influencers are happy to trade a shout-out for a freebie — but you'll get better results when you treat them like the professional marketers they are.

<https://bit.ly/3LcdBAp>



**"You'll get better results when you treat them
like the professional marketers they are."**

Influencer Marketing

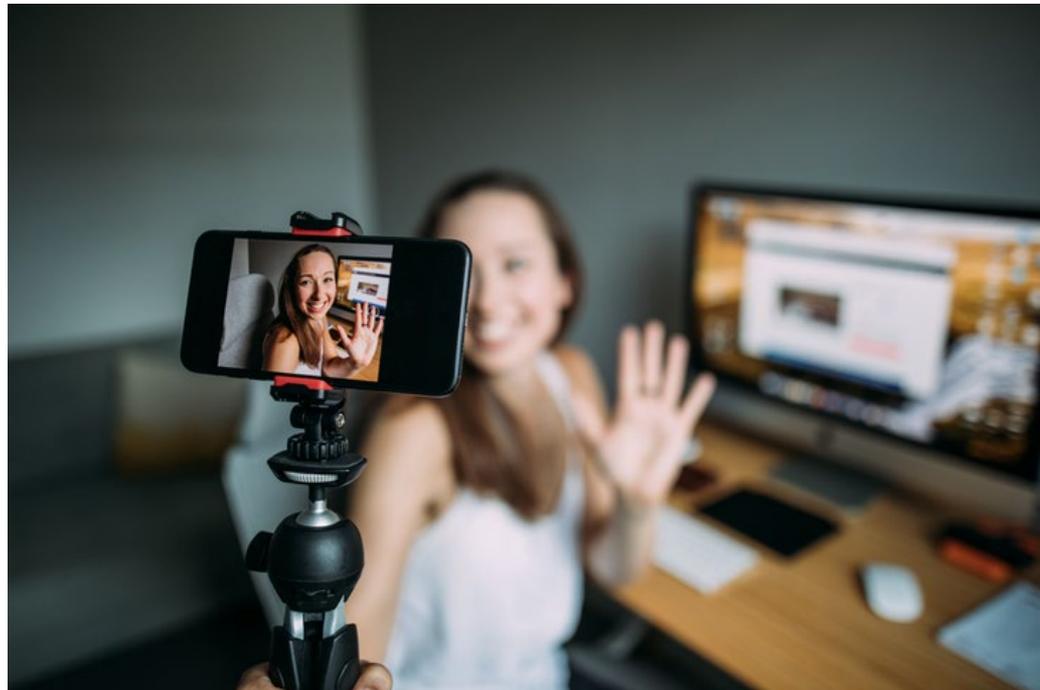
Compensation

\$501 – \$10,000

for nano, micro, and macro-influencers

\$10,000+

for mega influencers



Influencer Marketing

Compensation

- Disclosures (FTC)
- **Is it clear there is a paid relationship**

(Free stuff = paid)



lauraharcarstyle • Follow

Paid partnership with **fnbo**



lauraharcarstyle 🌈 CLOSED 🌈 GIVEAWAY TIME!! 🌈 We've partnered with @fnbo to highlight the International Day of the Girl! 🙌 Female empowerment means so much to us and we want to share the LOVE with all of you! Details on how to win this fabulous box are below. #bekind #girlssupportgirls

#sponsored 🍀🍀🍀🍀🍀

Influencer Marketing

Now What

- Identify Influencers
- **Don't just look at the #s**
- Establish goals
- Provide content & room for creativity
- Compensate & disclose
- Follow up & expect reports



Ambassador

A person engaged by an organization or company to represent its brand in a positive light, helping to increase brand awareness and sales.

[Wikipedia.com](https://en.wikipedia.org/wiki/Ambassador)

Ambassadors Employees

Trailblazer: Meet Avidia Bank's brand ambassadors

THE FINANCIAL BRAND



Drive profitability and digital connectivity in consumer and mortgage lending.

JOIN THE WEBINAR

Avidia Bank Gets Smart About Social

SUBSCRIBE NOW GET THE FINANCIAL BRAND'S FREE EMAIL NEWSLETTER



A social squad can expand your institution's reach and humanize your brand, but don't limit "social" to just online. Avidia Bank's squad of brand ambassadors take social to the streets.

in LinkedIn | Tweet | f Share | Email | Print

Avidia Bank has figured out how to drive business by being social.

They are called the Avidia Smarties, brand ambassadors who represent the bank both online in social media channels and offline — in real life.

Launched last year, the 'Smarties' are now a team of 10 employees, selected from Avidia's various branches and departments for their tech and social saviness, has been steadily growing the brand love for the \$1.2 billion bank headquartered in Hudson, Mass.

Subscribe Now!

Stay on top of all the latest news and trends in banking industry.

Email Address

I accept the Terms & Conditions and Privacy Policy.

SIGN UP



program's founders. From left: CarrieAnne Cormier, Katelin Cwieka,

has a reputation for innovative products and even Smarties program is key to getting the



Ambassadors

Employees

- Financial literacy
- Community involvement
- Engagement
- Online & offline
- Product launches
- **The face of Avidia?**



Ambassadors

Employees

Cardless Cash App Teaser Post

2,303

Impressions

10.13%

Engagement rate (vs 3%)

13%

3 month growth in mobile app enrollments



Ambassadors

Employees

6,275

Connections across
Facebook, Twitter &
Instagram





Ambassadors

Employees



Sign In



[Avidia Smarties on Facebook!](#) » [Avidia Smarties on Facebook!](#)



This Page Isn't Available

The link may be broken, or the page may have been removed. Check to see if the link you're trying to open is correct.

[Go to News Feed](#)

[Go Back](#)

[Visit Help Center](#)

AUGUST 17, 2015

Avidia Smarties on Facebook!

...k of all things "Smartie" on Facebook! Our wonderful team of Avidia Bank brand Ambassadors, the Avidia Smarties, ...community events, share banking tips as well as keep you up-to-date with what's new here at Avidia Bank.

Like them today on [the official Smartie Facebook page!!](#)



Quick Tips

Ambassadors Employees

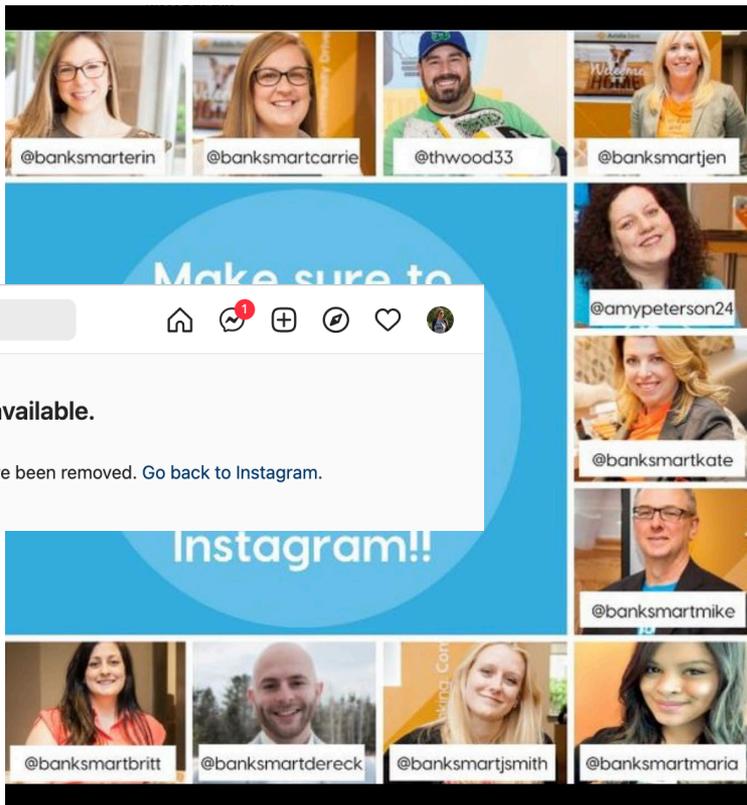
Instagram

Search



Sorry, this page isn't available.

The link you followed may be broken, or the page may have been removed. [Go back to Instagram.](#)



avidiabank · Follow

avidiabank Did you know that our Avidia Smarties are also on Instagram? Follow them to see more #AvidiaLife! @BankSmartErin @BankSmartCarrie @thwood33 @BankSmartJen @AmyPeterson24 @BankSmartKate @BankSmartMike @BankSmartMaria @BankSmartjsmith @BankSmartBritt @BankSmartDerek #AvidiaSmarties #LiveSmartBankSmart #SocialMediaMarketing #BrandAmbassadors #EmployeeAdvocacy

Edited · 213w



26 likes
AUGUST 20, 2018

Add a comment... Post

Ambassadors

Employees



An exciting new adventure has begun!
@banksmartcarrie @iccreditunion
Follow along!



CarrieAnne Cormier · 2nd
Credit Union Executive | Digital + Social Strategist | Brand Builder + Culture Bringer
Leominster, Massachusetts, United States ·
[Contact info](#)



Clark University

Experience



Chief Operating Officer
IC Federal Credit Union · Full-time
May 2022 - Present · 5 mos
Fitchburg, Massachusetts, United States

Responsible for planning, organizing and coordinating all the day-to-day operational activities of the Credit Union, ensuring that these activities ...see more



Avidia Bank
17 yrs 5 mos

Instagram

#avidiasmarties

banksmartcarrie [Follow](#)

1,049 followers 1,689 following

Cormier
ned Smartypants 🤪 | COO @iccreditunion | #RetailBanking & ing Leader | @clarkuniversity MBA | Excited by #WhatComesNext [arrie.com/link-in-bio](#)
idinic and annhandley



IC Team

TS TAGGED



atComesNext



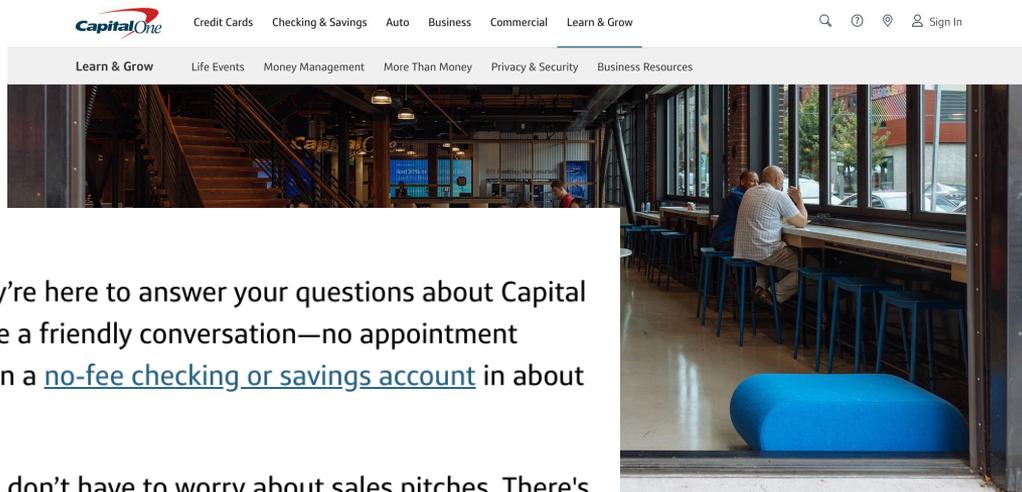
Ambassadors

Employees

4. Bank Accounts

Other banks have tellers; Cafés have Ambassadors. They're here to answer your questions about Capital One accounts, share updates on Café events or just have a friendly conversation—no appointment necessary. Ambassadors can even show you how to open a [no-fee checking or savings account](#) in about five minutes.

Ambassadors are here to help you—not sell you. So, you don't have to worry about sales pitches. There's never pressure to open accounts—no matter what's in your wallet.



October 24, 2019 | 5 min read

- '''
- f
- ✉

5 Things You Can Do at a Capital One Café

Learn how Capital One Cafés are supporting your financial—and everyday—well-being



Ambassadors

Employees

All employees are ambassadors

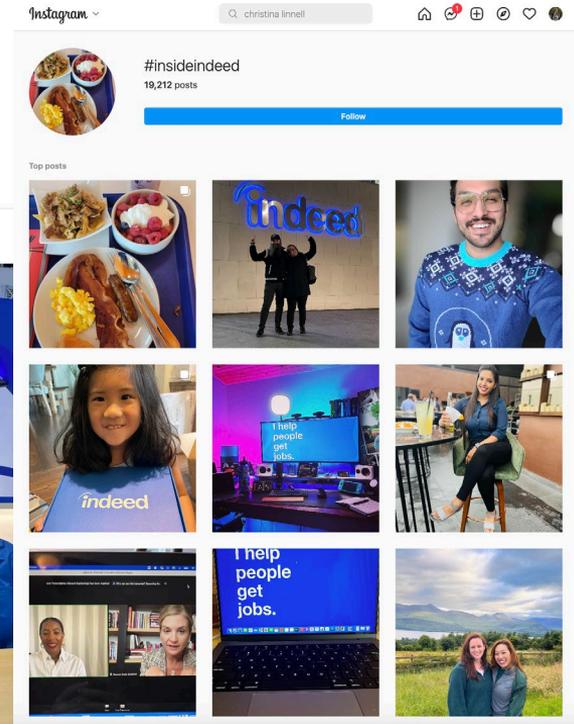


Ambassadors
Employees

Brand messages shared
by employees reach up to

561%

more people than the same
post shared through company
accounts.

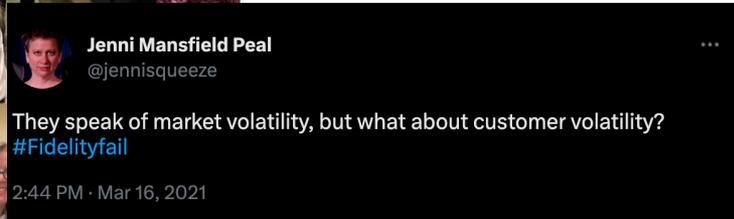
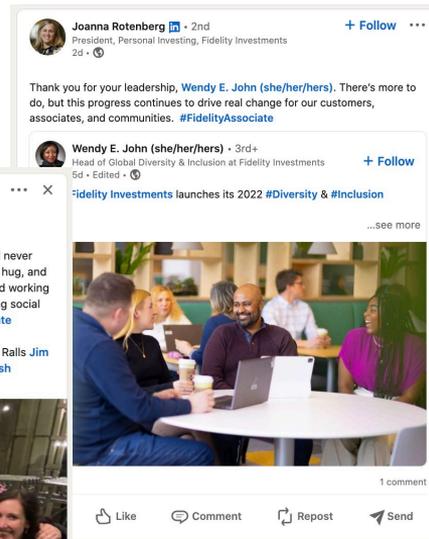
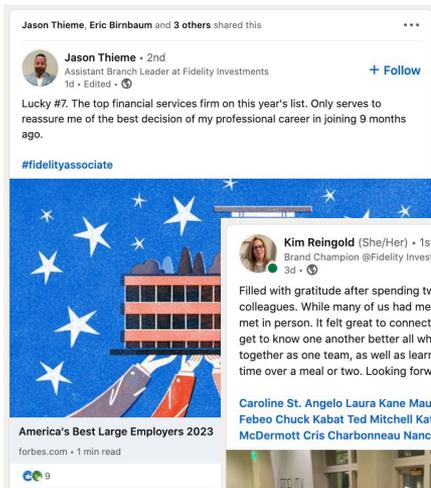


Employee Ambassadors

Now What

Train employees

- What they can share
- What they can't share
- Rules & regulations
- How to respond (or not)



Employee Ambassadors

Now What

- Provide content
- Allow them access
- Create your hashtag
- Know your why...
- Manage, monitor & reward



Fidelity Investments + Follow ...
772,716 followers
6d •

Thinking about switching jobs? If so, breathe and consider these 4 tips to help you make a move that's best for you: <https://lnkd.in/gS7UEqrT>

A chalkboard graphic with a woman's face on the right. A large thought bubble contains the following text and icons: 'growth opportunities?' with a graduation cap icon, '401(k) match?' with a trophy icon, 'PTO?' with a stack of money icon, and 'total comp?' with a briefcase icon.

CONSIDERING A CAREER CHANGE?

Career tips | Smart Money | Fidelity
fidelity.com • 3 min read

69 2 comments · 13 reposts

Like Comment Repost Send

Ambassadors

Connected

“These are the people
in your neighborhood”

- Insights
- Referrals
- Board Prospects



Ambassadors

Connected

A different type of compensation

- Acknowledgement
- Networking
- Education
- Special Invitations



Ambassadors

Connected

\$52.9 million

Referrals in 3 years

\$359 million

Referrals since 2003



**You miss 100% of the
shots you don't take.**

Wayne Gretzky

Ambassadors

Celebrity

Endorsements
vs
Ambassadors



You Talkin' to Me?

Santander Bank went with a Hollywood vibe, landing Robert Downey Jr. to help inform consumers that the bank was no longer named Sovereign. The actor also helped Santander pitch a generous new checking account.



Bobby Orr: SBNation Stanly Cup of Chowder



Ambassadors

Celebrity

- Advertising
- Partnership
- Charitable



Roger Federer. A winning ambassador.



© Paul Zimmer

SPORTS

Nicholas Paul is Republic Bank brand ambassador

JONATHAN RAMNANANSINGH THURSDAY 8 SEPTEMBER 2022



Republic Bank brand ambassador Nicholas Paul. Photo courtesy Republic Bank

TRINIDAD AND Tobago track cyclist and Commonwealth Games gold medallist Nicholas Paul is Republic Bank's newest brand ambassador.

er embodies
-class. Global
xcellence.
. No wonder he
erland and

Ambassadors

Influencer

- Reach new audiences
- Gain insight
- Provide education
- Create connections



Ambassadors

Influencer

- Amplify messaging

#LETSINFLUENCE

HOME



LETS INFLUENCE

American Express: Using Brand Ambassadors on Instagram

January 14, 2020 · 2:05 pm · Influencer Marketing, Influencer Marketing Trends, Instagram Influencers

American Express is one of the major players when it comes to marketing with an annual budget of over \$2.5B in 2018. Therefore, it is not surprising to see them add Instagram influencers to their overall strategy. Today, we will take a closer look at American Express' approach toward:

Instagram

#AmexAmbass

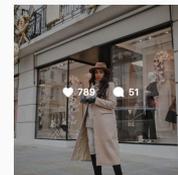


#amexambassador

14,993 posts

Follow

Top posts



Ambassadors

Influencer

- Amplify messaging
- Create content



 aguynamedpatrick  · Follow ...

 aguynamedpatrick  Hey! I'm taking over @AmericanExpress's Instagram today as an #AmexAmbassador for their #MyAmex series. Follow along as I share scenes from my life.

381w



 sierralovepunches  @staciecostellohair this whole feed.

381w Reply

 ghi_vane @aguynamedpatrick , where is this place? Nice shot!

381w Reply

6,768 likes

NOVEMBER 9, 2014

[Log in](#) to like or comment.

Ambassadors

Influencer

- Amplify messaging
- Create content
- Act a spokespeople

Just make sure they are properly prepared.



Ambassadors

Contract

Financial education your customers will love

Zogo's award-winning suite of innovative educational products will improve your community's financial literacy and enhance customer loyalty.

GET STARTED

Try out Zogo for free!



★★★★★ App Rating
48k+ Reviews



About ▾ For Partners Resources ▾ Contact ▾

DOWNLOAD APP

Trusted by over 200 institutions in all 50 states!

Blog > Introducing The Zogo Brand Ambassador Program

Introducing the Zogo Brand Ambassador program

November 19th, 2020



Ambassadors

Contract

- Make sure goals and compensation are reasonable.



Timeline + Tasks

Week 1:

- Make sure to post on personal network: i.e. instagram story/ post
- Get familiar with the content by reviewing the content guide and completing 15 modules
- Prepare to reach out to 3 school clubs and organizations about Zogo
- Refer 2 friends to Zogo

Week 2:

- Reach out to the student groups you identified in week one. Additionally, if your school has a student newspaper reach out to them about perhaps doing a story about Zogo.
- Post about Zogo on your Facebook page as well as any groups that you're in
- Refer 4 friends to Zogo

Week 3:

- Post about Zogo on LinkedIn.
- Get 10 of your friends on your personal leaderboard and have them all complete at least 1 module
- Refer 6 friends to Zogo

Week 4:

- Stage a competition with your friends about who can complete the most modules on your leaderboard. The winner at the end of the week gets a prize. (the leaderboard needs to have at least 15 people)
- Refer 8 friends to Zogo

Incentives

Week 1: Have posted over four times on more than one platform, completed 40 modules, referred 10 friends

Week 2: Have reached out to more than seven groups (including the school newspaper if applicable), have posted over four times (this week) across more than one platform, referred at least 25 friends (this number includes the friends referred from last week)

Week 3: Have posted about Zogo more than four time (this week) across more than one platform, have a leaderboard with thirty or more friends, referred at least fifty friends

Week 4: The leaderboard for the competition has over fifty people (at least thirty should have completed at least one module), referred at least hundred friends to Zogo

Week 1 Prize: fluffy pineapple!

Week 2 Prize: Zogo swag (stickers, clothes etc.)

Week 3 Prize: \$20

Week 4 Prize: \$50

Ambassadors Contract

For people For business

neo Products Features Learn Company Support Log In Sign Up

What if the future of banking was bank?

Almost everything we do has been made better with technology. But we haven't the way we manage our money?

Become a Neo Ambassador

As a Neo Ambassador, you'll play a key role in helping others to a better financial future and earn unlimited cash bonuses* and uncapped performance bonuses* catered just for you.

Brand Ambassador

Represent Neo at events and brand booths in a contracted role with hourly pay and uncapped performance bonuses*.

Community Ambassador

Share Neo in your own community, on your own time, and get rewarded with unlimited cash bonuses* and tiered rewards.

Campus Ambassador

Earn unlimited referral bonuses* at your own pace while connecting with a community of students nationwide.

Get Started →

Ambassadors

Now What

- Start small
- Be reasonable about deliverables
- Be prepared to care and feed
- Ensure sustainability



Enthusiasts, Influencers or Ambassadors?

Marketing in 2023
is complicated

Ann Handley



I fall into the consumer demographic of Middle-Aged Suburban Mom who is excited to buy this sponge because she follows @scrubdaddy on TikTok



... and who then takes photos of said sponge in portrait mode 😂

Marketing in 2022 is complicated.



Questions, Comments, Complaints?

Let's talk.



Kristin Sundin Brandt

Marketing & communications professional, business owner, working mom, speaker, cyclist, and amateur...

