An **Ambassador** Whitepaper

Reengaging Your Brand Ambassadors

Ambassador

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Introduction

A referral program depends on the activity of its brand ambassadors. They are active recruiters, making appeals to their networks to visit your site or consider your product. If they lose that energy and initiative, your referral program will quickly collapse.

As with anyone, though, a brand ambassador has myriad distractions to sabotage their referral progress. Even if the incentives you offer at the onset are significant, **a period of stagnancy on the part of a brand ambassador can disconnect them from your program entirely.**

This is why the operation of a referral program, while not particularly time intensive, requires consistent attention. There is certainly a degree of self-sustenance in a referral program, but to make it as effective (and lucrative) as possible, you need to keep your brand ambassadors engaged and active.

With this reality established, the question becomes how to keep brand ambassadors engaged. This whitepaper will explore some of the options available and the reasoning behind them.

Strategy 1: Personal Touch

Even if you do not create an across-the-board system to re-engage your brand ambassadors, there are some high-impact activities to consider. First among these would be to directly contact some of your most successful ambassadors.

Unlike those brand ambassadors who have only ever referred a handful of customers, high-achieving ambassadors represent a major loss when they become inactive. An individual with the ability to draw in dozens of people to your business should not be able to languish into inactivity without some type of follow-up by your business.



This is where the personal touch comes in. Your referral program platform should give you the ability to see who your most effective ambassadors are and if they've been inactive recently. With that information in hand, you should then be able to easily and personally contact a lapsed high-performer.

A personal contact like that will have a significant effect on reengaging your brand ambassador. Though he or she may have many distractions, the majority of them will not be personalized, sending your communication to the top of the priority list.

Strategy 2: Temporary or Escalating Incentives

Financial incentives were part of the reason that your brand ambassadors signed on in the first place, so they may be the key to reengagement.

However, it may not be as easy as permanently increasing the reward for your ambassadors. That increases costs and would compromise your ambassadors' expectation of fairness, since recent ambassadors may not be eligible for the increase.

To sidestep both of these potential problems, you should consider a temporary increase in incentives. Whether you bill it as a race against time or an incentive to become active again, having a temporary incentive will pique your brand ambassadors' interest and potentially get them to reengage.



Another way to leverage financial incentives to reengage your brand ambassadors is to institute an escalating incentive structure. Instead of the reward being the same no matter how productive an ambassador is, an escalating reward system gives ambassadors an even bigger incentive as they refer more of their friends.

If presented properly, an escalating incentive structure will allow your brand ambassadors to clearly see how their increased performance will bring them more rewards. As they strive for more rewards, they'll be bringing an increasingly large amount of referrals. They will be more than just active ambassadors, but proactive ones who are attempting to improve their performance consistently.



Strategy 3: Increase Incentives

If financially feasible, you may consider permanently raising the amount of incentives offered to your brand ambassadors.

This solution operates on the same principles as the temporary increase—your brand ambassadors will be drawn back in by the sweetening of the deal. The difference , though, is the absence of an expiration date. If the brand ambassadors are slow to react the increase, there's no risk of their being even more disengaged after "missing out" on a good deal.

Depending on your business' financial situation, this increase in incentives could become an **ongoing process of finding a degree of incentive that consistently keeps your brand ambassadors engaged.** You can slowly increase the incentive until you find a level that is the minimum amount that keeps a target amount of brand ambassadors engaged.

Strategy 4: Leverage New Products and Services

Obviously you wouldn't launch a product or service simply for the sake of reengaging brand ambassadors. However, you can leverage underused or new products and services to reengage ambassadors.

Target communication at them that highlights new products or services that they have not yet utilized. This will get your brand ambassadors to be excited about your products—the fundamental reason they became your ambassadors in the first place.

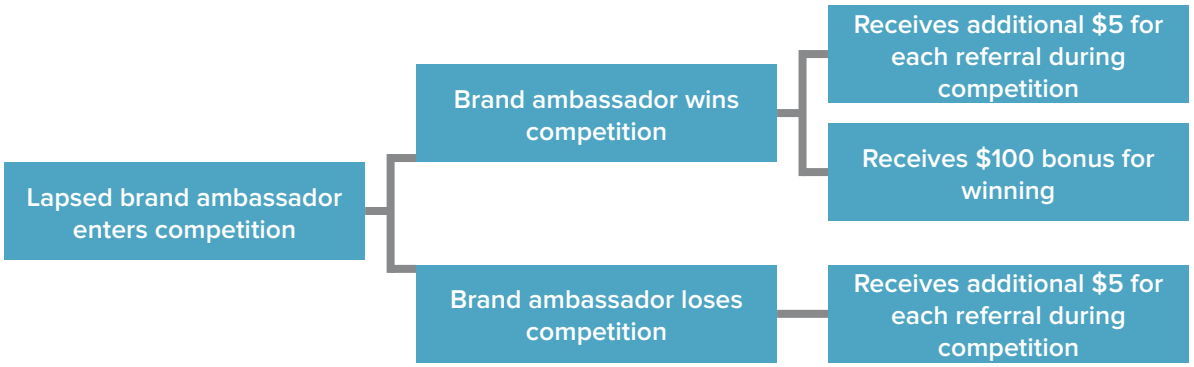
You may want to take it a step further than just communicating to your ambassadors; **giving them free access to a particular product or service.** In addition to being flattered and pleased with the personal touch, the ambassador will have even more incentive to engage with your product again.

Strategy 5: Competition

A somewhat unorthodox but potentially successful way to reboot your inactive brand ambassadors is to put them in competition with one another. Combining the time-sensitive elements of a temporary incentive and the opportunity for a large payoff, a competition can get ambassadors off their feet and back into active referring.

The potential downside to this is the negative experience of those brand ambassadors who enter the competition but do not win. You can minimize that downside by giving a reward for participation. By doing that, you avoid the risk of a brand ambassador being alienated as a result of your contest.

With those factors in place, a competition may prove to be a highly effective means of energizing lagging ambassadors.



Conclusion



There is no reason to abandon your once high-performing brand ambassadors after they disengage. If they do lose interest, you should take it as a signal to start innovating ways to increase interest and participation in your referral program.

This whitepaper is by no means exhaustive, but has presented some very credible methods by which you can get your brand ambassadors back to the table.

At the end of the day, **the reengagement of your brand ambassadors is mutually beneficial.** They return to a system in which they get benefits and rewards. You return to a system in which your customers effectively bring even more customers to your doorstep. With that in mind, there's no reason to neglect those ambassadors who have been distracted.

Ambassador

Ambassador enables any company to easily track, manage & reward their advocates for referring customers and driving conversions. Receive actionable channel-specific metrics; including shares, clicks, conversions, revenue and clicks per share. Ambassador can be fully integrated into your website, maintaining your look & feel while providing a frictionless experience for your advocates.

