



Retail Brand Ambassadors:

Who they are, how to identify them and what to do to get more of them for your retail stores



GRIP REPORT by Elias Amash

BRAND AMBASSADOR REPORT

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Today, customers are absolutely in charge of what they buy. They have more choices, information and power than ever before. And they want competent customer service. 78% of customers say that competent customer service is the single biggest factor contributing to a positive customer experience.

Television, radio, social media, YouTube, email, bloggers, magazines - it's overwhelming! Consumers get tons of information from and about retailers from so many different sources - what are they to believe? Some of what they receive is good, and some is very bad. As a result, traditional advertising is being tuned out. And if you think you can do better with Google or Facebook advertising, it takes thousands of ad impressions before you get even ONE click-through!

Although price remains on the list of what influences a sale, WORD OF MOUTH is king. In a recent Nielson survey, only 33% of consumers said they trust paid advertisements, but a whopping 92% trust peer recommendations. In a Crowdtap survey, 70% of people responded that "a suggestion from a friend or family member directly lead me to a purchase decision."

With all this information swimming around in their heads, how then can you get more potential customers to learn about YOU and YOUR BRAND, think about YOUR products and find out how fantastic YOUR products and customer service really are?

There are many ways to start building your brand and get customers to start thinking about you and your product, but there is no more effective way than empowering individual brand ambassadors to run with your vision and make their own lives better as a consequence.

Who and what is a brand ambassador? Wikipedia says that "a brand ambassador is known as a positive spokesperson, an opinion leader or a community influencer, appointed as an internal or external agent to boost product or service sales and create brand awareness." Brand ambassador programs can elevate the visibility and trust consumers have in your brand and lead to sales. Ambassador programs help to give retailers some control over that all-powerful word-of-mouth machine.

How do you find brand ambassadors and build a brand ambassador program? Many of your best brand ambassadors are your fans who let you know who they are through social media. They are the ones who are already commenting on your social network pages and "liking" your products.

Spend some time to understand who is a fan and who is already an advocate. There are tools on the market, like **Klout**, that let you understand who your fans are and who is already advocating for you. **Audi USA** integrates Klout on its Facebook page, giving users a gift based on their score.

Klout uses an algorithm to determine rankings, with value based on things like how often a user shares information and how often other people actually participate with what was shared. Or, you could just ask your website guests if they would be likely to recommend your products or services to their friends. The score obtained is known as the "**Net Promoter Score.**"

Resources for brand ambassador programs:

<https://www.crewfire.com/>
<https://brandchamp.io/>
<https://www.repsly.com>
<https://mobilize.io/>



About the Author: Elias Amash, President of GRIP, is an industry veteran with more than 20 years of experience in global sourcing, manufacturing, distribution, retail merchandising, fulfillment, marketing, technology, and operations. He is a trusted partner to hundreds of retailers and has “leveled up” the industry with GRIP’s undying commitment to offering only the highest levels of service to its customers. Amash has recently published his third business book, **The Future of Retail** which is available on Amazon. He is also the author of *Importing from China: The Good, The Bad, and The Ugly*, and *101 Bright Ideas: Winning Tactics to Increase Retail Sales*. Be sure to preorder his next business book: *Retail Survival: Who Lives, Who Dies and Why*. (See below)

About GRIP (Grand Rapids Innovative Products)

GRIP was incorporated by Charles Amash in 1980 and has grown into one of the nation’s top suppliers of innovative products to the retail industry. Located just south of Grand Rapids, Michigan, GRIP features a 200,000 sq. ft state of the art warehouse facility including a 2,000 sq. ft product showroom. GRIP carries a product line of over 1,000 specialty hand tools, automotive, cargo control, Goodyear Air hose, LED lighting, Magnetics, outdoors, household items, and general merchandise. GRIP has a proven track record of excellence in supplying retail clients with innovative products, timely fulfillment, and world-class customer support. At GRIP, everything is about earning your business...one customer at a time. It’s about building relationships and fostering business partnerships that will last long into the future. Our goal is to have Customers for Life. The future at GRIP is exciting and we’re hoping that you can be a part of it as one of our many Customers for Life. Learn more at www.whygrip.com.

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