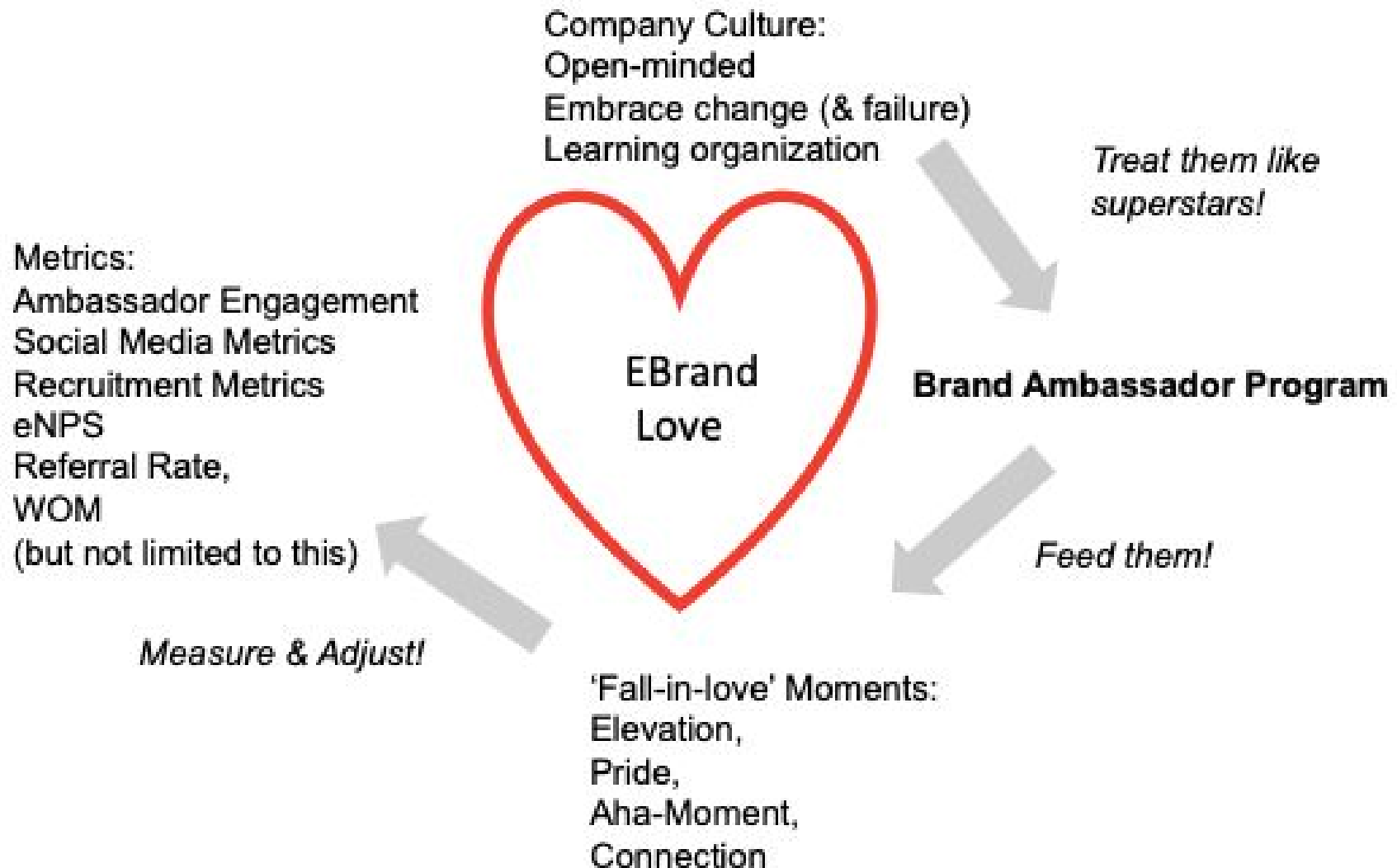


## **When was the last time you fell in love? How to build Brand Love with Brand Ambassadors. (Brand Ambassador build Brand Love)**

1. Do your Employer Brand Discovery
  - a. Is your company culture ready for a Brand Ambassador program or ready to change?
  - b. Make interviews, focus groups, surveys to uncover your employer brand.
  - c. Do you have company values, mission, & vision?
  - d. Is your management, HR, Brand, Marketing ready to support you? Get the buy-in!
2. Create Brand Ambassador roles
  - a. What roles might be suitable & realistic for your organization?
  - b. Onboard & Educate your organization about the new Brand Ambassador program. What about a 'big boom' Brand Ambassador onboarding event? Think global, act local!
  - c. Think about gamification. A quiz where people find out the right Brand Ambassador role. Or a success board, a little competition never hurt anybody. ;)
3. Feed them
  - a. Create sharable content for them but let them shine. Don't censor or be overly strict/protective but empower them!
  - b. Create regular check-ins to follow up and push them to succeed.
  - c. Create a Brand Ambassador playbook, brand bible, or best practices - you name it. Make sure they have what they need.
4. Measure the success
  - a. What are your key metrics to measure success? Don't overthink, better start small.
  - b. To get the program running, think about how to measure the engagement and output of the Brand Ambassadors.
  - c. Think about the bigger picture - what does success mean for your Brand Ambassador program.
5. Recognize & Appreciate like crazy
  - a. Treat your Brand Ambassador as Superstar. They go the extra mile :)

# Brand Ambassador build Brand Love Model



Questions? Contact me!

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