

I'm an Ambassador, and I'm More Influential Than You Think!

**Brand Ambassadors are fanatical consumers that passionately represent and actively recommend a brand**

Word of mouth marketing and peer to peer social recommendations are more valuable than ever. Brands big and small now depend heavily on consumers to endorse their products and influence a wider audience online and in the real world. Fancorps brings structure, performance tracking & actionable guidance to today's stream of social media, which has become even more important than traditional marketing.

**Defining the earned media value of the social interactions of ambassadors is key to determining the true influence and impact they have on the bottom line.**



## Lady Gaga Case Study

**Lady Gaga needed to organize their Brand Advocates and manage the interactions already happening on the social web.**



By integrating an ambassador program they will be able to steer the social stream and exponentially increase the amount of positive recommendations, reviews and mentions about their brand and its products and services. The overall business goals of the program are to:

- **Develop a stronger bond with their core consumers**
- **Increase the amount and quality of social interactions**
- **Track the influence and impact of all activities**
- **Reward their most engaged ambassadors**
- **Define value of the program via impressions and sales**

From: Lady Gaga <Lady\_Gaga@email.interscope.com>  
 Subject: Join The Official Lady Gaga Street Team  
 Date: February 10, 2011 6:36:04 PM CST

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**[Join the Official Lady Gaga Street Team and earn amazing Gaga prizes!](#)**

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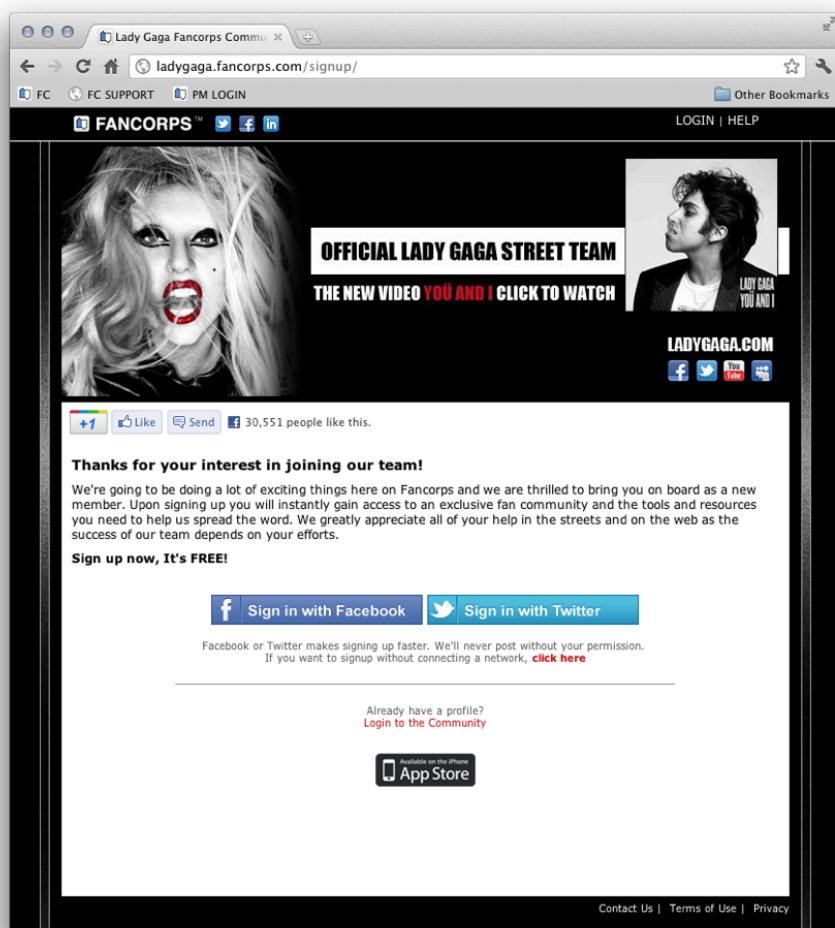


## the INVESTMENT



### Total Cost of Lady Gaga Brand Ambassador Program (12 Months)

1	Fancorps Platform License	\$60,000
2	Community Management	\$30,000
3	Rewards & Incentives for Ambassadors	\$10,000
<b>Total Costs</b>		<b>\$100,000</b>



Integrating a brand ambassador program is an essential component of successful social media marketing campaigns. There are three main costs associated with a program.

- (1) A platform such as Fancorps that allows for the communication, management and engagement of a brand's core consumer base.
- (2) A skilled community manager with a solid understanding of social media marketing techniques.
- (3) A steady flow of exciting rewards and incentives to continually encourage advocacy.

### Fan Acquisition



**Ivana MB** @CROmonster95

Order completed for @ladygaga on #fancorps #fancorps. JOIN NOW: [soc.li/UKOIVOW](http://soc.li/UKOIVOW)

### Engagement



**Marco Capicotto** @HighwayUnicornO

I just earned some more Store Credits on the @ladygaga Team #fancorps! #fancorps. JOIN NOW: [soc.li/48Q3v7D](http://soc.li/48Q3v7D)

### Interaction



**Karla Pyne** @karlapyne

I love completing Orders on the @ladygaga Team on #fancorps! #fancorps. JOIN NOW: [soc.li/yzJpbfa](http://soc.li/yzJpbfa)

Over the course of the campaign **Lady Gaga** was able to identify and recruit over 25K brand ambassadors to opt-in to their custom branded community.

With Fancorps' task driven, gamified platform Lady Gaga energized their ambassadors creating quality recommendations, mentions and reviews on the social web. In addition to these highly valuable impressions they also utilized the community in a number of other powerful ways including offline promotions, user surveying/ feedback and focus group sourcing.



Since the Fancorps platform tracks all recommendations, mentions and reviews and requires ambassadors to prove their social and real world interactions it is easy to **define the ROI** of the Lady Gaga campaign.

The average number of friends & followers each Advocate reaches through their personal social channels when recommending the brand

It is estimated that a brand advocate impression is worth up to 10X that of a online ad impression.

To determine the earned media value simply subtract the total costs of the campaign from the media value

Earned Media is publicity gained through non-advertising promotional efforts & WOM

Defining the <u>R</u> eturn <u>O</u> n <u>I</u> vestment	
<b>Number of Active Advocates</b> <i>(10% of community)</i>	2,600
<b>Total Social Recommendations</b>	57K
<b>Average Social Impressions Per Recommendation</b>	300
<b>Total Social Impressions</b>	17M
<b>Brand Advocate CPI</b> <i>(cost per impression)</i>	\$0.05
<b>Media Value</b>	\$855K
<b>Cost of Fancorps Platform License</b>	\$60K
<b>Cost of Community Management</b>	\$30K
<b>Cost of Rewards &amp; Incentives</b>	\$10K
<b>Earned Media Value</b>	\$755K
<b>ROI of Campaign</b>	755%

Calculate the **ROI** by dividing the Earned Media Value (\$640K) by the cost of the program (\$100K)

**= 8X ROI**