

evolve

# Influencers, Ambassadors, and Advocates, Oh My!

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# Influencer

- **Affects purchase decisions** of others because of authority, knowledge, position or relationship with their audience.
- **Has a following** in a niche, in which they actively engage.
- **Not simply marketing tools but are social relationship assets** with which brands can collaborate to achieve their marketing objectives.



# Types of Influencers:

SOCIAL MEDIA EXPERTS



POPULAR YOUTUBE USERS



BLOGGERS



FAMOUS PEOPLE



# Brand Ambassador

- (Or celebrity spokesman) is a person **employed** by an organization or company to promote its products or services.
- They are meant to embody the **corporate identity in appearance, demeanor, values and ethics.**

# Brand Advocate

- Person or customer who talks favorably about a **brand** or product, and then passes on **positive word-of-mouth (WOM)** messages.

# What is Your Reputation?



Review sites



Social following

Who is Your  
Ideal Client?

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Who Has Access to  
Them?

The screenshot displays the Buzzsumo website interface. At the top, the navigation bar includes the Buzzsumo logo, links for Product, Customers, Pricing, and Blog, and buttons for Signup, Login, and Resources. The main heading reads "Analyze what content performs best for any topic or competitor" with the subtext "Find the key influencers to promote your content". A search bar contains the text "multi generational leadership" and a "Go!" button. Below this, a secondary navigation bar shows "Buzzsumo Pro" and tabs for Content Research, Influencers, and Content Alerts. A sub-menu below the tabs lists "Most Shared", "Trending Now", "Content Analysis", "Domain Comparison", and "Top Authors". At the bottom of the interface, there is a "Filter by Date" dropdown set to "24 Hours", a search input field with "big data", a "Search!" button, and buttons for "Export" and "+ Create Alert". A "NEED HELP?" link is also visible.

- [buzzsumo.com](https://buzzsumo.com)
- [socialbakers.com](https://socialbakers.com)
- [sproutsocial.com](https://sproutsocial.com)

# Find Influencers



# Leverage Influencers

1. Know more
2. Get closer
3. Emotionally connect



Like their stuff



Send a meaningful message about their content



Ask them to join groups (join theirs)



Let them know how you found them (be honest)



Ask for a moment of their time (**show** you value their time)

# Reach Out

Ask an  
Influencer  
to...

Guest

Guest blog

Sponsor

Sponsor posts

Collaborate

Collaborate on an event

Become

Become an affiliate

Review

Review a product

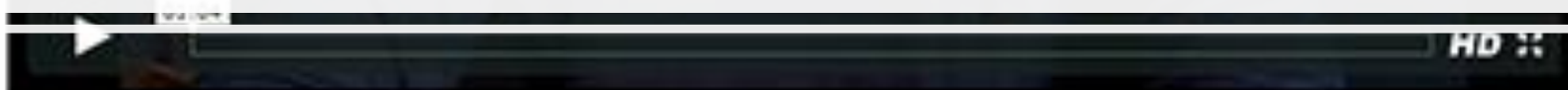
# Hi, I'm Emma!

You can usually find me with my nose in a book or a mask on my face. I'm really excited to share with you my love of skincare, so take a peek below to find out more!

Shop my favorite products below, plus get 20% off your first order and free shipping on any order over \$30.



What an Influencer Post Looks Like





theycallhermontana  
3,397 followers

[View Profile](#)



[View More on Instagram](#)



199 likes

theycallhermontana

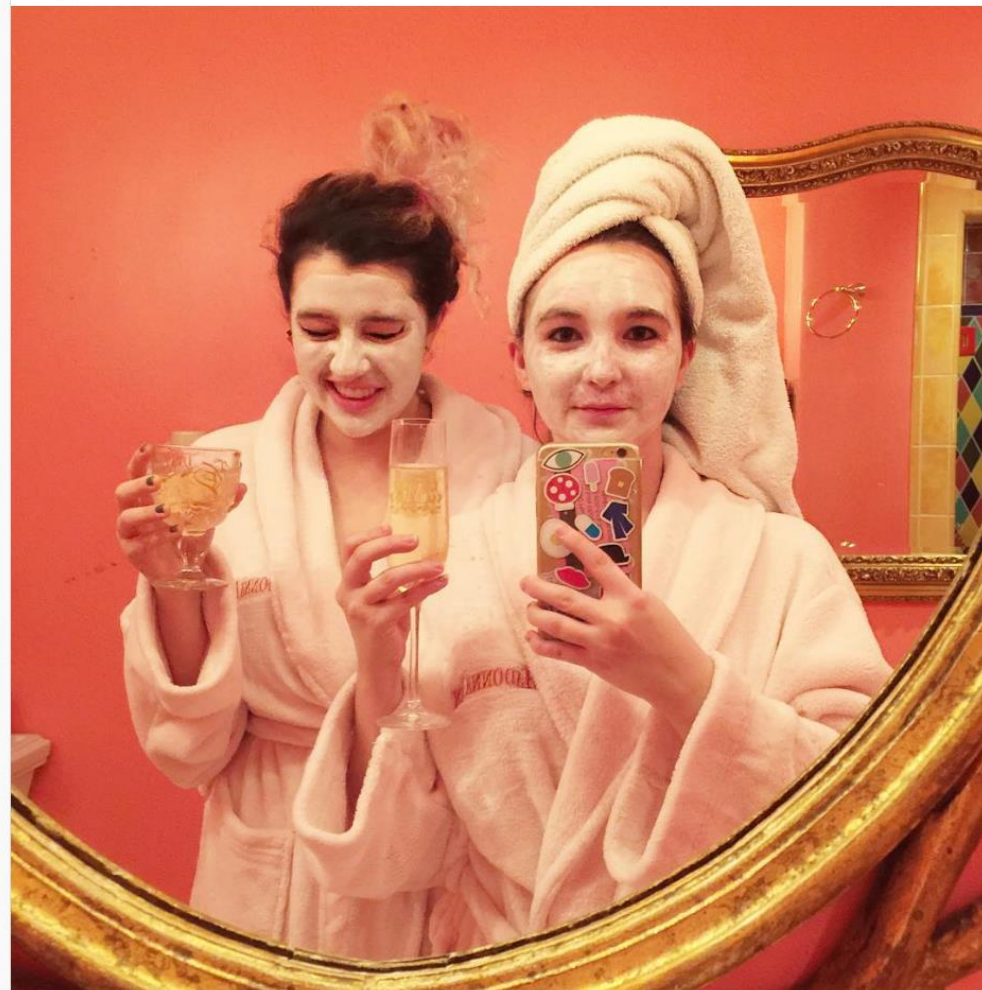
Snowed in with @glossier. 🌈  
#glossier #maskforce #glossierpink #masking #randr #bubblebath #glossiergal  
#moisturizingmoonmask #brandy

[view all 7 comments](#)



caro\_mills  
Madonna Inn

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71 likes

caro\_mills

👩👧👦 Sunday spa day vibes with @glossier #megagreengalaxypack masks at the  
#madonnainn 🍷🧖🏻🧴 #latergram #sundayvibes #ladiesweekend #maskforce

[view all comments](#)



# Get Started!

## Participate

Participate in the right conversations

- Hashtags
- Groups

## Promote

Promote your culture

## Try

Try niche networks

## Involve

Involve every employee



# Citations/Resources

- Flex Your Communication by Terra L. Fletcher
- <https://influencermarketinghub.com/what-is-an-influencer/>
- <https://recruiterbox.com/business-guides/recruiting-and-hiring/use-social-media-recruit-hire>
- <https://sproutsocial.com/insights/social-media-influencers/>
- <https://blog.hubspot.com/marketing/examples-of-influencer-marketing-campaigns>
- <https://qz.com/847460/glossier-girls-emily-weiss-on-how-glossiers-customers-became-its-most-powerful-sales-force/>

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