25 FACTS about AMBASSADOR MARKETING

TRUST
- 90% of consumers admit that their purchase decisions are influenced by ratings and reviews [Marketingland.com]
- 83% of consumers trust recommendations from people they know [Nielsen Global Trust in Advertising]
- 33% of buyers trust the brand [Yahara Global Trust in Advertising]

Word of mouth is the primary factor in 50% of all purchasing decisions [McKinsey]

A recommendation from a trusted friend conveying a relevant message is up to 50x more likely to trigger a purchase [Branderati]

81% of consumers are influenced by their friends’ social media posts [McKinsey]

Offers shared by trusted ambassadors convert at 4x - 10x higher rate than offers sent by brands [Branderati]

REACH
- Brand ambassadors reach 150 people in social media every time they advocate for a product or service [Deloitte, Forrester and Zuberance]
- 80% of reach from today’s marketing campaigns comes from amplification through advocacy [Social Media Examiner]
- Brand advocates create and curate more than twice as many communications about brands as the average web user [Social Media Examiner]

VALUE
- Brand ambassadors are 5 times more valuable than average customers [Branderati]
- They spend at least 2 times as much as an average customer [BarnRaisers]

LEAD DEVELOPMENT
- Leads developed through employee social marketing convert 7 times more frequently than other leads [IBM]
- Employees have on average 10x more social connections than a brand does [Social Chorus]
- Content shared by employees receives 8 times more engagement than content shared through the brands channel [Social Media Today]

Brand messages reached further when shared by employees versus the same message share via the official channels of a brand [MSL Group]

EMPLOYEES
- Employees have on average 10x more social connections than a brand does [Social Chorus]
- Content shared by employees receives 8 times more engagement than content shared through the brands channel [Social Media Today]

Brand messages are shared 24 times more frequently when distributed by employees [MSL Group]

83% of people choose to engage with brands because of their desire to join a community of brand fans [University of Chicago]

REFFERAL
- 3.5 leads each Customer referred by other customers have a 37% higher retention rate [Branderati]
- Referral leads have a 16% higher life-time value [Branderati]
- Referring customers refer on average 30% better leads than regular leads [Journal of strategic marketing & Wharton School of Business]

60% of referral leads are non-cash incentives [Branderati]

Non-cash incentives are 24% more effective at boosting performance than cash incentives [University of Chicago]

37% of ambassadors agree that the smaller the community, the greater the influence [Brandrati]

VARIABLES
- 83% of consumers are willing to talk about a product / service yet only 27% does it because of a lack of tools [BarnRaisers]
- 54% of ambassadors agree that the smaller the community, the greater the influence [Brandrati]

Employees have on average 92% of employees’ Twitter followers are new to a brand [Cross]

Employees have on average 24 times more when distributed by employees [MSL Group]

83% are willing to talk about a product / service yet only 27% does it because of a lack of tools [BarnRaisers]

When it comes to community size 54% of ambassadors agree that the smaller the community, the greater the influence [Brandrati]

Branderati

BarnRaisers

Branderati

McKinsey