

# Benefit from brand ambassadors

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[Experiential marketing](#) is an astoundingly influential new way for marketers to enhance relations between the consumer and your brand at all phases of the sales process.

By creating an emotional and sensory connection with the public, experiential marketing has the power to influence a customer's view of a brand, and guide their purchasing behaviours. Just have a look at these statistics gleaned from a [recent marketing poll](#):

- 98% of consumers feel more inclined to purchase after attending an in-person event
- 74% of shoppers formed a better opinion of a brand after an activation
- 80% of attendees claimed that live demonstrations significantly affected their purchasing decision

Not surprising then, that businesses have gradually been increasing their event marketing efforts. According to a [recent survey](#):

- In 2015, 65% of brands stated their belief that in-person events are directly connected to sales
- Experiential marketing budgets grew by approximately 6.1% in 2015.
- 79% of brands announced that they would be hosting more events in the future

## Innate insight

Steve Jobs knew it: *"To me, ideas are worth nothing unless executed. They are just a multiplier. Execution is worth millions."* And you know it too. How often have you come across a great idea, only to witness its potential fizzle due to poor execution? What a sad way to lose something potentially ground-breaking.

No doubt your staff and you are whizzes at developing, producing, and maintaining innovative products and services; generating and nurturing clients; and running a smoothly administered operation. Your strengths may not, however, include being outgoing or confident approaching complete strangers. If that is the case, you need brand ambassadors.

## Up close and personal

Every [experiential marketing event](#) – from sampling and demonstrations, to roadshows and product launches – requires a tireless enthusiasm for interacting face-to-face with a multitude of people. On top of that, the aim of your experience based marketing efforts is to transform those strangers into brand advocates. That is no mean feat!

## You do not get a second chance to make a first impression

If you consider the costs involved with any form of [brand activation](#), you want to ensure that the first impression of your business is immaculate. To make that first impression count, you need someone is able to not only promote your new products or services, but to actively embody what your brand promises.

The qualities that you need in your brand ambassadors include:

- Personality – a certain je ne sais quoi that stirs interest and allows easy, natural communication.
- To ensure that your event is an appropriately-staffed success, dependable ambassadors are essential.
- To avoid brand ambassadors being perceived as "male strippers" and "party girls", a professional approach is a

crucial characteristic.

- A brand ambassador who has a specific skillset can work industry-specific events.
- Resourcefulness cannot be emphasised enough. The nature of live events and working with the public requires brand ambassadors who can think on their feet.

For more information on pairing the most suitable brand ambassadors with your next experiential marketing event, please [contact us](#) today.

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