The Role of Brand Ambassadors and Influencers in Digital Marketing

Edward Teddy Cambridge and Faith Sya Amuchie. PhD. Computing & Technology

Abstract

Social media is an application and or website that enable people to share, create, and participate in content with others in a social manner. Social networks do vary in terms of what you are able to create and share. For instance, Twitter is a microblogging website, while Pinterest is a social curation website for sharing images which fall into categories. Different geographical locations use different networking tools. There are lots of key players on Social Media Platforms and this paper will look at the two (2) of such key players namely: Brand Ambassadors and Influencers. There are many books and papers on Brand Ambassadors, this paper argues that a brand ambassador is someone who is quite well known/famous who is paid to help promote a brand, specific products and or business. They will hold a lot of the key principles of the business that are meant to provide the embodiment of the corporate identity. Ambassadors do not always have to be famous and some businesses use their own employees/trainees as their ambassadors like Google. Local Councils’ brand ambassadors are employees with status and councillors, this agrees with Melewar T. and Gupta S. (2012), and Conference Board (2016).

Brand ambassadors are often easily spotted; they actively promote a brand via adverts of the specific company as in the case of William Grant & Sons as argued by Dinnie K. (2015). They could also be people who are renowned that share posts and helps promote the work that the company is doing/products the company have. Ambassadors are fundamentally employed by the company, to promote the corporate image, products or business. Normally, brand ambassadors will have guidelines and rules which they would need to follow. On the other hand, Social influencers are not employed by a company but, they may have influence over a number of followers on their social media channels. Social influencers could affect the success or failure of a company. Anyone can be an influencer on social media. Someone could post a picture of a health violation in a restaurant which can put people off going to the business. Social Media Influencers are motivated by various factors. As noted by Gillian P. (2009), ‘...most social media practitioners aren’t in it for the money. Rather, they seek recognition, chance to meet others and the opportunity to influence markets’. This paper discusses different tools and techniques that are used in identifying social media influencers and how to validate their credibility. This paper further argues (based on verifiable evidence) that Influencers are more difficult to manage compared to brand ambassadors.

Keywords: Brand Ambassador, Influencers, Branding, Social Media, Digital Marketing, Orkut, RenRen, Facebook, Twitter, Instagram, Pinterest
References


