

BRAND AMBASSADORSHIP HANDBOOK

FOR



ROOTEL

INVESTMENT SERVICE

info@rootel.com, support@rootel.com

www.rootel.com

BRAND AMBASSADOR

A brand ambassador is a person employed by an organization to promote its products or services. The key element of brand ambassadors lies in their ability to use promotional strategies that will strengthen the customer-product/service relationship and influence a large audience to buy and consume more.

Predominantly, a brand ambassador is known as a positive spokesperson appointed as an internal or external agent to boost product/service sales and create brand awareness. Good brand ambassadors know the product, they know the competition, and they know the market. These are people that are constantly present and building up the reputation of the company and stirring up the interest of the general public.

QUALITIES OF A BRAND AMBASSADOR



1. Knowledgeable and innovative in marketing brands

A brand ambassador is a person who is also a marketing representative of the company. The person

should understand the market and should possess a brief idea of his role to play. The person must know the use of company marketing tools to its brand persona. He must know what is needed to properly market the brand, be it apparels, caps, tumblers, social media etc. He must be familiar with everything he is using to properly carry the brand wherever he goes. The brand ambassador should be able to identify issues and trends that people embraces. He should be able to make useful suggestions and improvements for the benefit of the brand and consumer engagement.

2. Professional speaker

Brand ambassadors should proactively initiate conversation with others in promoting the brand's product; be it goods or services. He should be comfortable in engaging healthy discussions and be

warm in dealing with difficult people. A good example is Lewis Hamilton's appointment as the global brand ambassador for Petronas Syntium. As the brand ambassador, Hamilton was the face of the company's range of Petronas Syntium products. He participated in a number of Petronas' global marketing, communications promotional program and activities.



As the brand ambassador, Hamilton was expected to be dynamic in dealing with people. He must be well informed with the product he is promoting. A good level of awareness over the industry is also very critical. Everything that he says will reflect the company's

stand on issues. So the need for a diplomatic but at the same time engaging speaker cannot be discounted.

A product's quality and image is being carried by the person representing it. A brand ambassador should not just speak for it; he needs to be the voice of the brand itself. If he does, people will clearly see the connection between him and the brand. A few moments where a speaker cannot introduce the product properly, may mean a lifetime of brand humiliation. The audience will not just lose their interest towards the product but also remember the shame that happened for a long period of time. The presentation of the product and brand is being placed on the hands of the brand ambassador. As such, his purpose is to build a connection between the products and the audience through his image. No matter how great the product is, if it's not delivered properly to

the public, it would be useless as they will not spend time or attention into trying it.

3. Leadership

The main purpose of a brand ambassador is to embody the values, the character and the overall image inherent to the brand. He needs to stir up thoughts associated with owning the product. This way, he leads the customers not only to buying the product but also to their self-fulfilment associated with possessing it. Brand ambassadors should be experts in speaking for and on behalf of the product. It's natural for them to emphasize the benefits in a persuading manner. A good example was when Sachin Tendulkar emphasised the need for energy as a sports person and persuaded the public with the tagline "Boost is the secret of my energy". As a

pioneer in the sport of cricket he was able to exert a considerable impact on the customers.



4. Credibility

Credibility of the ambassador is very important. They cannot come with bad record, malicious life style and despicable personality. Normally, customers tend to give a lot of trust to the employees view about the company and its product. It's because they have lesser stake than the top management. If the staff speak well of your product, it's a plus to the promotion. A known and respected authority over a niche like bloggers, small publishers and others gain so much empathy and

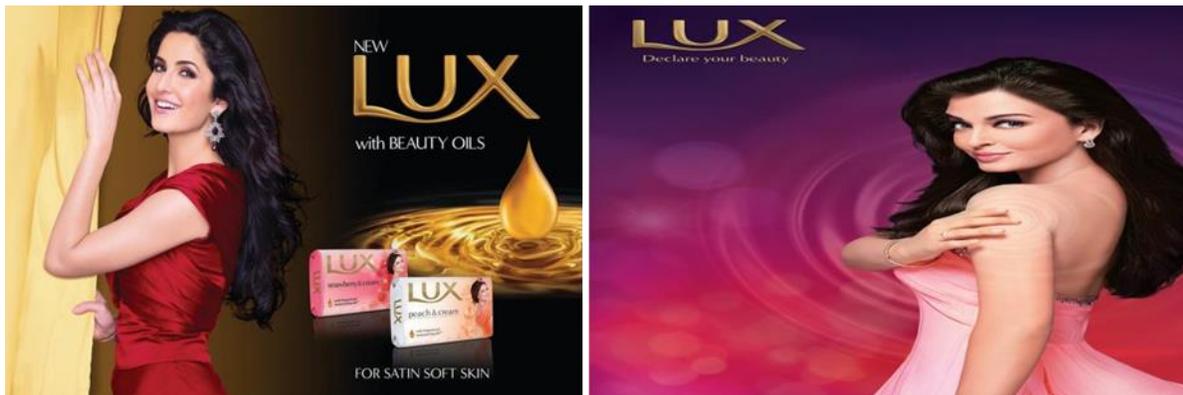
affection from their audience. That's why it's better to have these people for the brand rather than the extremely expensive advertising campaigns. One of the best examples of how credibility affects the brand ambassador and the brand is Tiger Woods. At the peak of his career he was the brand ambassador of many products including Accenture. But when his extramarital life was exposed many organizations immediately withdrew him as the brand ambassador.



5. Relationship Builder

The brand ambassador's face-to-face encounters with the target audience are very significant as these create the opportunity to build a relationship between the customer and the brand. The best brand ambassadors are those who actually experienced the product. Often, they are the people within the customer base and not the employees. Monitoring of the brand's online image will identify customers who earnestly promote the product. The brand ambassador is not just a display of the organization's events. He needs to experience it to add value to his job. He needs to ensure that the customers are happy and are positively impacted in every event. A good example was when Cine actors were used as brand ambassadors for the brand Lux over a long period of time and they endorsed the product as their users. The customers gave a lot of

importance to the film stars and thereby the product Lux was positioned as “The Beauty Of Film Stars”. In case of the Lux beauty soap use of film stars is perhaps logical because of their attractive looks and they are admired by ordinary people. This factor leads to the credibility and thus endorser’s personality gets transferred to the brand.



6. Team Player

The brand ambassadors should be high-calibre people. But more than this, they should see themselves as part of the team. They must remove the

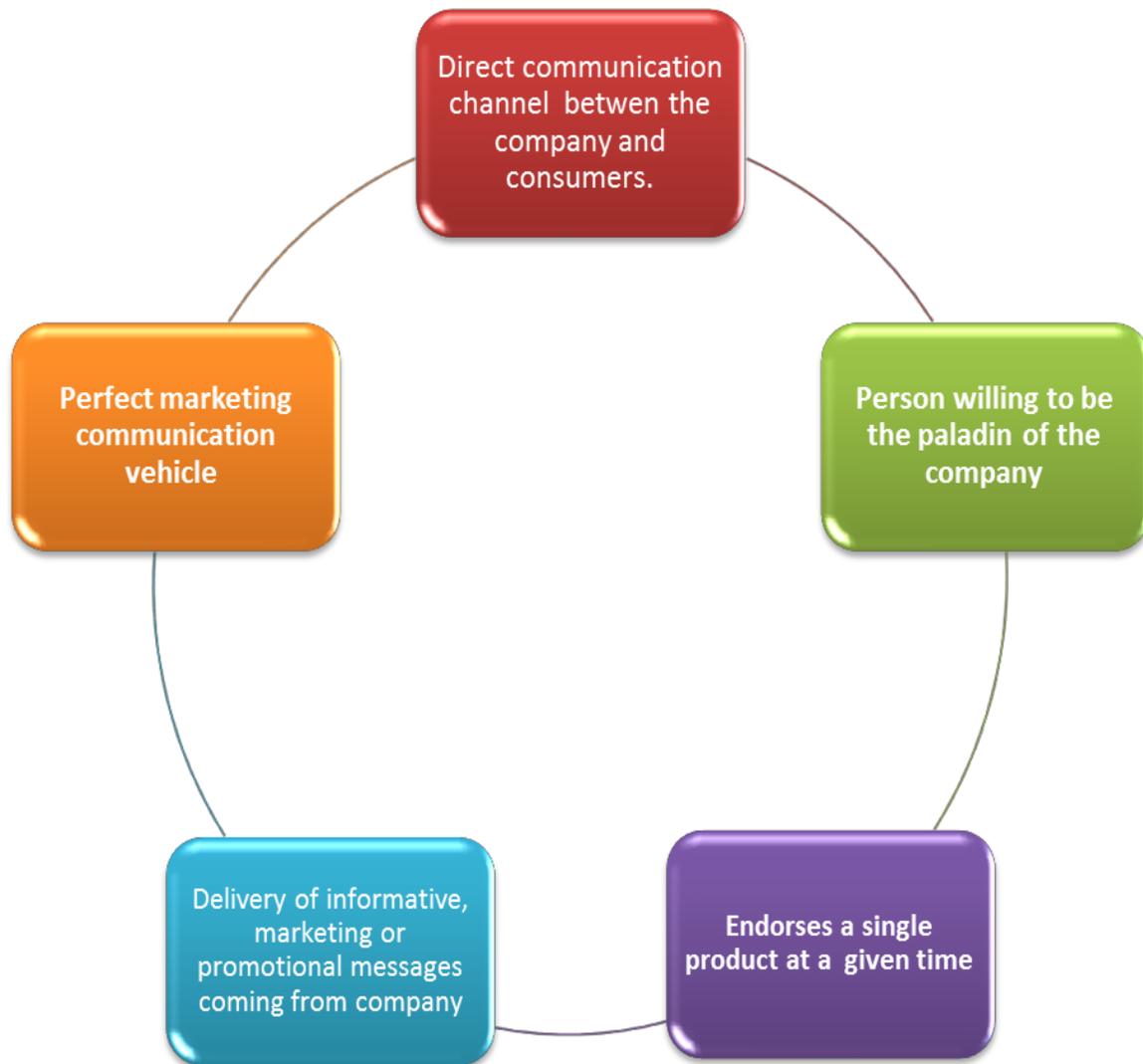
misconception that they are the sole reason for the sales and popularity.

7. Tech-Adequate

The brand ambassadors should be updated to the latest trends that people recognize. Today, people are very much inclined to the use of social media.

Therefore, the ambassadors should not be only literate in opening the computer but also passionate in using the social media tools in campaigning for the brand.

A BRAND AMBASSADOR PROFILE



The Brand Ambassador is someone willing to be the paladin, the flag bearer for a specific company or product which the ambassador personally endorses, uses

or likes. The Brand Ambassador acts as a direct communication channel between the company and his target audience. If a company wants to promote its line of products and Brand Ambassador is a potential match (being him an already an active and enthusiastic user of the company products), the company will pass on to the Brand Ambassador all of the information and promotions that it wants to deliver to its select targets, but it will be the Brand Ambassador himself who will decide which ones to pass onto his community of followers. The Brand Ambassador is the one that chooses how to deliver informative, marketing or promotional messages coming from the company. It is the Brand Ambassador who has lots of affinity with his audience so it would seem certainly more logical that it should be him and not company to design all marketing communications going to his audience. The Brand Ambassador is the perfect marketing communication vehicle for a marketplace

made up of many highly different niche groups, characterized by very different traits, aspirations, habits. The Brand Ambassador (generally) endorses only one brand at a given time. Unlike motorbike and car racing drivers who wear for marketing reasons logos from many different and often unrelated companies, the Brand Ambassador endorses only one brand at a time, and one that he / she would have promoted, talked and said interesting things about even without a formal Brand Ambassador agreement.

GENERAL DUTIES OF A ROOTEL INVESTMENTS AMBASSADOR

1. Creating awareness and embodying what our company is all about in other people.
2. Providing credible and trustworthy promotion and visibility to our company.
3. Representing our company in a multitude of settings.
4. Assisting in content creation (i.e. writing blogs, newsletters and product reviews).
5. Participating in event marketing and seminars.
6. Generating brand awareness through word-of-mouth and social media marketing.
7. Being an opinion leader in your country.
8. Providing feedback and insight on new services.

BENEFITS OF BEING A ROOTEL INVESTMENTS BRAND AMBASSADOR

Before you can become an ambassador of Rootel Investments, you must have a minimum investment of 3000 USD and it comes with the following benefits.

1. Commission

The company will pay desired amounts to ambassadors periodically so as to incentivize the distribution of promotional materials and the generation of leads. The more leads an ambassador brings into the company, the more earning potential he or she will have. We will also release funds to you to organize seminar and workshops for prospective investors of the company.

2. Luxury Car

You'll also be given a luxury official car to help you in running the affairs of the company in your locality. This car will be driven by you for one year with the company's name and logo boldly printed on either side of the front doors after which you can decide to remove it.