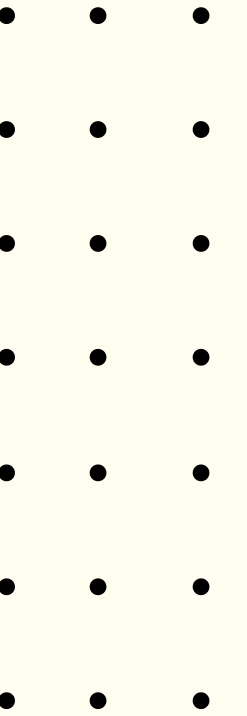
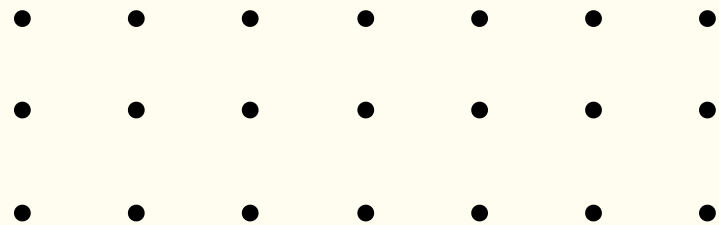
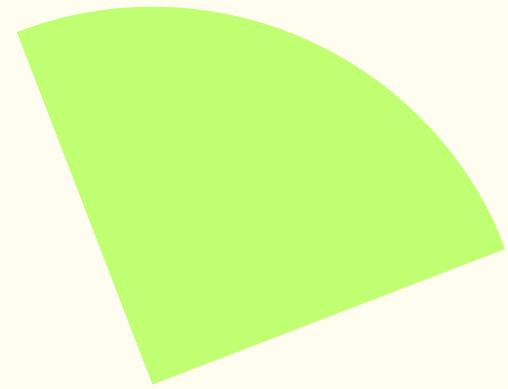
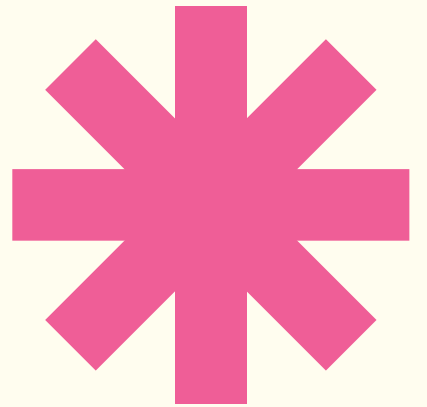




STP Ambassador Marketing

PRESENTED BY SARA KIESLER





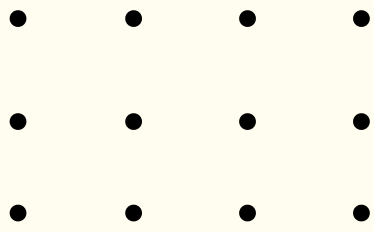
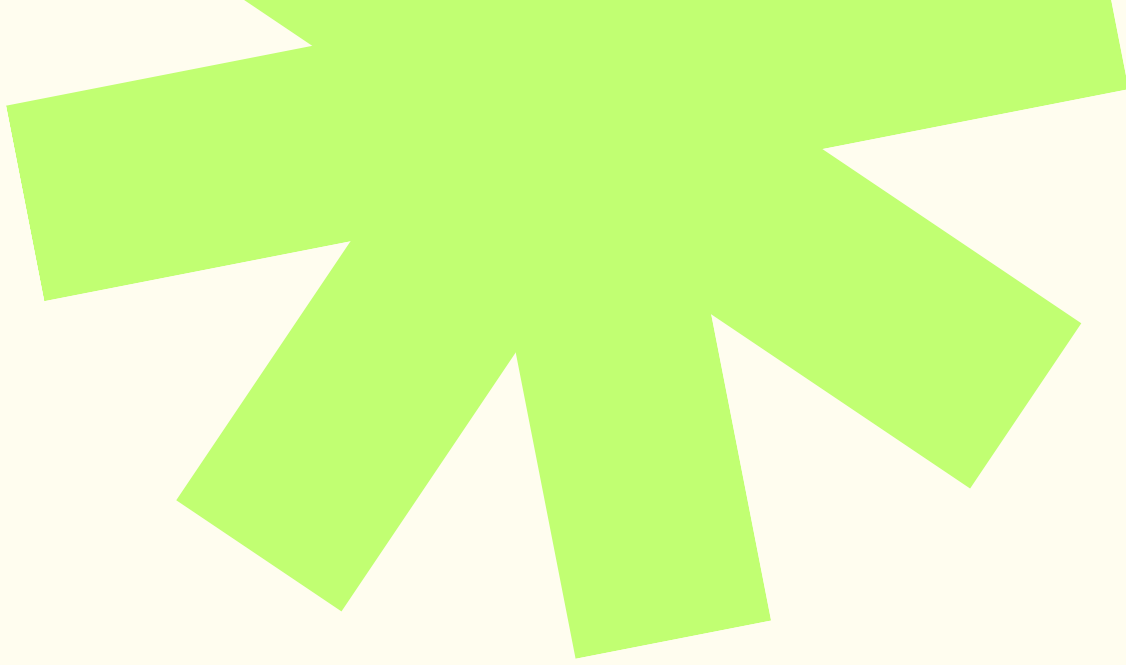
Why ambassador marketing?

Why now?

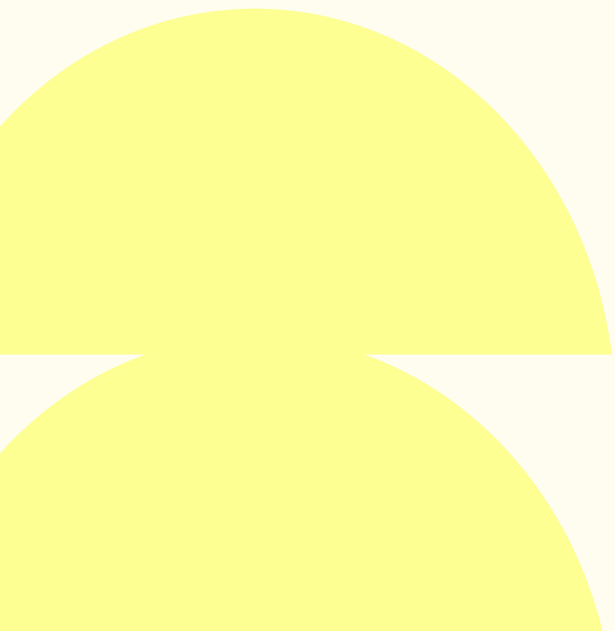


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Sources: Strava; Sprout Social; Inc. Magazine



Drafting a budget...and securing funds





VICKY M



GENE T

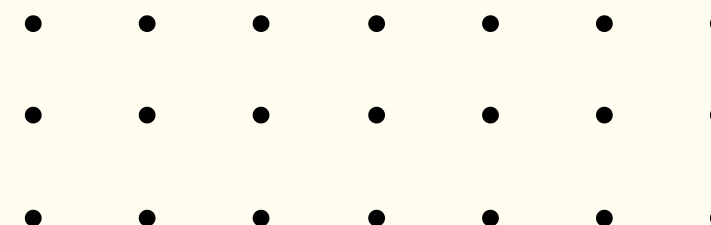


AMY H

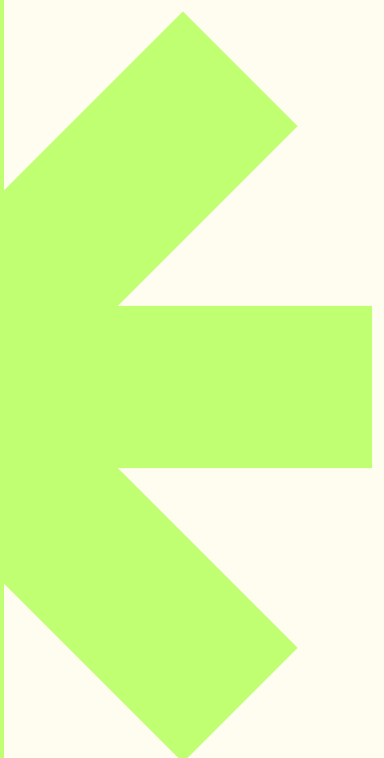


WENMEI H

Finding the right voices



Marketing Objectives



**Diversify Participants
on the Ride**

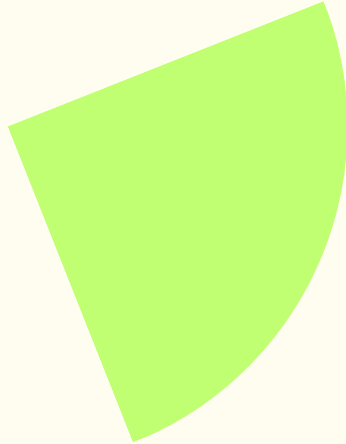
**Increase Brand
Awareness**

**Boost Sales
Conversions**





Marketing Results



User Generated Content Increases Brand Awareness

- 838 posts – 20% more than required
- Increased reach 461%

Diverse Voices and Riders

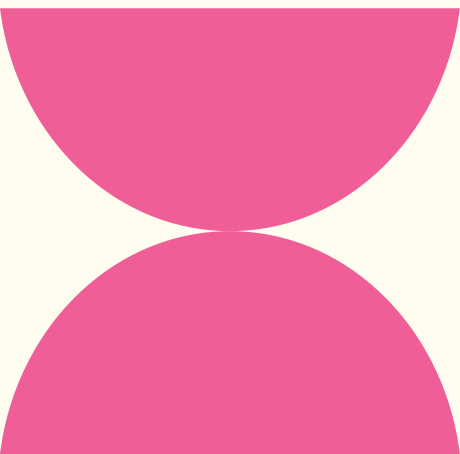
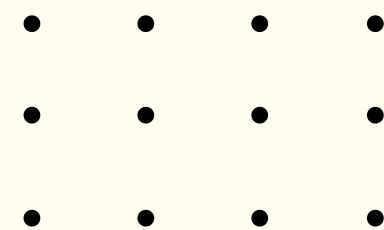
- 25% of riders reported being BIPOC

Registration Boost

- 705 registration clicks.
- From 22% down the previous year to a rapid increase and lap of the 2022 totals



Sources: Sprout Social, post-STP survey, Salesforce data



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Lessons Learned

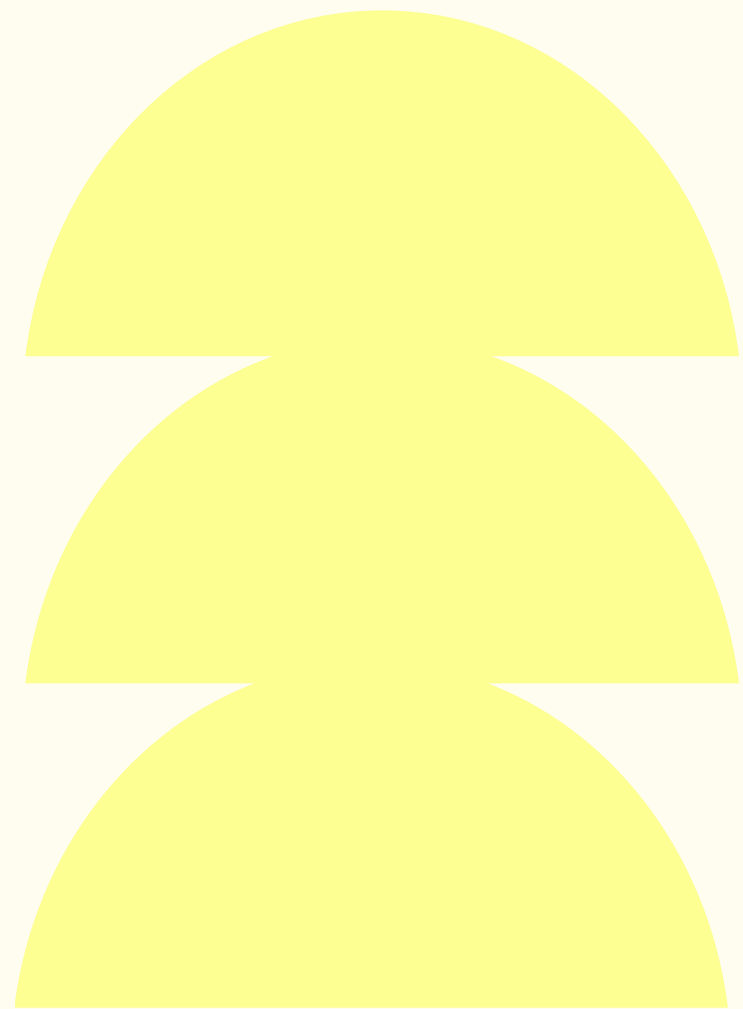
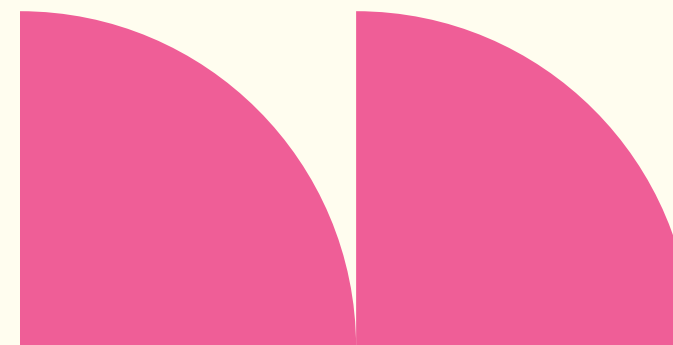
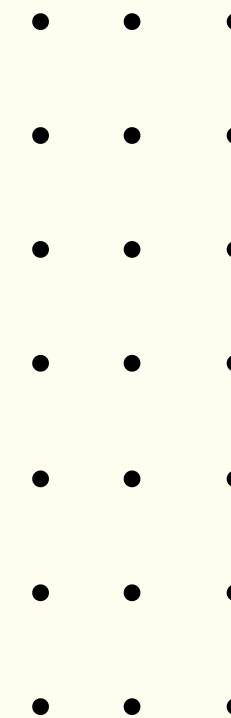
Unique Codes for Each Ambassador

Better track individual ROI

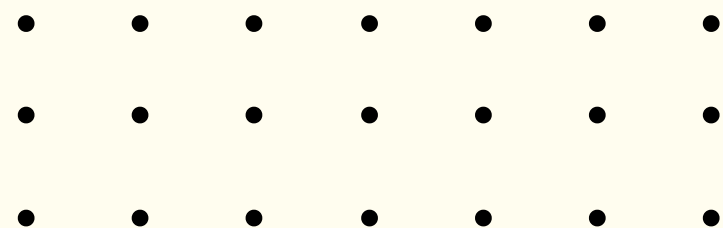
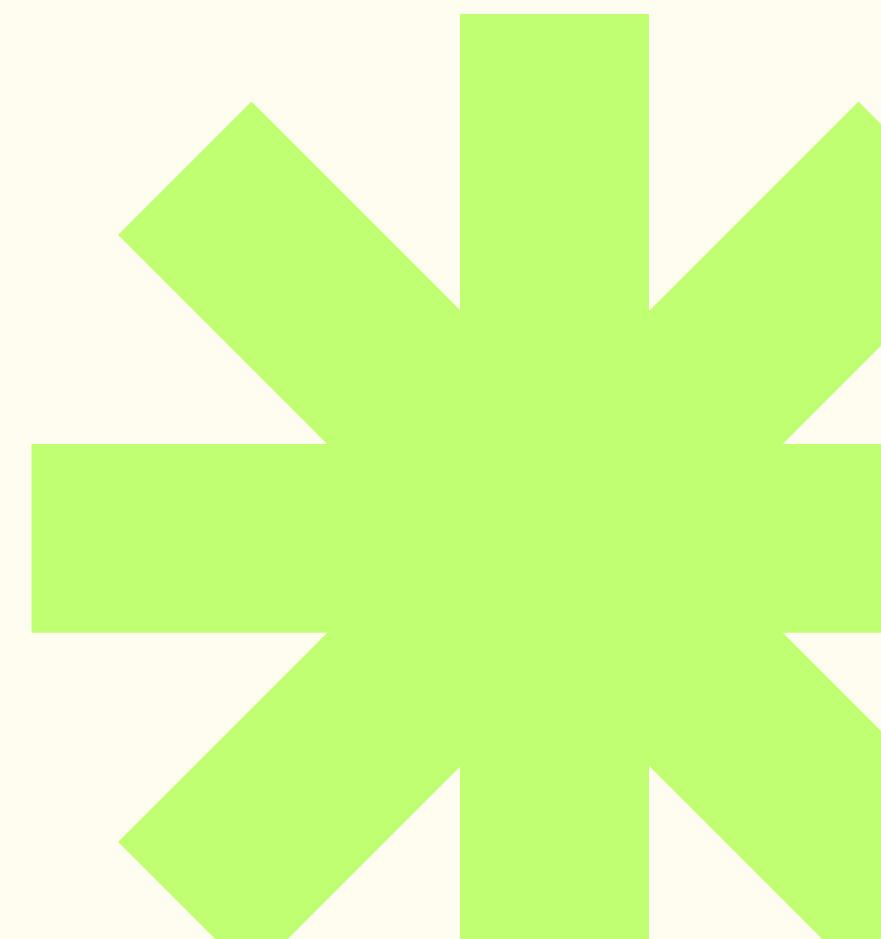
No Consultant

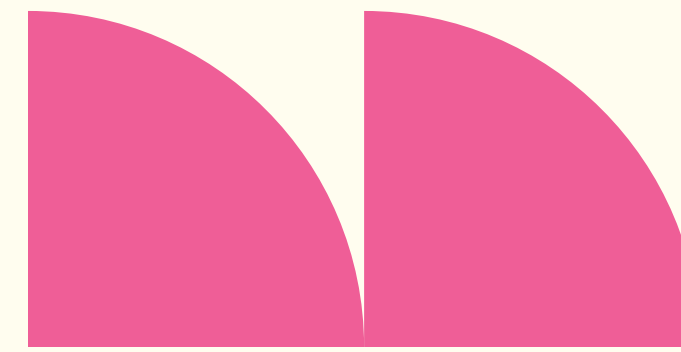
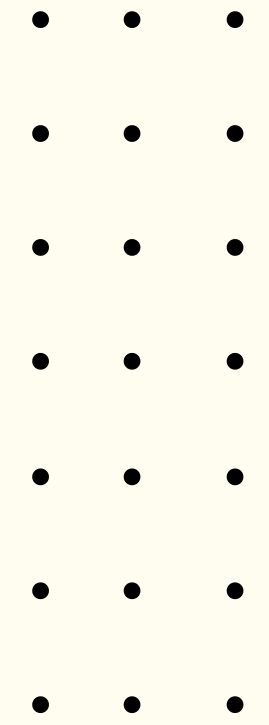
Beyond the recruiting, myself and my team set up, led, tracked, and ran the program entirely ourselves





Questions?





Thank You!

