

ROSTER

New marketing channel grows sales by 10%

"Roster has been
insane for us!"





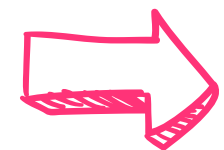
Industry

Home Goods &
Food Service

Size

200-500
employees

The Challenge



Awareness

“We make the best blenders in the whole world.
But no one really knows about us.”

Background

Blendtec began in the 1970s with the invention of a wheat mill and later the perfect blender. The company introduced a commercial grade high-speed blender with preprogrammed cycles that was much thicker and stronger than competitive blenders. Innovations like these make Blendtec products indispensable in homes, restaurants, juice bars, and cafes.

Blendtec Goals

01

Track & grow sales

"We thought about 50% of our sales came from word of mouth, but had no way to track or scale it."

02

Optimize & manage awareness

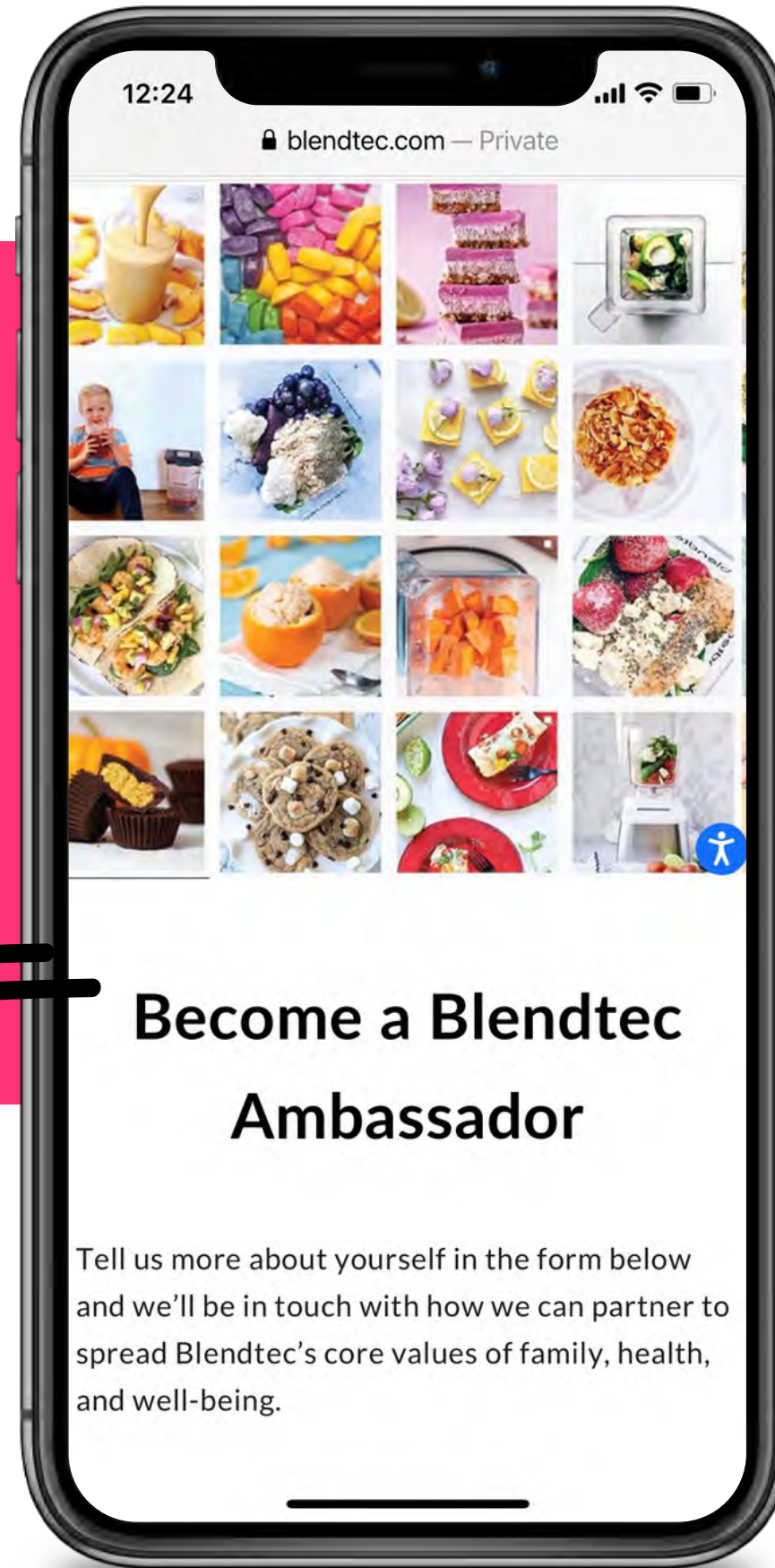
"Once a person uses Blendtec, they tell everybody. If we can share our brand messaging and educate people, we'll move forward in our industry."

03

Clear strategy & reporting

"Our ambassador program was non-existent. And we wanted to do something different, not just another drip campaign."

How Blendtec Runs Their Programs



Blendtec partnered with Roster to create and power their new influencer, ambassador, and advocate programs.

- Create programs and application forms
- Recruit participants
- Approve and group people
- Launch campaigns to keep engagement high
- Reports and analytics

Influencer Program Strategy

Blendtec created one application form for everyone. They promoted it via social media, DMs, newsletters, post-purchase emails, and their website. Each applicant was then added to one of three programs: Influencers, Ambassadors, and Advocates

Influencer

Social influence, bloggers, pros (chefs)

Criteria: relevant audience, quality content, comments, & interactions on IG (25k+ followers) or blogs

Campaigns: Welcome campaign, plus IG post and story 1x per quarter

Goals: sales, high quality content, social reach & awareness

Rewards: free product, % of referral sales

Ambassador

Existing customer

Criteria: active social presence on IG (100+ followers)

Campaigns: monthly campaigns (e.g., meal challenge post & story)

Goals: user generated content, referrals

Rewards: 5-10 uses of discount codes, free accessory after 3 campaigns, and giveaways

Advocate

Everyone accepted

Criteria: valid social account or customers

Campaigns: monthly campaigns (e.g., meal challenge post & story)

Goals: UGC, personal purchases, and referrals

Rewards: personal discount code, 5-10 uses of codes for friends and family, giveaways

Why Roster?

Blendtec's programs were impossible to run using spreadsheets and emails, or a simple affiliate app. Roster automated every stage so they could scale quickly.

Branded Portal

A branded app engages, inspires, streamlines communication, and creates program transparency

All-in-one Platform

Roster handles sales and social, allowing Blendtec to consolidate software to save money and time

Automation

Roster cut 85% of program mgmt by automating applications, emails, links, codes, and reporting

Scalability

With Roster's CRM and organization, Blendtec can infinitely scale creator programs

ROSTER



Reporting & Analytics

Roster all-in-one platform

Sales Attribution

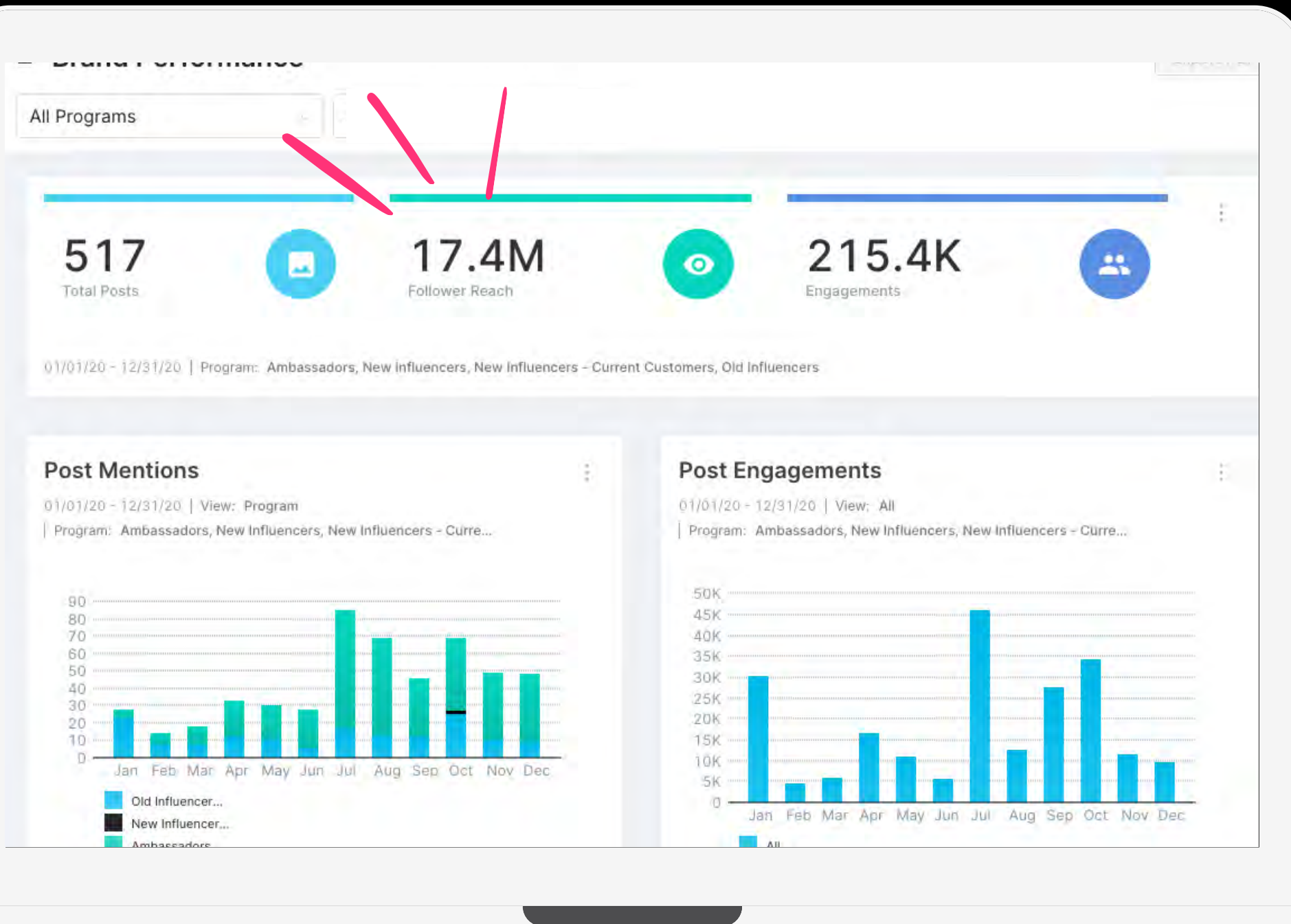
Automatically track referrals and personal purchases via unique links and codes

Participation

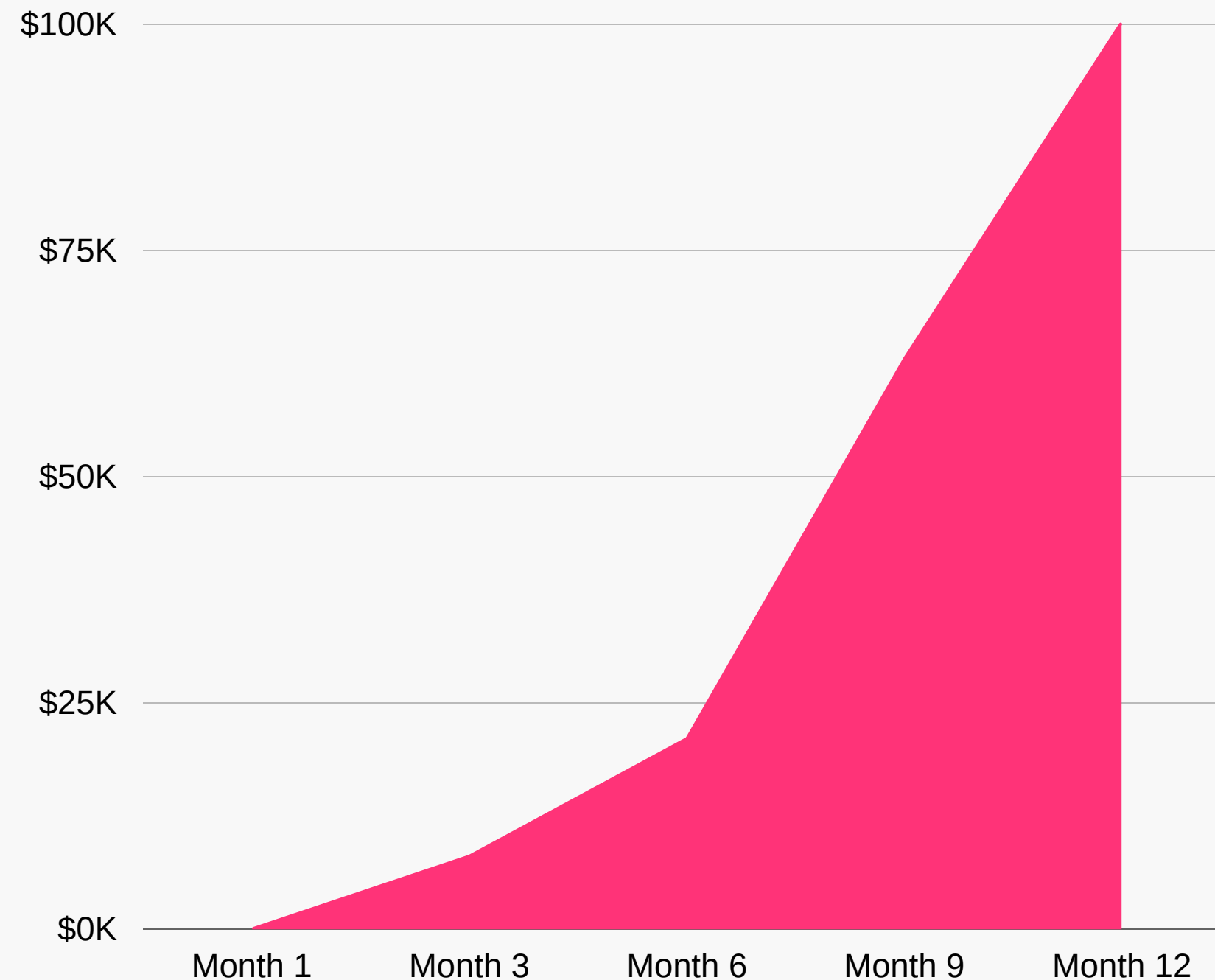
Measure engagement, activities, and user generated content

Social Analytics

Tracks post, reach, and engagement generated by Blendtec advocates



Results & Goals Achieved



New ambassador driven revenue

01

Track & grow sales

Ambassadors produce over 10% of all sales

02

Optimize & manage awareness

Follower Reach over 18 Million

03

Clear strategy & reporting

of Ambassadors grew from 0 - 100+

Blendtec loves Roster!

“

Everyone at Roster is relentless in their efforts to help us obtain new customers and maintain these relationships in a way that each ambassador feels like they're getting a personalized experience.



“

As far as customer success stories go, Blendtec is a big one to attribute to Roster. Their team has been **PHENOMENAL!**

“

Roster has been super patient with us. They got us set up and are always optimizing to meet our needs, reach goals and beat benchmarks.

ROSTER

Team up with your community

Everyone has influence! Roster leverages the influence of passionate fans, customers, ambassadors, creators, and affiliates for hundreds of leading companies. With a complete suite of automated tools, brands quickly scale awareness, build community, and generate revenue by engaging with people who care about their company. Our mission is to empower everyday people to fuel ecommerce. To this end, Roster cultivates brand-creator relationships that inherently build trust and deliver long-term revenue growth.

getroster.com