



ROSTER

SMART-ER Brands Use Milestones

Energize ambassadors by
rethinking campaigns

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A woman with long dark hair, wearing a bright yellow sweater and blue jeans, is sitting on the floor against a dark grey wall. She is holding a gold-colored smartphone in her right hand, taking a selfie. She is smiling and looking at the camera. Her left hand is raised near her face.

Intro

Many companies find their brand ambassadors all possess some common characteristics. As individuals, ambassadors are enthusiastic, self-driven, hard-working go-getters.

Thus, it's hardly surprising that ambassadors build their own media channels and passionately strive to share the best products and services with their communities.

Although self-motivated people make exceptional advocates, ambassador campaigns will flop if brands don't have the tools to attract and inspire these dynamos.

If you're a brand that sells high-priced products such as hot tubs and mattresses, or a company with a limited product line, you might struggle to keep ambassadors engaged.

New challenges motivate and drive ambassadors. Asking them to post another product image for the same reward doesn't work for long.

Incorporating ambassador milestones will reinvent your marketing approach and energize your ambassadors.

This ebook reveals how leading brands achieve superior results by implementing milestone series in their ambassador programs.



Invigorating marketing sounds daunting, but Roster clients that use milestones often double their results.

Let's work SMART-ER!

How to Be SMART-ER

How many times have you heard the advice, "work smarter, not harder"?

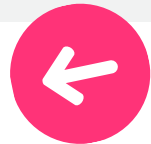
Along the same vein, how many times have you set SMART goals? We're going with SMART-ER, and will explain soon.



STRATEGY #1: Work SMARTER, not harder!

Working smarter involves prioritizing your most essential activities so that you're not overwhelmed, frustrated, and drained at the end of the day. Instead, you focus on the most critical tasks.

Each person has their own idea of working more intelligently rather than exerting more effort.



STRATEGY #2: Set SMART goals.

One way to work smarter, not just harder, is by having SMART goals. This concept applies to us individually but also works perfectly with ambassador programs.

SMART is an acronym and guide to ensure our goals are...

SMART

SPECIFIC

MEASURABLE

ACTIONABLE

RELEVANT

TIMELY



SMART-ER Marketing

SMART goals focus efforts on managing time and resources. They help us achieve our objectives.

Incorporating milestone series as part of your ambassador marketing campaigns follows the same theory of SMART goals.

Brands give ambassadors mutually beneficial tasks with a deadline that are tracked and measured.

Ambassadors are, by nature, ambitious and goal-oriented. So milestones leverage these attributes. Ambassadors stay motivated and excited while at the same time working toward meaningful, enticing rewards.

**ER =
Earn
Rewards**



This brings us to our final two letters in the SMART-ER acronym. ER stands for Earn Rewards.

Ambassadors earn rewards for finishing milestones. The beauty is that the available rewards and bonuses build in value the more milestones participants complete.

Pretty smart, huh?

Milestones Motivate

What is a milestone?

A milestone is a specific point in a project's life cycle used to track progress toward the end aim or objective. An important deliverable or accomplishment is a milestone.



Milestones in Ambassador Marketing

The world's best brand communities use milestones and levels to promote excitement and loyalty. Tiers are a fantastic way to gamify and personalize your advocate programs.

Members who complete each milestone receive the correlated rewards. As the levels progress, the value and desirability of incentives also increase.

To advance to the next level, ambassadors must achieve a predetermined goal. The milestone might be posting an Instagram Reel, Instagram Story, and uploading images into the brand portal.

Milestones Keep Engagement High

Milestone or tiered programs are one of the most reliable systems to engage a community. By adding levels to your current rewards program, you better tailor activities and rewards, which improves the overall experience.

Making your most active ambassadors feel special is an excellent feature of a milestone series.

The fact that you reward higher-tiered ambassadors more shows you appreciate their commitment.

Use the exclusivity of milestone rewards to boost excitement and build a crew of brand champions. These enthusiastic people are invigorated to eagerly share their knowledge and experiences, making them your most effective marketing asset.



Motivation

- Enthusiasm
- Excitement
- Catalyst
- Clear goal & finish line



Commitment

- Sense of connection
- Strengthens devotion
- Cultivates partnership
- Longer-term engagement

Big Rewards Hook Advocates



When people complete specific tasks that brand ambassador software measures, they achieve a new milestone earning a reward. This is the ER portion of working SMART-ER.

As advocates participate and accomplish brand-assigned tasks, rewards get bigger and more enticing. The more they engage, the more compelling the incentives and the greater their commitment.

Milestones guarantee that the highest incentives go to those who contribute the most to your brand. Long-term thinking and effort profit those who deserve it the most.

With an earned reward setup, brands find it easier to offer a variety of incentives. Whatever reward you give, make sure it correlates to the value each milestone provides.

Milestones In Action



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Easy to Manage

The ability to delegate your tasks and get the greatest possible results are essential aspects of working smarter.

With milestones, brands have a consistent framework that integrates into an overarching plan. Never again will you or your advocates waste time on one-off initiatives mired behind layers of detail. Definitely smarter!

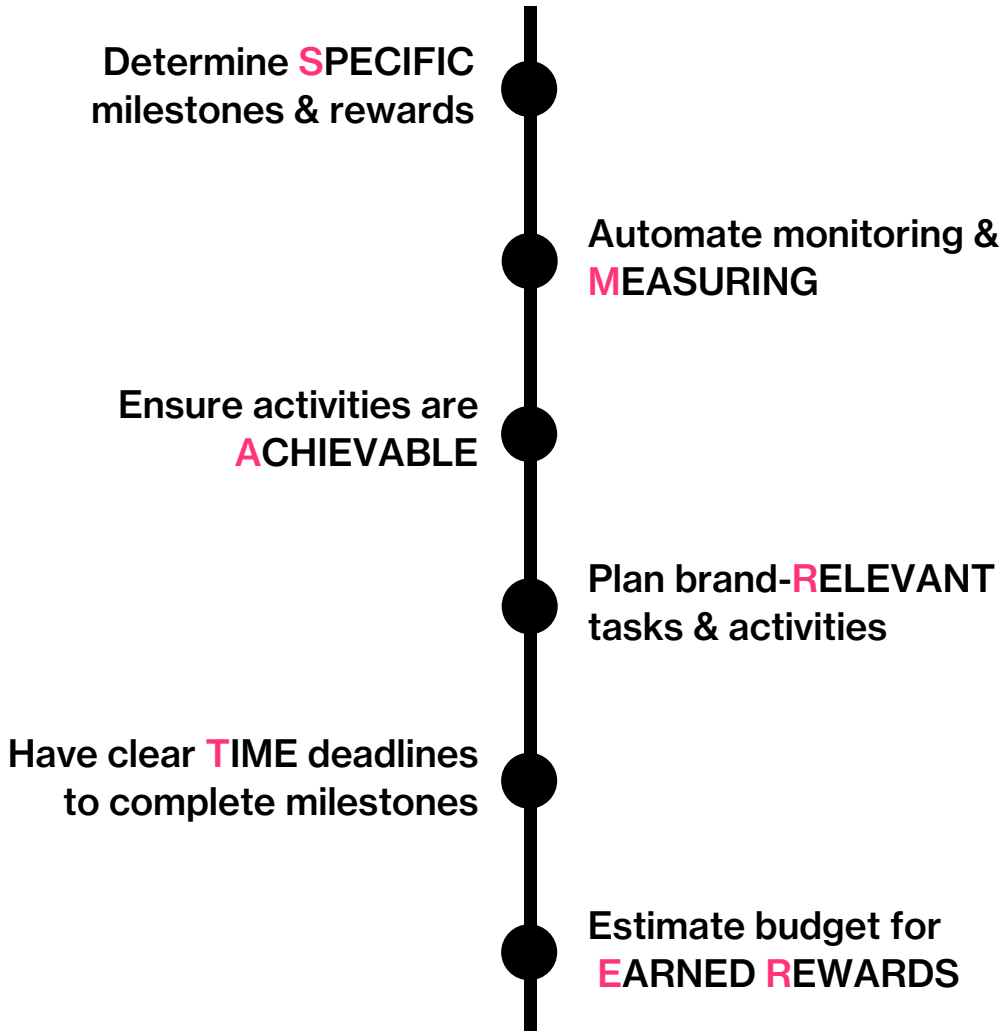
Milestones lay the foundation for both advocates and brands to rely on one another and engage in long-term projects that increase predictability.

Although unique and immensely creative, a milestone program is straightforward, easy to implement, quite simple to manage.

- Unified structure
- More efficient
- Fewer rewards
- Less fulfillment
- Saves time
- Reduces costs
- Ideal for premium priced products
- Customizable for limited product brands
- Easy to scale



Steps to Launch SMART-ER Milestones





Milestone Best Practices

1

Define milestones

- What are the tasks and activities in each milestone?
- How many campaigns are in each milestone?
- What are the rewards?

2

Campaigns per milestone

- Each milestone should contain between three to four campaigns or activities

3

Timing of milestones

- Run at least one campaign per month

Milestones Work for All Industries

HOME GOODS BRAND

This leading home goods brand partnered with Roster to create and power its new influencer, ambassador, and advocate programs. The brand had more than 100 people join their programs within a year, expanding brand awareness to more than 18 million followers.

After a few years, the excitement began to drop. So they introduced milestones. The new strategy yielded spectacular results.

Actual Results

The number of influencers, ambassadors, and advocates joining campaigns grew by more advocates

2X

149% more advocates
joined milestone campaigns

126% more advocates
completed milestone campaigns

FASHION BRAND

A high-end artisan handbag company needed a unique, innovative way to incentive their representatives and ambassadors.

The structure of their typical campaign involved a set activity and, upon completion, a giveaway. Participation was dwindling, and people were beginning to lose interest.

Solution

The luxury brand launched a milestone series. The design was quite simple, with one campaign per month and an escalating level of premium rewards.



Milestone Series

Complete 3 campaigns

→ Earn an accessory

Complete 6 campaigns

→ Earn a small bag or larger accessory

Complete 12 campaigns

→ Earn bag or big accessory



FASHION BRAND Actual Results

79%

more advocates
joined campaigns

107%

more advocates
completed campaigns

Less Time

The brand saved time managing the program because campaigns were created at least three months in advance.

Lower Costs

Overall ambassador program expenses decreased. Also, the brand saved money as they only rewarded ambassadors after the three finished campaigns.

Higher Participation

Ambassadors and representatives were more engaged and motivated. The bigger incentive worked. The one thing everyone coveted was the large (and very expensive) handbag.

Milestone levels made it feasible for the brand to offer the handbag for 12 completed campaigns.

Smarter for everyone!



FITNESS BRAND

This Roster fitness brand planned their milestone series and rewards for the entire year in 1 hour.

They had one campaign per month and provided talking points, image guidelines and educational materials to guide advocates.

Actual Results

Participation in advocacy program more than doubled.

2X more participation

OUTDOOR GEAR & APPAREL BRAND



Milestones are great for us! They are so much easier and faster.

We only award advocates if they reach certain goals. So we no longer send prizes every month to each person who participates. They earn rewards over time.



Actual Results

Milestone series increased the number of advocates who both joined and completed campaigns.

Average campaign completion rate increased by

77%

Major Benefits of Milestones

The smartest brands use milestones to get optimal results from their influencer and ambassador marketing programs.

1

Promotes partnerships rather than transactional relationships

- Milestone promote long-term participation and sustained participation
- Creating multiple targets with gradually increasing value is more effective than a single reward
- High-value incentives endear participants to your brand

2

Work towards SMART goals and more enticing rewards

- Organized framework
- Available to everyone if they get involved
- Achievable, fun goals
- Offer higher-valued incentives
- Gamification creates more excitement around the brand, programs, and campaigns

More Major Benefits of Milestones

3

Far more efficient and interesting programs

- Less work designing creative monthly incentives
- Avoids boredom with the same incentive month after month
- Creating milestones that ambassadors can work towards gives them a sense of purpose
- More time to connect with ambassadors
- More motivating for everyone

4

Boosts campaign participation and engagement

- While drawings are a great strategy to mix things up occasionally, milestones assure ambassadors that their monthly participation will guarantee them a set of rewards.
- More variety and better incentives inspire longer-term involvement
- Ambassadors feel like they get more from the program
- Generates more excitement



IT'S TIME TO SIMPLIFY MARKETING WHILE BOOSTING YOUR RESULTS!

Roster is the first word-of-mouth marketing platform to help companies unlock the power of their most influential customers and fans.

By cultivating long-term partnerships between brands and advocates, Roster ignites marketing efforts, builds awareness, maintains authenticity, user-generated content, earned media value, and organically grows revenue.

See how easy it is to motivate an ambassador marketing community with milestones and Roster.

getroster.com