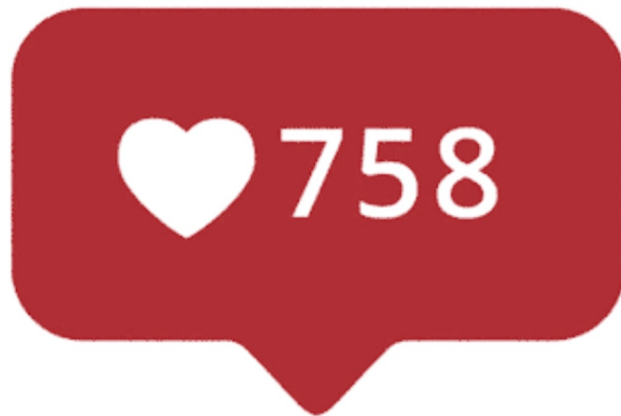




---

## **HUG YOUR TARGET**

HARNESSING THE POWER OF  
BRAND LOYALISTS



---

9.20.23



**NICE TO MEET YOU!**



**Sam Bowers**  
Sr. Account Executive



**Lauren Schroeder**  
Sr. Account Executive



**Liesel Olson**  
Sr. Account Supervisor

# MEET THE TEAM

# NORTHERN & SOUTHERN OUTPOSTS



&





# THE EVOLUTION OF A SUPERFAN

*"Superfans are the **electricity** that  
will **spark** your growth and the  
lifeblood that will keep  
your business **energized**"*

-Pat Flynn, author + entrepreneur

A crowd of people is shown from the chest up, with their arms raised in the air. The background is filled with a thick, textured mist of green and blue light, creating a vibrant, energetic atmosphere. The scene is captured from a low angle, looking up at the crowd.

**ARE YOU A SUPERFAN OF ANYTHING?**



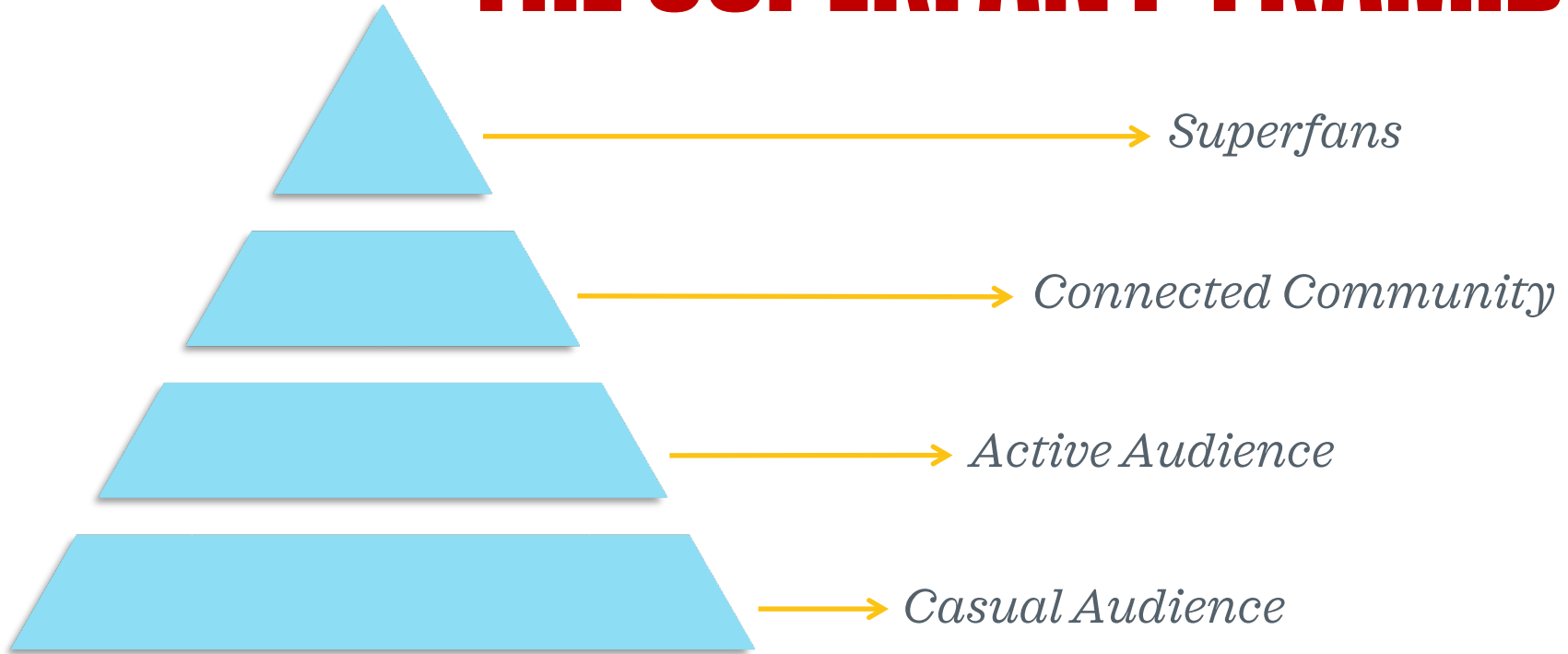
# SUPERFANS CREATE A DOMINO EFFECT

*Superfans will **buy** or **engage** with anything produced by the brand*

*Superfans will **recommend** your brand to **everyone** they know*



# THE SUPERFAN PYRAMID



Source: *Superfans: The Easy Way to Stand Out, Grow Your Tribe, and Build a Successful Business* by Pat Flynn

# CAPTURING A CASUAL AUDIENCE

---

- Creating points of connection relies on **highlighting what your target has in common** with your brand
- Showcase that commonality with content so **your target will find you relatable**
  - *Example: Viewer engages with a brand's TikTok because it's funny and makes them think, "Hey, I like/do that too!"*





# **TURNING A CASUAL AUDIENCE ACTIVE**

# KNOW HOW THE AUDIENCE DESCRIBES THEIR TENSIONS

---

- Get started by **putting yourself in your target's shoes**
- Determine **how they would describe their problem**, then **speak directly to them** about it
- **Position your brand as the solution** and spark a connection





# **FORMING YOUR CONNECTED COMMUNITY**

# IT'S ALL ABOUT FEELINGS

---

- People become superfans because of the way a brand or product **makes them feel**
- If you can **tap into an emotion**, you can use it to **create a moment of activation**
  - *Example: getting someone to subscribe to an email list*
- **The secret?** Knowing the target's problem and presenting a relevant solution





**STAY IN TOUCH WITH YOUR  
SUPERFANS**



- Comments/engagements on your social media posts are actually hands **waiting for a virtual high-five**
- By returning these virtual high-fives, we're **building a relationship**, and maintaining superfans...
- ...and **creating new ones**





# TWO WAYS TO NURTURE SUPERFANS

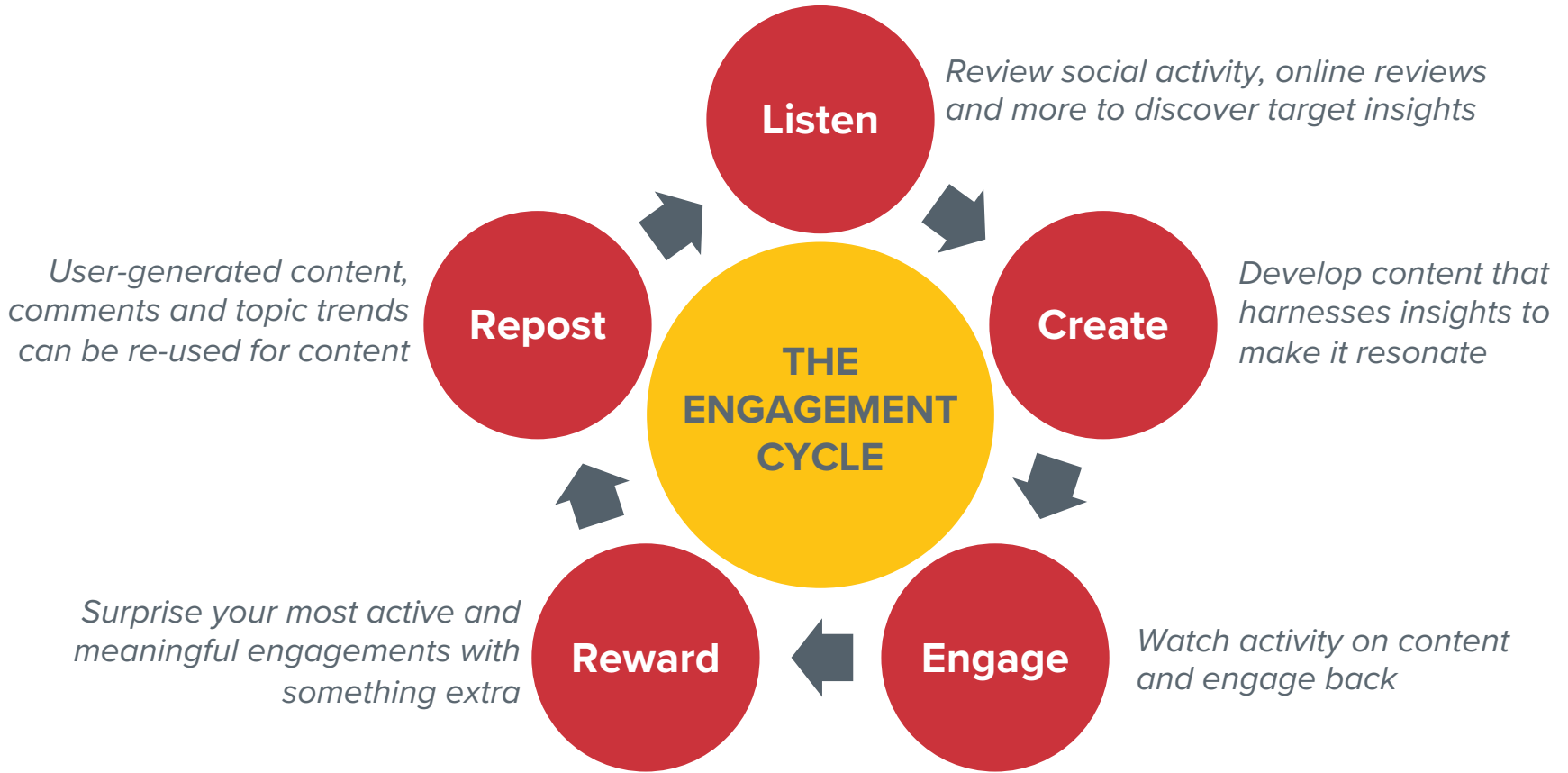
Foster Engagement Cycles

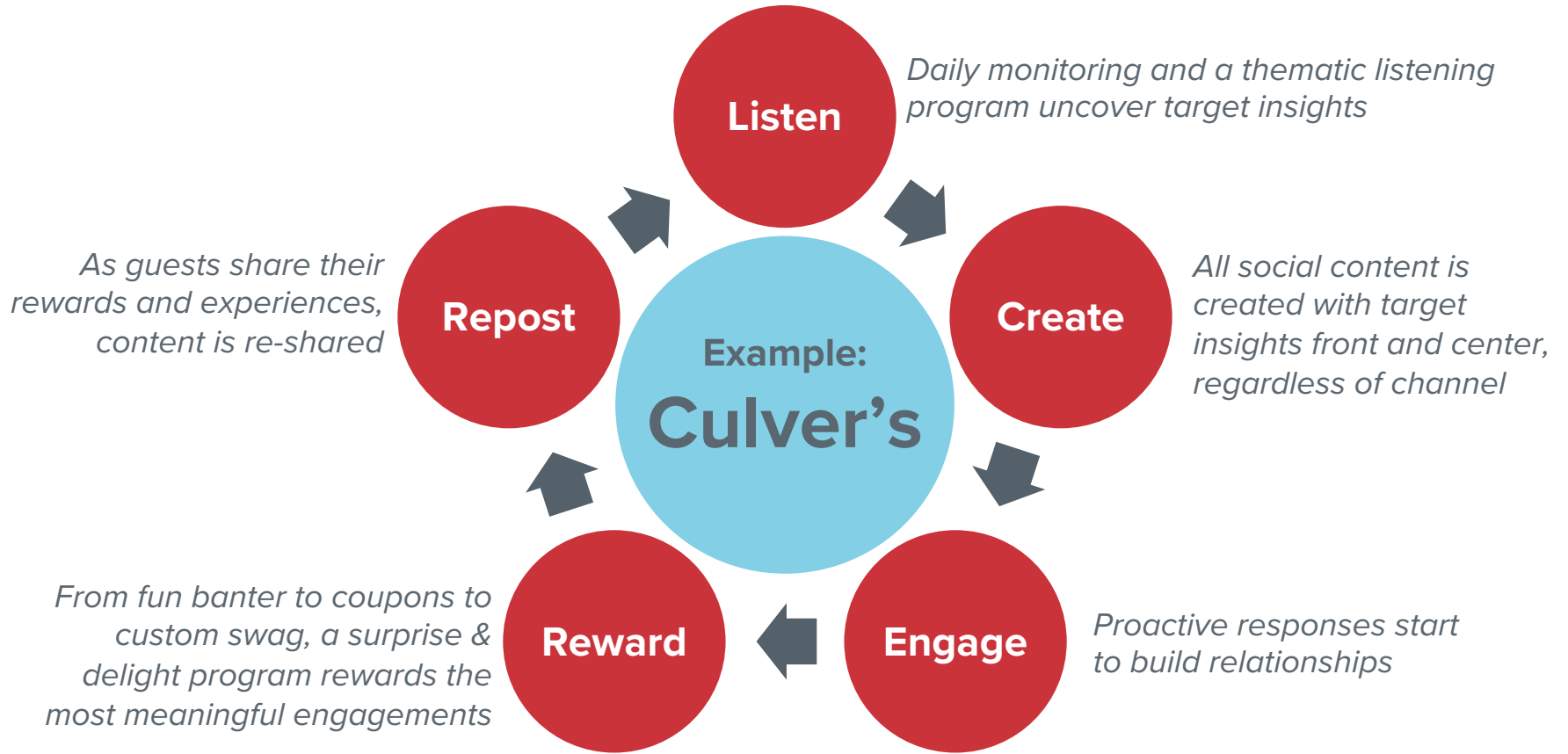
Build Advocacy Programs



# **TAPPING INTO ENGAGEMENT CYCLES TO BUILD LOYALTY**

*When Engagement Cycles are  
based in target insights, customer  
engagement is fueled  
meaningfully, and loyalty  
advances authentically.*





# EVERYDAY MOMENTS FORM CONNECTIONS



## “Baby Box”

Onesie, bib, T-shirts and gift card/coupons



## “Celebration Box”

Matching T-shirts, Scoopie and Curdis plushies, gift card/coupons

# AND “CELEBRITY” CONVERSATIONS AID CREDIBILITY

**Culver's Restaurants**  
@culvers

Can you imagine being back in a state with 142 of them?

**JJ Watt** @JJWatt · Feb 11, 2011  
A Culvers is being built right next to the training facility here in AZ... Makes me feel right at home. #Wisconsin

12:33 PM · Feb 13, 2021

622 Retweets 47 Quotes 6,686 Likes 6 Bookmarks

**Tweet**

**Andrew Zimmern** @andrewzimmern

It crossed the line and it's not true. MCD serves a frozen ice milk product loaded with artificial ingredients and stabilizers etc. Culver's serves a great frozen custard ... full stop

**JJ Watt** @JJWatt · Mar 2, 2022  
Kea is mad at me and just hit me with this line...

“Culver's ice cream (she knows I hate it when she calls it ice cream) is no better than McDonald's soft serve.”

Wisconsin folks know... that crossed the line.

6:56 AM · Mar 4, 2022

8 Retweets 1 Quote 164 Likes 1 Bookmark



# “PHYGITAL”

*(physical + digital)*

connections extend the engagement cycle, build deeper connection, and drive loyalty



# MAKING THE ENGAGEMENT CYCLE LIVE

---

- Social engagement can fuel more than your social program; these are your most loyal devotees – reward them!

*Behind the Scenes*

*First Looks*

*VIP Events*

*Early Access*

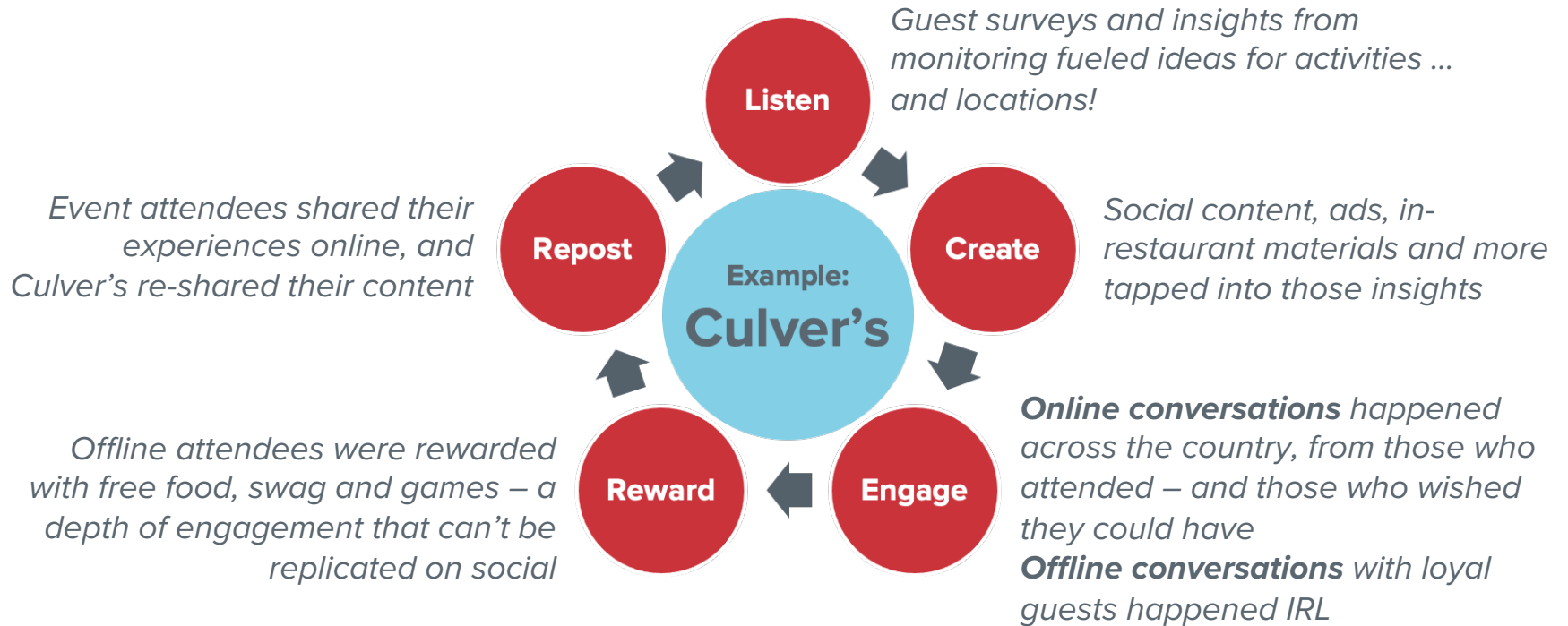
*Merch Drops*

- And the best part is ... this online devotion, that you took offline, has a **high propensity to go back online** as your target shares their experience and creates FOMO!
- Which means your engagement cycle continues its momentum

**Let's look at an example:**



# CULVER'S FROM WISCONSIN WITH LOVE TOUR



A man with short dark hair, wearing a white button-down shirt, is looking directly at the camera. He is in an office environment with bookshelves and a lamp visible in the background. A semi-transparent white banner is overlaid across the middle of the image, containing the main text.

# **BUILDING SUPERFANDOM WITH ADVOCACY PROGRAMS**

# BRAND ADVOCACY PROGRAMS MAGNIFY STORIES

---

- Tapping into the power of engaged consumers who are **eager to spread the word** about your brand helps strengthen brand awareness and expands your brand story
- A brand advocacy program harnesses the power of these individuals to **create authentic, meaningful content** and tell your brand story



# THE POWER OF ADVOCACY

If *20 people* share  
a post with their *300 connections*,  
that *reaches thousands* of people  
very quickly.

# PROSPECTIVE UWGB STUDENTS TURN TO SOCIAL

---

- **Target's Problem:** Our target is deciding where to go to college and turns to social to help understand what student life looks like and ultimately inform a decision
- **Opportunity:** Current students are also on social sharing their day-to-day experience, prospective students trust current students
- **Solution:** UWGB Advocates develop content to highlight their personal UW-Green Bay experience
  - Show what it is like to be a Phoenix while building an online community for current and prospective students
  - Create and curate entertaining and engaging content for the University's social media accounts
  - Build awareness for the University's programs, student activities and how students can make the most of their college experience



# STEPS TO BUILDING AN ADVOCACY PROGRAM

- 1 Define Your Program
- 2 Identify Your Superfans
- 3 Create a Connection
- 4 Generate Content
- 5 Return Every High-Five





# **1. DEFINE YOUR PROGRAM**

# PROGRAM SIZE SHOULD MIRROR YOUR CAPACITY



- Before you define goals, **reflect on your capacity** – how much time you have to manage a program correlates with how many advocates you should work with
- Determine **size of program**/number of advocates
- Establish a **desired cadence** (e.g., monthly meeting, weekly posts)

# CONTENT ZONES, BRAND VOICE & ONLINE ACTIVITY ARE KEY QUALIFIERS

- When finding your advocates, ask yourself:
  - What are you going to ask people to do? How often?
  - What content zone(s) do you want them to focus on and how will that complement your brand?
  - What is your brand voice and how will your advocates align with that?
  - How will your brand interact with advocates online?



# UW-GREEN BAY ADVOCATES RISE TO THE OCCASION

- 12-15 advocates now (started with 5)
- 1-2 posts per week
- Like, comment and/or reshare their posts
- Monthly meeting (4/semester)
- Brand voice: forward-thinking, tenacious, inspiring, caring, proud
- Content zones: student life, housing, dining, campus activities, student orgs, school spirit





## **2. IDENTIFY SUPERFANS**



## SUPERFANS

- Casual poster
- No minimum follower count
- Talks about their favorite brands online just because they like them



## INFLUENCERS

- Professional content creator
- Large following
- Looking for paid opportunities to post about brands

# SUPERFANS = GREAT BRAND ADVOCATES

---

- Superfans will **recommend a brand** to everyone they know
- They **already love the brand** or have a unique tie to the brand
- Also consider:
  - Location
  - Diversity
  - Voice
  - Quality of content



# SUPERFANS AT UWGB HAVE SCHOOL SPIRIT

- **Superfans at UWGB look like students with lots of school spirit** who are already talking positively about the university
- **Search/Selection**
  - TikTok and Instagram hashtag search
  - Instagram location tag search
  - Student government list search
  - Athlete roster list search
- **Evaluation Criteria**
  - Freshman-juniors
  - Public accounts so they reach a wider audience
  - Diversity of campuses, cultural backgrounds, majors and student organizations
  - Brand-appropriate tone and content







# **3. CREATE A CONNECTION**

# CONNECTIONS HAPPEN IN A VARIETY OF WAYS...

---



**Following  
and Liking  
Content**



**Commenting  
or DMing**



**Applications  
to Advocacy  
Program**



**Surprise &  
Delight  
Programs**

# ...AND YOU CAN BUILD CONNECTION OVER TIME

- Consider **rewarding your brand's loyalists**/those who share positive stories about your brand online with branded merchandise; **merch can increase loyalty** and provide an opportunity for a brand-building moment
- Those sporting your brand become **walking billboards for your brand**
- Keep encouraging engagement and future story sharing on social channels, **celebrating large and small moments** with your superfans



# CONNECTING WITH ADVOCATES AT UWGB

- Program applications
- “Shoulder taps”
- Surprise & Delight program





# **4. GENERATE CONTENT**

# COACH FOR QUALITY OVER QUANTITY

- **Host regular meetings** to update advocates and ideate
  - Encourage individual content and/or collaborations
  - At UWGB, we share activities on the campuses that they should be aware of
- Ask the advocates to **participate in your planned content captures** as talent
- **Monitor social channels** to vet content, engage with posts and confirm expectations are met
  - Branded hashtags can help



# REVIEW CONTENT TO SAFEGUARD THE BRAND

---

- ✓ Look for brand-specific language that needs to be correct/incorporated
- ✓ Make sure there isn't anything in the video/photo you don't want
- ✓ Watch for anything that may be inappropriate for the brand
- ✓ Confirm everything the advocate says is factual
- ✓ Watch for grammatical errors, misspellings, etc.

***This is a partnership! Your advocate wants to put their best foot forward too, so sharing feedback helps both of you!***



# **5. RETURN EVERY HIGH-FIVE**



# ADVOCACY PROGRAMS ARE A WIN-WIN-WIN

---

## BRAND

Genuine content in the voice of your target

## TARGET

Understandable, credible information



## ADVOCATE

Exclusive access and swag, networking

# PHOENIX TAKE FLIGHT

---

14

*Ambassadors*

20

*Swag boxes earned*

207

*Instagram + TikTok posts*

257,792

*Total impressions*

*invaluable*

*Positive brand exposure*



# **TOP TAKEAWAYS**

**(AND SOME HOMEWORK)**



- Listening and engagement are an essential building block to loyalty
- Engagement Cycles can be big and small, and bridge online and offline
- Showcasing and rewarding brand loyalists deepens relationships
- Quality inputs lead to quality outputs with brand advocacy programs

## **Homework!**

Map out an engagement cycle or brand advocacy program for your customer



**QUESTIONS?**



**THANK YOU**

 **HIEBING**