



DIFFERENCE BETWEEN AN  
**INFLUENCER AND AMBASSADOR**

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A Brand Ambassador  
spreads a consistent brand  
message.

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A brand Influencer is not a  
constant and usually treated  
as a one or two off.

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# BRAND INFLUENCER

An influencer is someone with a substantial reputation, and often a substantial social media, website or blog following, who promotes a product for your brand. Instead of telling others about the brand by word-of-mouth, they influence. They authentically show others how they use your product in everyday life, with their own voice, and on their own social media channels.

I may pay an influencer for a series of self-created media over a set period of time much like a consultant.

# THERE ARE THREE MAIN **TYPES OF INFLUENCERS:**

## **CELEBRITY**

The celebrity category also includes social media stars with millions of followers. Celebrities have high reach, but usually have low engagement with followers: they don't reply to comments and questions often.



## **MICRO-INFLUENCERS**

These social media users and bloggers have smaller audiences, in the thousands or tens of thousands, so they have the least reach. However, micro-influencers have advantages over more prominent figures: they have high engagement with their followers, and usually have high authority in a niche (like food, fashion, fitness, or parenting). And they're able to talk with their followers like a circle of friends. Don't underestimate the power of micro-influencers!



## **MACRO-INFLUENCERS**

These personalities have over a hundred thousand social media or blog followers, but less than a million followers. Macro-influencers have medium levels of reach and engagement.





# BRAND **AMBASSADOR**

Brand ambassadors are real people who love your brand and your products. These individuals actively use your brand's products, and they want to spread the word about your products because they are passionate about seeing your brand succeed.

Ambassadors are experts in your brand, and experts at promoting your products casually, via word-of-mouth. They aren't always celebrities, and they don't always have a gargantuan network of social media followers. They are often authorities in their field—and the field your brand serves.

**THESE COULD BE**

**EMPLOYEES**

⋮

**PARTNERS**

⋮

**CUSTOMERS**