

ZDMP Ambassadors

ZDMP is funding millions & looking for Ambassadors – But what is an Ambassador?

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A marketing expert knows what an ambassador is – do you?

- What is an ambassador?
- Why does a research project like ZDMP look for ambassadors?
- How can you become a ZDMP ambassador?

Social Media started a new age of marketing

Since the beginning of social media, people decide whom they listen to and whose advice they take. Companies seldomly fill that spot. Usually people listen to role models, celebrities, or experts in the fields they're interested in. B2B companies today are advised to invest about 2-5% of their turnabout into marketing, for B2C products it's even 5-10% [1]. In future years, companies Social Media marketing expenditures are expected to rise from 13% in 2020 to 21.5% in 2025 [2] as a percentage of their total marketing budget.

All this whilst traditional marketing is losing ground. 74% of people actively avoid ads, and 81% of consumers state that trust is now a deciding factor when making a buying decision [4] – a factor that influencer or ambassador promotion can fulfil.

How to use Social Media Marketing?

While setting a budget is one thing, using the budget for maximum ROI is another as this closely depends on the sector of the enterprise. There are several aspects that this budget can go into:

- Content Creation (photos, graphics, and diagrams; video content; text creation and blogs; translation)
- Software and tools
- Paid advertisements - besides the usual ad delivery via search engines, magazines, etc, in terms of Social Media there can be paid ads on expert blogs and Social Media platforms like Twitter, Facebook, LinkedIn, etc
- Management around Social Media marketing
- Paid partnerships with ambassadors or influencers

What is the difference between Influencers and Ambassadors?

Both sell the attention of the eyeballs that watch them to promote a product or brand. Influencers are social media starlets who try to earn some money from Social Media. They tend to have larger social media followings and generally get the product for free or get paid to promote it. They can also make money through promo codes and affiliate programs. Most of the time, they are advertising a specific product and not a company or project.

Ambassadors (also labelled brand ambassadors) tend to have smaller social media audiences and generally purchase the product at a discounted price or might get it for free in return of their services. There might also be a monetary compensation, but the main idea of ambassadors is that they are experts for the targeted field and that they should be "highly satisfied customers [...] who go out of their way to actively promote the products they love and care about" [3]. You earn the service of ambassadors when you have a very good product, and those ambassadors actively try to promote using your product to others from their field. The collaboration with an ambassador is more of a long-term relationship with a brand or product, which will make the ambassador the face of the brand / product.

What will ZDMP achieve

ZDMP is building a platform within the Industry 4.0 sector, delivering valuable instruments such as a marketplace for industrial applications, and building a company, i4FS, which will provide the service around ZDMP. It will actively try to market the platform to the manufacturing field. In terms of a marketing strategy, the innovation project has a task force to garner the attention of stakeholders via ZDMP Ambassadors ranging from field experts, leading users,

through to early adopters. Even though the platform is not yet finished, ZDMP is already looking for early adopters with its open calls where manufacturers who need digitization problems fixed as well as developers, who want to fix those problems, can [register](#) – ZDMP is giving out 3.2 Million Euros for people who use the platform to create solutions early on.

How can I become an ambassador? Surely prime candidates will be those in this field already so send us an [email to zdmp-opencall@zdmp.eu](mailto:zdmp-opencall@zdmp.eu) and register your interest. Call winners can implement and sell their technology on the ZDMP platform or validate the concepts by using these applications.

What will a ZDMP Ambassador get as benefits? This will emerge within the next year of the project. It could be a paid relationship, or you might get solutions and zApps cheaper, perhaps an affiliate link so you can earn money when those zApps are sold. Just as important you have the possibility to provide feedback and steer ZDMP in the direction it needs to go to.

Sounds interesting? Write an email or comment below if you're interested or share with people who might want to become a ZDMP Ambassador.

References/Acknowledgements

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