

# BUILDING A CAMPUS AMBASSADOR PROGRAM



# WHAT IS A CAMPUS AMBASSADOR?

Campus Ambassadors are liaisons between a company and their university. They go by many names - brand ambassadors, campus representatives, Campus CEOs, influencers, marketing interns, etc. Regardless of what you call them, their job is to represent your brand on campus and to drive awareness about your employment opportunities or products.

Campus Ambassador programs are on the rise, being used by companies from Uber to SONY, with students majoring in everything from Marketing to Computer Science. Campus Ambassadors can range from basic (handing out swag and fliers) to high touch (giving presentations to clubs or classrooms) programs depending on your goals. Read on to learn tips and tricks for running and growing an amazing Campus Ambassador program.



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# WHO'S DOING IT?



If you're a top performing Ambassador, you can win a trip to Budapest with their founders!



Use #ASOSonCampus to stay in touch with what other ambassadors are doing.



You get to drive a Red Bull Wings Team vehicle, aka a mini car with a giant Red Bull on top.



Get trained & attend fun festivities at the SONY HQ in San Diego for a whole week!



Get commission for those who sign up with your special referral code!



Get a chance to intern with Spotify later in NYC.



# BENEFITS OF CAMPUS AMBASSADORS

There are several reasons why Campus Ambassador programs are such a hit.

## Benefits

### **Access to Grassroots Marketing:**

Ambassadors bring your company message straight to campus communities. They are an in-person rep for your company. How much more grassroots can you get?

### **Low-cost, high results:**

Influential campus leaders know how to get the word out about your company and they don't expect high pay in return.

### **Widespread social media reach:**

Hire Ambassadors as SM gurus to actively post about your brand online!

### **Students gain experience:**

Students will gain valuable PR & marketing experience to boost their resume and help launch their career. Who knows? Exceptional candidates may even apply for full time positions at your company in the future.

## Costs

### **It takes time:**

Building an effective ambassador program may be time consuming without a dedicated internal commitment and effort.

### **Misbranding can occur:**

Student promotions can appear too spammy and error-filled, causing the company to be perceived negatively by the local community.

### **Difficult to monitor ambassadors remotely:**

Ambassadors can slack off and not fulfill work requirements.

### **It can get a bit expensive:**

Payment can get expensive depending on the pay structure you choose and amount of ambassadors you hire.



**Pro Tip:** Solve these problems by assigning an account manager dedicated to training the ambassadors and monitoring the program. Request weekly activity reports from each ambassador and check up on their progress through Google Hangouts.



# BEFORE YOU START

Despite the rise of campus ambassadors, they are not for every company. Extensive planning is involved in putting together an effective program. Before you launch your own, you should think through the following questions:

## ARE YOU READY?

### ASK YOURSELF THE FOLLOWING QUESTIONS

- What are the goals of my program?**
- Can I track results to understand the cost-benefit analysis of my program?**
- Do I want a high touch or low touch program?**  
(Having ambassadors hand out swag is much easier than having them memorize your product pitch).
- What's my program budget? Is it enough to drive results?**
- Do I have training materials already made or will I need to create them?**
- Does my program have sufficient time to coach students who need additional help or cut those that can't figure it out?**
- Is our messaging simple or complex? If it's complex can a student really deliver it properly?**

**STEPS  
TO BUILDING YOUR  
CAMPUS AMBASSADOR  
PROGRAM**

# **STEP 1**

# **DETERMINING THE DETAILS**



# DETERMINING THE DETAILS

## 1. Which universities?

Here's a list of the 10 largest universities to help you select which schools to focus on.

### 10 Universities With the Largest Undergraduate Population

Arizona State University	59K
University of Central Florida	50K
Liberty University	46K
Rutgers University	45K
Ohio State University	43K
Texas A&M University - College Station	40K
University of Texas - Austin	39K
Pennsylvania State University - University Park	39K
Florida International University	37K
Michigan State University	37K

### Largest Universities in California

UC San Diego	29K
UC Los Angeles	27K
UC Berkeley	26K
UC Davis	25K
UC Irvine	22K
UC Santa Barbara	22K
UC Riverside	21K
UC Santa Cruz	17K

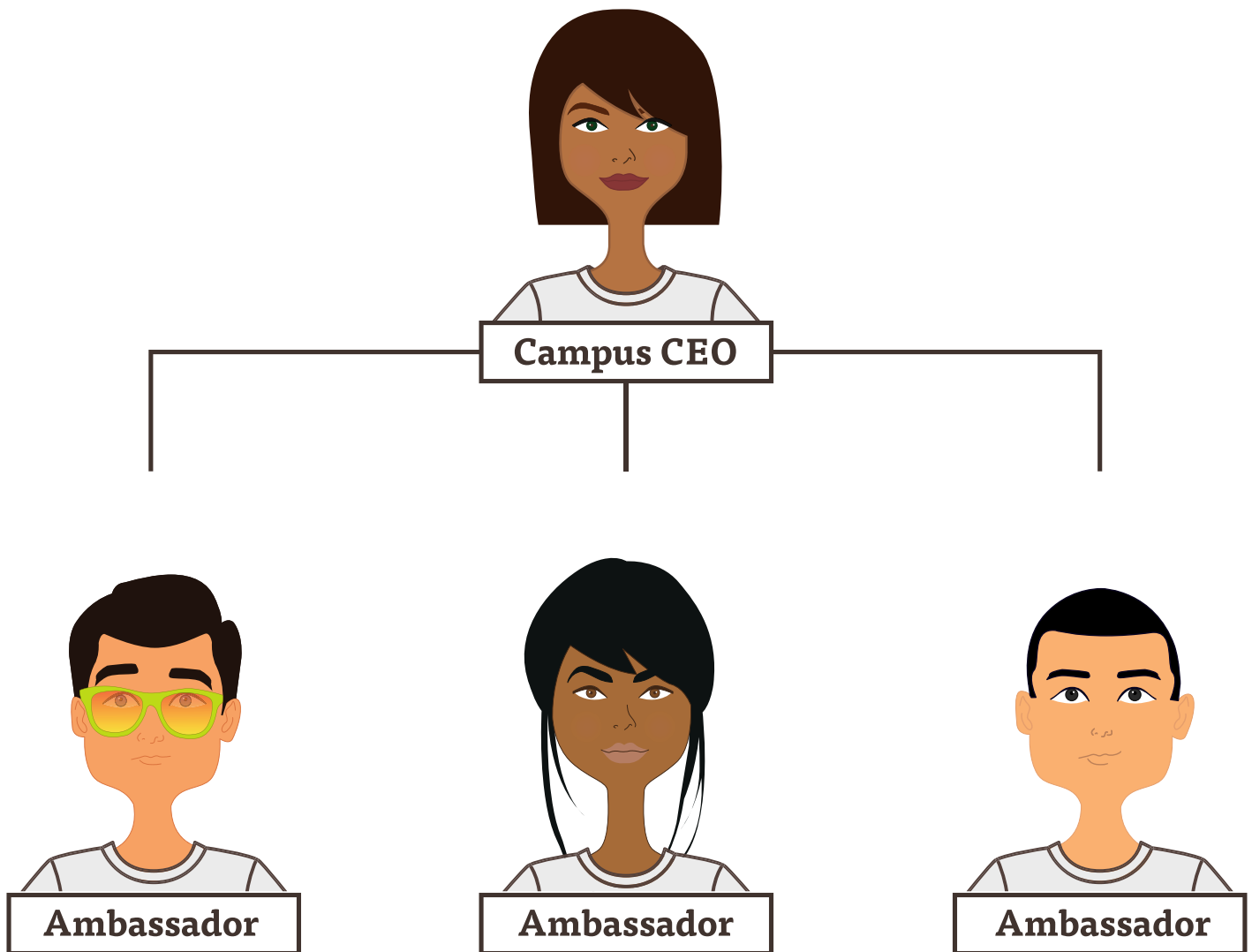
**i Pro Tip:** Use an *InternMatch Campus Hub* to target student ambassadors from your top school selections!



# DETERMINING THE DETAILS

## 2. How many ambassadors?

Large companies like Amazon have over 10 ambassadors working each university. But most companies have 2-5 ambassadors at each school collaborating on promoting as a team.



**i Pro Tip:** Have old ambassadors become ambassador managers or campus CEOs. They can hire students for you, reducing the hiring load and also expanding your company reach.



# DETERMINING THE DETAILS

## 3. How can you incentivize ambassadors?

**Incentivize ambassadors with these three approaches:**



### **Paid Programs**

Allow ambassadors to work no more than 15-20 hours a week. This is ideal when looking for ambassadors to do more nuanced tasks including club/classroom presentations or setting up on-campus promotional events.



**Pro Tip:** Be wary! You will need to add each student to payroll and report their wages in the relevant state.



### **Swag Based Program**

Hand out lots of swag! Oftentimes ambassadors are given special t-shirts to wear or gadgets to use while providing giveaways and product demos to the student body.



**Pro Tip:** Have students tell you their total Facebook, Instagram, and Twitter followers to get a sense of their social media reach before hiring them. The more influential they are, the more people they know and the more swag they are able to distribute across campus!



### **Bonus Based Program**

Set a goal and give bonuses when they're reached. This is ideal when you have a clear goal for each student (getting a certain # of signups) AND are able to track the success rate of each ambassador (specific referral codes).



**Pro Tip:** Do not exceed \$600 per student per year or else the students will need to report these gifts in their taxes.

# DETERMINING THE DETAILS

## 4. How long should this program run?

Campus Ambassador programs can be quarter-long (3 months), semester-long (6 months), or year-round. Some programs may be just one to two weeks. Companies like Sony, who invest heavily in training their ambassadors, make their programs last the whole school year. Other companies like Samsung appear at universities for only a week to hand out swag and host interactive activities to promote their product launches.

**i Pro Tip:** Fall Programs start hiring in July to have their ambassadors ready by the start of the quarter/semester in August for private universities or September for public universities. Programs in the Spring start hiring in February, to begin in March or April.

## 5. What's the goal of this program?

If the goal is to get signups in a bonus based program, figure out how many signups you want the ambassadors to hit on a weekly basis. If it's to distribute all sample products in a swag based program, figure out how much collateral an ambassador should try passing out in a week.

**i Pro Tip:** To create a buzz about your brand, have ambassadors encourage students to take pictures with the swag they've received and tag your company's personal hashtag!

# **STEP 2**

# **MAKING THE MATERIALS**

# MAKING THE MATERIALS

**Collateral aka...swag! They can be:**

**Stickers & Magnets**  
(Great because they never get thrown out!)

**Water bottles**

**Notebooks**

**T-shirts**  
(Expensive but fun)

**Bags**

**Discount Cards**

**Snacks**

**Pens**

**Sunglasses**  
(Always a hit)

**Pins**

**Key Chains**



**!** More unique ideas include: microfiber screen clothes, earphones, USB memory sticks, whiteboards, tube socks, iPhone cases, and much more.



# DETERMINING THE DETAILS

## Training Guide for the ambassadors should include:

**Overview:** Your elevator pitch.

**Goals:** What you expect in terms of numbers. Number of signups, amount of collateral distributed, etc.

**Strategy:** Where and who to distribute collateral to. Also include other expectations when hitting the quotas.

**? Examples of key distribution methods include:** social media, classroom pitches, club meetings, dorm bulletin boards, lecture hall chalkboards, etc.



IMPORTANT DATES						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
24	25	26	27	28	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	16	18	19	20	21	22
24	25	26	27	28	29	30
31	1	2	3	4	5	6

● TRAINING    ● MARKETING    ● BIG EVENT



**? Example of ways ambassadors can reach out:** collaborating with student organizations, hosting tech talks, hackathons, throwing campus parties, sponsoring administration events or community events such as 5Ks or festivals, and other outside the box activities.




**STEP 3**  
**HIRING THE CAMPUS**  
**AMBASSADORS**



# HIRING THE CAMPUS AMBASSADORS:

## Reach out to students through:

- Tapping into your current interns as future ambassadors.
- Getting referrals from old ambassadors (or graduated ambassadors).
- Launching a hiring campaign on your company's website (engineering heavy but great for branding your program and hiring the best).
- University job boards (expect a slow but steady trickle).
- Using **InternMatch Campus Hub**. Easily create a branded microsite with your content. Target students at your selected schools.



### Campus Ambassadors


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#### Campus Ambassador



**Where:** Multiple Locations  
**Deadline:** ASAP  
**Approx Hours:** 10-15 hours

**APPLY** ➔  
Add to Saved 📌

#### Locations



#### Student Resources



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**About:** Paid, Year-Round

**Tags:** Campus Ambassador, Marketing

**Internship Duties:**

Distribute collateral to university students & spread brand awareness through on-campus marketing.

Provide weekly reports on your engagement activities and success metrics. Meet weekly with Account Manager through Google Hangout and or call.

Come up with creative marketing strategies, plan & host fun promotional events, and actively promote via social media.

**What We're Looking For:**

Student who is passionate about our mission!

Campus leader and heavily involved in extracurricular activities.

Majoring in business or related field or has previous marketing experience.

Self-starter, big thinker, social media savvy and a team player.

**APPLY** ➔



# CASE STUDIES

# SONY

Sony sends their ambassador hires on a weeklong training trip to their headquarters in San Diego. All-paid, with workshops, and entertainment! The ambassadors return home with all of Sony's latest products to use and to demo to their peers.



# RED BULL

Red Bull ambassadors get to drive around red bull branded cars and carry insulated backpacks shaped like Red Bulls to pass out...red bulls! Cool points earned.



ASOS has their student ambassadors tag their tweets with specific hash tags such as #ASOSoncampus or one unique to their university. This way their followers can see what's going on with ASOS at universities nationwide.



# WONDERING HOW INTERMATCH CAN HELP YOU?

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Build your talent pipeline

Target: underclassmen, college students, new graduates, and diverse students

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P: 917-562-9458 E: RPROSSER@INTERMATCH.COM

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