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Create Your Own Superfans

Making a Difference With Ambassador Marketing

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- A timely look at the constantly evolving world of brand ambassadorship
- Authors have expertise in marketing & merchandizing

How can you turn your customers into ambassadors for your brand? How can you map out your own network? How can you achieve maximum results with limited resources? Brand ambassadorship is the best way to predict the future growth and success of your company. Google, Tesla and Apple all use ambassadorship to ensure their continued expansion. It is a highly valuable and effective marketing channel that can be actively used by companies of all sizes to achieve the most remarkable results.***Create Your Own Superfans*** is a clear and practical guidebook for successfully dealing with all matters related to brand ambassadors, recommendations and word-of mouth advertising. A series of concrete cases, fascinating stories and useful tips will allow you to discover just how powerful brand ambassador marketing truly is and how you can ensure that your customers and your employees talk positively about your company and recommend it to others.

Niels Vandecasteele is co-founder of the successful merchandising company Sunday and a pioneering believer in ambassadorship. Sunday helps to develop ambassador marketing strategies for hundreds of companies, including Google, Facebook, Duvel, Club Bruges, Booking.com, bol.com and Kinepolis. **Stefan Doutreluingne** has been active in the world of marketing and communication for more than 30 years and is well known for his no-nonsense approach. He helps companies to make use of the power of ambassador marketing and word-of-mouth advertizing, in both traditional B2B and B2C settings. He is a strategist for the Bureau50 target group agency and the Best Advice hybrid agency.







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