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BRAND ADVOCACY: THE NEW SUCCESS MANTRA

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ABSTRACT

Brand influencers are the new PR gimmick for celebrity endorsements. Influencers are people who promote the brand on social media ie Facebook, Twitter, Instagram, google plus etc. They unfortunately are not able to drive the behavior beyond a social chatter. The impact is short lived and the goal is to create a buzz. Influencers are rewarded by the company.

True advocates are available on social media but are driven by passions. They have audience and advocacy. They are less committed to the company and products and more committed to helping people. Advocates in fact are nothing but highly satisfied customers. They do not need any incentives and are widely accepted over blogs and other online forums.

The paper establishes the influences of both on a chosen demographic segment, and tries to differentiate between brand ambassadors and influencers. It tries to ascertain the supremacy of brand advocates over brand influencers.

Keywords: brand, digital marketing, brand influencer, online sales, marketing blog