

ROSTER

Gobe Kids Case Study

Small startup builds authentic ambassador
program driving 6x UGC and 10x ROI





How It Started

9k customers
8k IG followers
10 ambassadors

How It's Going

39k customers + Amazon
22k IG followers
550 current ambassadors

The Challenge

Sales and Awareness

As a small brand, GoBe Kids needs tools that deliver results with a reasonable time and cost investment.

Background

Joseph and Solanda invented GoBe Kids snack spinners to give their kids a healthy relationship with food. As a husband-wife team, budget and bandwidth is critical.

Gobe Goals

01

Track & grow sales

GoBe required a positive ROI on their ambassador & influencer program. Tracking was essential.

02

Grow awareness

As a new brand, GoBe wanted to drive UGC and awareness to create top of funnel interest in their new product.

03

Save time & build expertise

"Our ambassador program was non-existent. And we wanted to do something different, not just another drip campaign."

Advocacy Program Strategy

GoBe created one application form for everyone. Each applicant was added to the Influencer or Ambassador program.

Influencers

Larger influencers & bloggers

Criteria: relevant audience, quality content, comments and interactions on IG (20k+ followers)

Campaigns: Personalized campaigns, including giveaways, featuring, and promotion

Goals: sales, high quality content, social reach and awareness

Rewards: free product, % of referral sales, occasional payment for top performers

Ambassadors

Customers & super fans

Criteria: almost everyone accepted, generally have active social presence (100+ followers)

Campaigns: monthly campaigns, giveaways, contests, brand story telling

Goals: user-generated content, referrals, and purchases made by ambassadors

Rewards: 20% discount for their regular use or sharing with friends, family and followers

Recruit

Engage

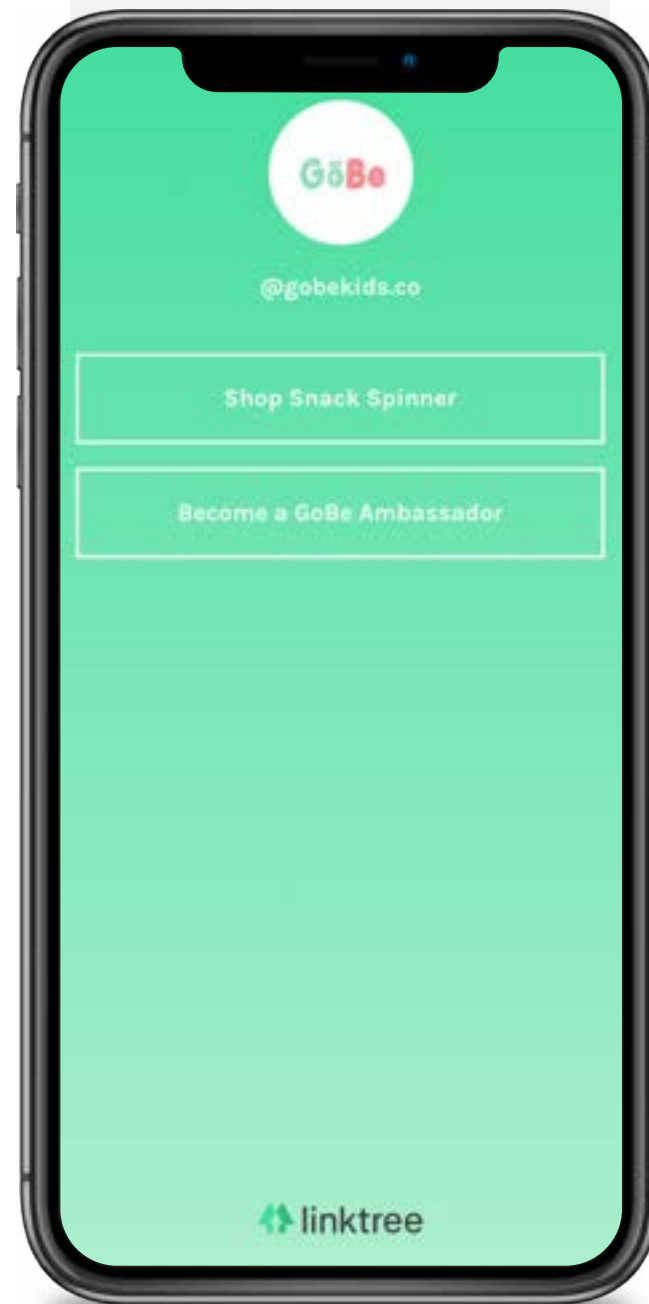
Measure

Over 12 months, GoBe attracted 1000 applicants by promoting their program on social media, post-purchase emails, newsletters, DMs, and their website. 75 of those had >10,000 followers.

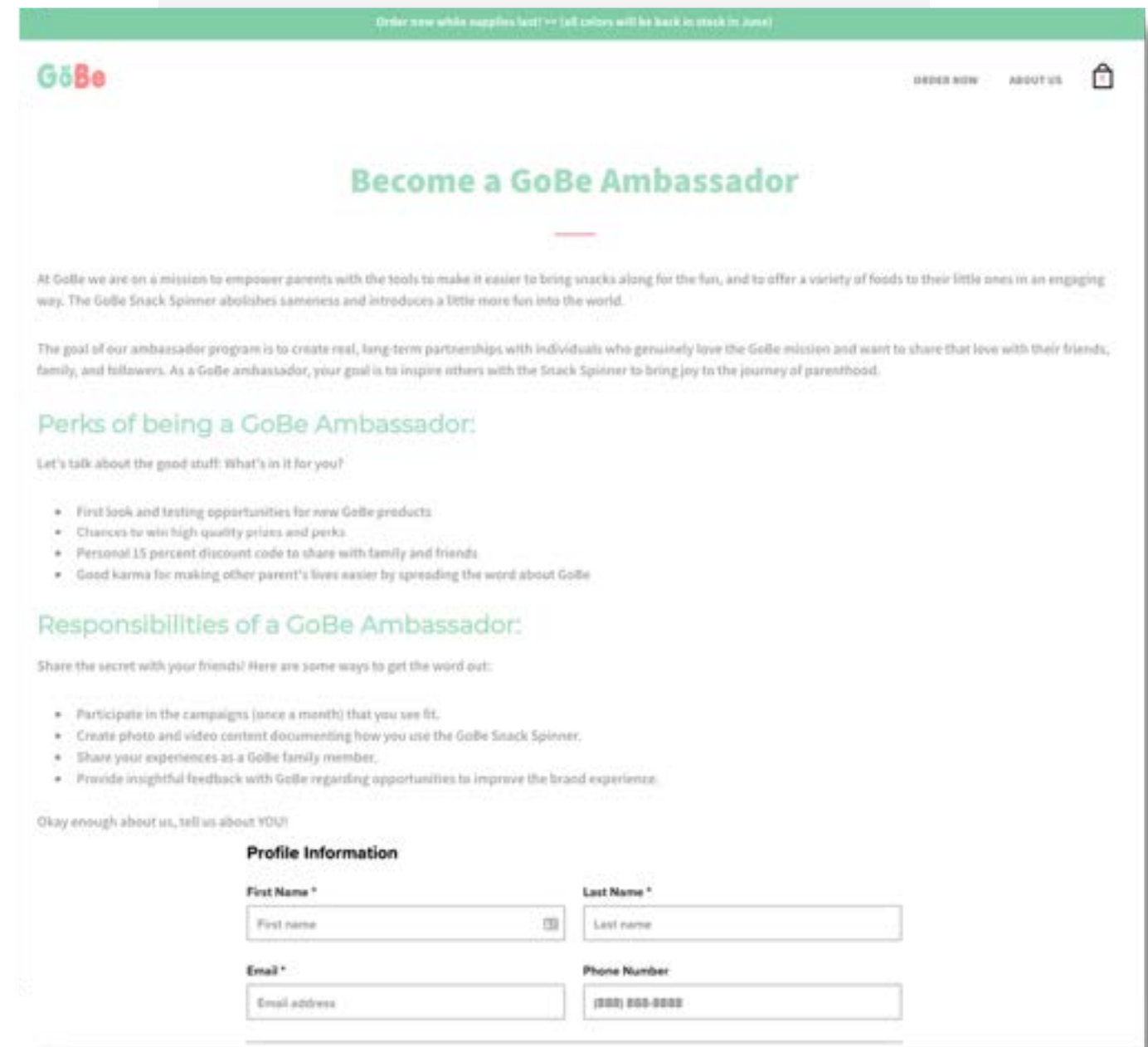
IG Posts & Stories



Link In Bio



Website footer & application form



Recruit

Engage

Measure

Each month Gobe Kids launches campaigns to engage the members of their two different programs. To date over 375 people have referred, posted, or completed a campaign.

Available

GoBe Welcome Campaign 🍌

Apr 21st, 2020 - Ongoing

[Overview](#) [Activities](#) [Guidelines](#)

JOIN NOW

Welcome to your very first campaign, we are so thrilled you are here!

You will receive an invite to participate in different campaigns each month. We think you will love participating and along the way you will get access to some fun rewards and perks!

For this first campaign, we'd like you to share a colorful picture of your little one with their Snack Spinner and tell us why you love it so much.

Once you share your picture you will be entered into a raffle to win a prize of your choice (a winner drawn each week):

Prizes to choose from:

- A GoBe Snack Spinner
- Audible book of your choice
- Barnes and Noble \$25 gift card

GoBe regularly shares and receives ideas from Roster's client success team to scale the program.

Top Campaigns

- Welcome Campaign
- You've got a friend in me
- Amazon Review
- Refer a friend!



GoBe goes beyond measuring just social metrics. They have real-time reports on the full impact each person, campaign, and program has on the brand's performance.

<p>Referral Sales</p> <p>referrals via unique links and codes</p>	<p>Personal Purchases</p> <p>purchases made by ambassadors themselves</p>
<p>Campaigns</p> <p># of campaigns, completion rate, follower reach</p>	<p>Content</p> <p>social posts, uploaded photos, blog posts</p>
<p>Participation</p> <p>engagement, activities, user-generated content</p>	<p>Social</p> <p>posts, engagement, reach on advocate posts</p>

Social Profiles

1.02M

Username	Followers
glair	412K
glair	224K
glairofficial	313K
glair	79K

Milestones

Current Milestone: Gold → Next Milestone: Platinum

80% completion 600 / 800 pts

200 points to unlock Platinum milestone

Total Brand Engagement

Activity	Campaign	All
Mentions	14	18
Reach	20.9K	26.9K
Likes	674	900
Comments	101	171

Campaigns

67% 2/3

- 3 Invitations
- 1 In Progress
- 1 Completed

Campaign engagement

	Avg likes per post	Engagement rate
Instagram	48.14	3.71%
TikTok	66.31	2.92%

Most Recent @mentions

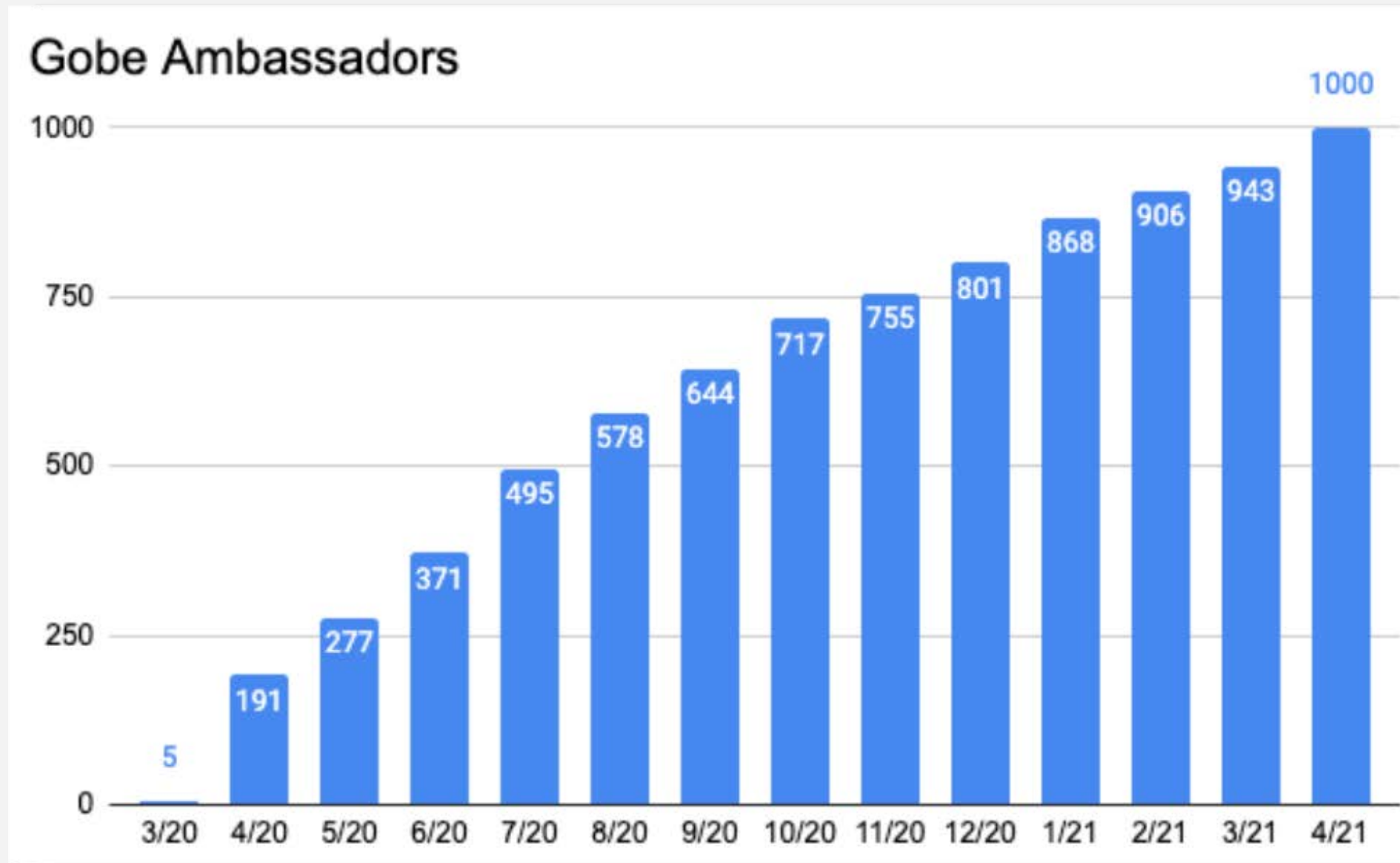
- Sydni Smith @therealsydni
- Jacqueline Larsen @officialjaqlar

Purchases

17 \$676.84

Results & Goals Achieved

1,000 ambassadors joined the GoBe kids ambassador program during the first year. Over 550 are currently active in the program.



01

Track & grow sales

10x ROI

10% of total D2C sales

02

Grow awareness

6x increase in avg UGC

3x increase in followers

03

Save time & build expertise

Over 550 ambassadors with 2-5 hrs per week

Why Roster?

GoBe's program would have been impossible to run via spreadsheet and email. They also wanted something more engaging and social than a cheap affiliate app.

Branded portal

A branded app engages, inspires, streamlines communication, & creates program transparency

All-in-one platform

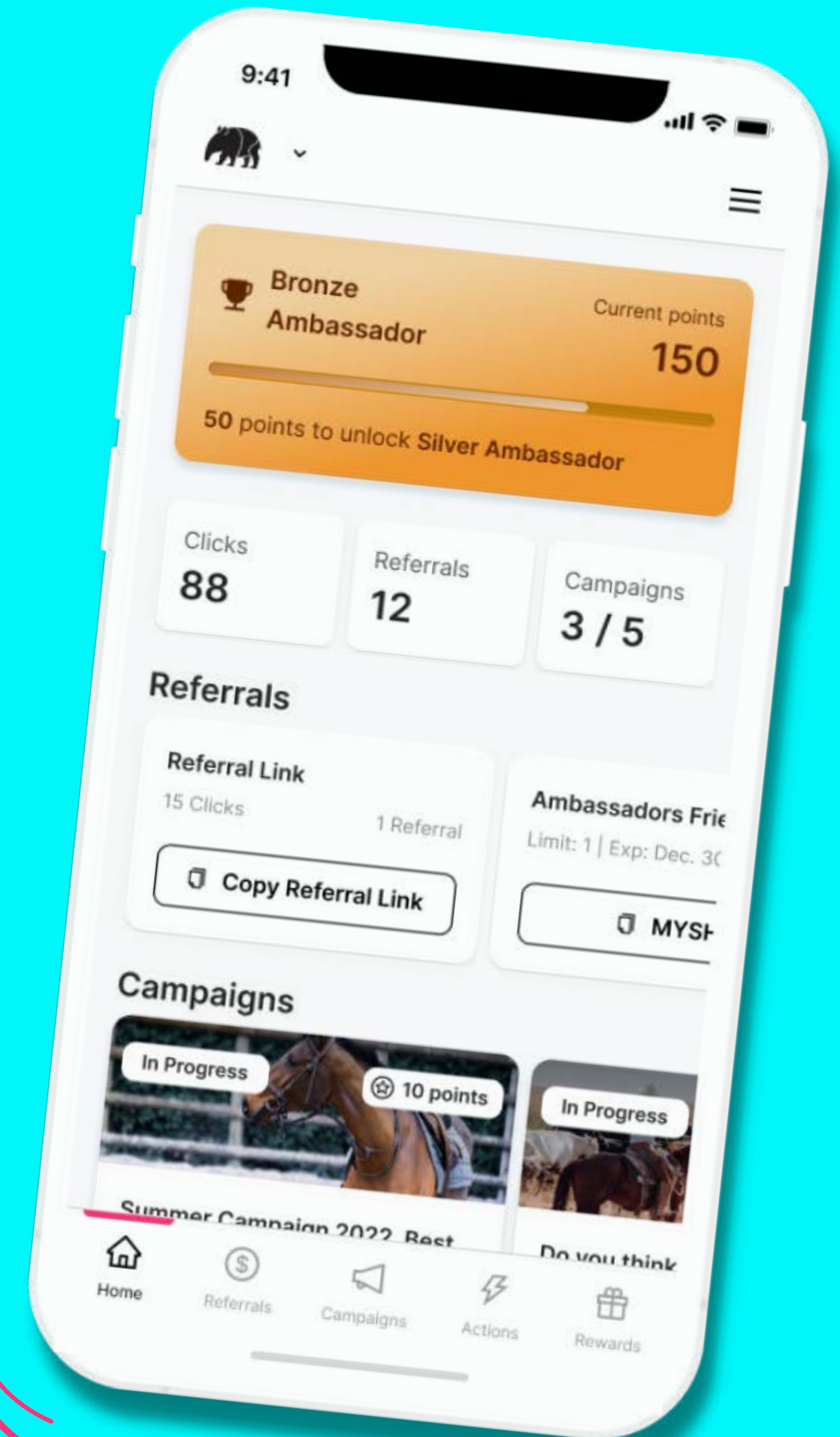
Roster handles sales and social, allowing GoBe to consolidate software saving money & time

Automation

Roster cut 85% of the admin work by automating applications, emails, link & code creation, & reporting

Scalability

With Roster's CRM and organization, GoBe can scale influencers & program types without limits



ROSTER

TEAM UP WITH YOUR COMMUNITY

Roster is a powerful word-of-mouth marketing platform to help companies unlock the power of their most influential customers and fans. By cultivating long-term partnerships between brands and advocates, Roster ignites marketing efforts, builds awareness, maintains authenticity, and organically grows revenue.

getroster.com