**Brand Ambassadors: Your Route to Organic Social Success**

Brands ambassadors -- fans of your brand who have significant social followings -- are an ideal way for marketers to boost organic awareness on social media, provide social proof to prospective customers and benefit from word-of-mouth, writes Refersion Chief Marketing Officer Raj Nijjer. Marketers can enlist brand ambassadors as creative partners by supporting their lifestyles and should give them creative freedom to get the best results, Nijjer writes.

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[*https://www.smartbrief.com/original/2021/04/most-overlooked-marketing-asset-brand-ambassadors?utm\_source=brief*](https://www.smartbrief.com/original/2021/04/most-overlooked-marketing-asset-brand-ambassadors?utm_source=brief)

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