

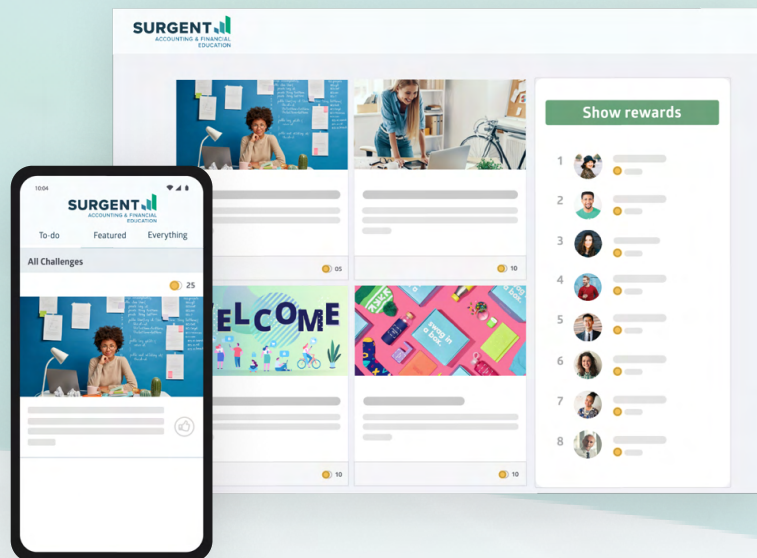
customer story

How Surgent accelerated its Student Ambassador Program



The Student Ambassador Program

For over 35 years, Surgent has been a trusted partner in helping accounting and finance professionals launch and lead successful careers. They proudly serve over 250,000 professionals, providing top-rated exam reviews, continuing education, and skill-building courses.



Before Ambassify

Before implementing Ambassify, Surgent already had an active ambassador program. The previous program was based on on-site interactions and events they'd organize to manage and engage the students who joined the program. They would organize ambassador events regularly and from their booth, they'd distribute flyers about the ambassador program, and give ideas for actions they could do.

Everything would be handled manually, both via email and in-person.



The Switch

It became clear for them that they needed a new way to manage the program, track engagement, distribute tasks and rewards to the student ambassadors, and be in touch with them.

They really wanted to to centralize all communication with the student ambassadors and boost student activities.



The Surgent Marketing team discovered Ambassify and thought it would benefit the program and address tracking the progress and activity of the ambassadors.



Dorothy Griffin, Senior Sales Operations Coordinator: "With Ambassify, we are able to track our Ambassadors' performance easily by the point system assigned to each campaign which is geared to their required tasks."

The Goal

The main goals of the Student Ambassador program are two:



Boosting their brand by using their student ambassadors to put it in the spotlight and enhance it together



Increase the engagement and involvement of their students by asking for their input and opinions on different matters and engaging with them regularly.

More specifically, Surgent was looking for a way to engage with students more proactively. Ambassify is now providing them with a centralized platform that helps them engage with the students in a more fun and interactive way. This also allows them to take communication far beyond emails to manage the program in a smarter and automated way.

On top of that, Ambassify also offers the gamification and rewards system that helps Surgent set up their personalized recognition system to reward ambassadors for their interactions.

The Gamification System

The gamification settings within Ambassify are fully customizable, including a point system, a leaderboard, and a rewarding library.

Points can be configured individually for every campaign; whenever a member interacts with that campaign, they gain those points. Based on the total number of points, ambassadors are ranked on a leaderboard, and they can use those points to claim rewards from the library.

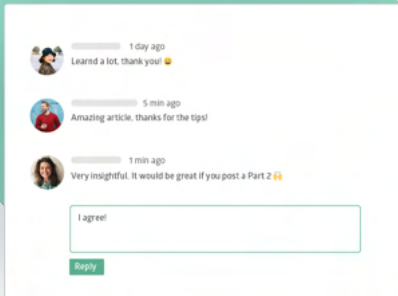
Surgent has configured several **rewards** as both a recognition and an incentive for students to be active in the community. For example, they added:

- Amazon gift cards
- Surgent notebooks
- Store-specific gift cards



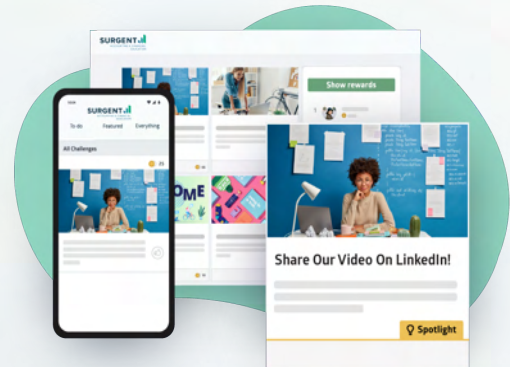
General Strategy for Ambassadors

The engagement strategy for the ambassadors relies primarily on two main points: promoting brand awareness and collecting referrals.



To establish two-way communication with the students, Surgent activated the comments & replies feature on the Ambassify platform and the related workflow: this allows students to leave comments on campaigns and admins to receive a notification every time a new comment is posted, and reply immediately.

Surgent also provides its students with a vast content library they could download and share with their connections, feedback-gathering tasks to contribute opinions, ideas, and articles and content to share directly on social media.



64%

Surgent often relies on the mobile app, which became the preferred medium of communication and access to the community: **64% of the student ambassadors downloaded and are most active through the Ambassify mobile app.**



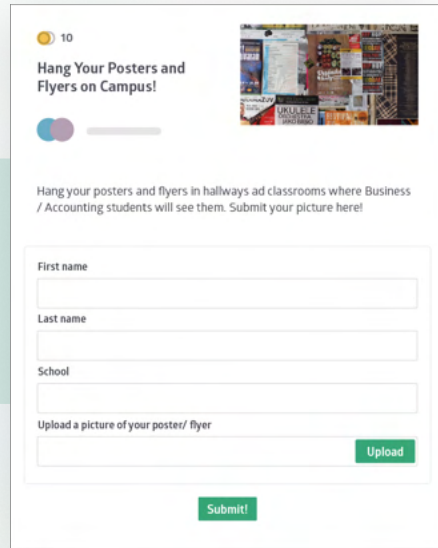
Dorothy Griffin, Senior Sales Operations Coordinator: *"The social share is the most helpful campaign type we use. It makes it so easy to create campaigns that allow our students to post and share our content."*

Campaign types

Surgent uses several campaigns within Ambassify, with the overall goal of promoting brand awareness and collecting referrals from students to expand the student ambassador program.



They provide students with materials they can **download** and hand out around their schools (posters, flyers...) and then ask them to submit a photo as proof.



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Hang Your Posters and Flyers on Campus!

Hang your posters and flyers in hallways ad classrooms where Business / Accounting students will see them. Submit your picture here!

First name

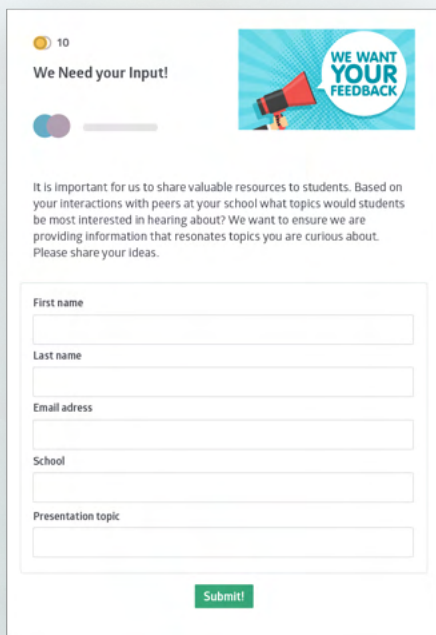
Last name

School

Upload a picture of your poster/ flyer

Upload

Submit!



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We Need your Input!

WE WANT YOUR FEEDBACK

It is important for us to share valuable resources to students. Based on your interactions with peers at your school what topics would students be most interested in hearing about? We want to ensure we are providing information that resonates topics you are curious about. Please share your ideas.

First name

Last name

Email adress

School

Presentation topic

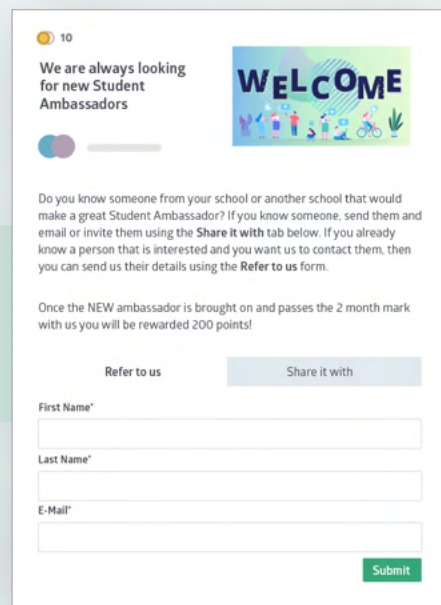
Submit!



They ask for **feedback** on what kind of content they would need to advocate for Surgent on campus.



They ask students to fill in **referral forms** to recruit fellow students into the program or share the campaign online.



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We are always looking for new Student Ambassadors

WELCOME

Do you know someone from your school or another school that would make a great Student Ambassador? If you know someone, send them and email or invite them using the **Share it with** tab below. If you already know a person that is interested and you want us to contact them, then you can send us their details using the **Refer to us** form.

Once the NEW ambassador is brought on and passes the 2 month mark with us you will be rewarded 200 points!

Refer to us Share it with

First Name*


Last Name*

E-Mail*

Submit

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Post a picture with your Swag Box and share!



Post a picture with your SWAG BOX and share it on LinkedIn!

1. Make sure to tag us
2. Use the hashtag #sbsurgent

Social Media posts raise brand awareness. *100 points will be yours for competing this campaign!*

First name

Last name

Post a screenshot of what you posted on LinkedIn Upload

Attach the photo you took Upload


Submit!

They ask students to take and **post a photo** on social media with the Surgent-branded gadgets and merch they received.



They share exam tips to prepare for an exam: ambassadors can **download** a flyer with tips and share it with fellow students.

Exam Study Tips!



Could you use some CPA Exam Study Tips? Well we've got you covered. This detailed flyer provides helpful information you can share with students as they begin to prepare for the exam.


Download this flyer now!

File Download flyer here

I downloaded the file

10

Re-post our webinar on your LinkedIn!



Hello Ambassadors,

The CPA Exam is changing in 2024 and we will be hosting a webinar talking about those changes. We need your help to spread the word about the upcoming webinar.

Help us like, re-post and join the event.

What are you sharing

WWW.WEBINAR.COM
Check out our webinar!

Done

They ask student ambassadors to **re-share** announcements and posts on social media.



Want to find out how Ambassify can be tailored to your needs?

[Get in touch](#)