



UserEvidence

# Influencers vs. Customer Advocates: Is One Better Than the Other?

As you seek to activate and grow your customer base, two prominent brand marketing strategies are often on the table. Both have their pros and cons, like any other campaign. But the question remains—which approach will extend your reach and ultimately maximize your ROI?



👉 Influencers  
vs.  
Advocates 👉



Before we face off, let's first identify some common goals between the two. Each:

- Build and grow brand awareness
- Support best-fit lead generation
- Improve customer engagement
- Expand audience reach
- Positively influence sales
- Foster customer loyalty

## First up, the **Influencers**



**61%** of consumers  
trust influencers.

*"Brands must be careful when choosing an influencer because it's easy for them to fall in love with the idea of working with someone influential. Unfortunately, without thorough background research, this can lead to a situation where a potentially ideal influencer promotes products that aren't aligned with a brand's values. Therefore, **it's important to ensure the influencer you want to work with aligns with your brand's goals and values.**"*

– Ashley Segura, [Search Engine Journal](#)

### Pros

- ✓ Expansion to new audiences that otherwise would be difficult to reach
- ✓ Can oftentimes be more cost-effective than traditional advertising
- ✓ Authentic user-created content shines a positive light on your brand to their audience
- ✓ Most influencers have a specific audience, allowing you to target your ideal customers
- ✓ ROI can be easily tracked with affiliate links

### Cons

- ✗ Doesn't always yield long-term loyal customers
- ✗ May have a high cost per conversion depending on the influencer
- ✗ Could be perceived as inauthentic by some consumers
- ✗ Some influencers may have fake followers or engagement, which can result in a poor ROI
- ✗ Influencer "spam" can turn would-be customers away from your brand

# Next, the **Customer Advocates**

**"Customer advocacy** is basically what happens when you put your customers' wants, needs, and expectations first—in all of your business decision-making, beyond marketing or customer service alone. **When you do this, you have a much greater chance of creating happy customers** who eventually become your biggest cheerleaders. Some companies call them brand advocates or brand ambassadors. **Either way, they are simply your most loyal customers."**

– Jeremy Gallemand, [Smart Tribune](#)



## 92%

of consumers read at least one review before purchasing.

## Pros

- ✓ Peer-to-peer promotion is free
- ✓ Perceived as authentic and trustworthy by showcasing REAL customer experiences
- ✓ Builds a strong community around your brand
- ✓ Creates success stories you can use in other marketing and promotional materials
- ✓ Spreads across many audiences who normally wouldn't see your advertisements
- ✓ Increased buzz if actively engaging with your satisfied customers
- ✓ Nurturing happy customers can lead to long-term loyal followers
- ✓ The marketing cycle repeats as you stay active

## Cons

- ✗ The audience reach is limited by the customer base
- ✗ Can be hard to find customers willing to share their success publicly
- ✗ Possibility of negative reviews to circulate
- ✗ Slow-moving nature of relying on customers to spread the word
- ✗ Offering incentives could be viewed negatively

## Is there a clear winner?

Customer advocates, of course! When 85% of consumers trust *real* online reviews as much as personal recommendations, it's obvious that active **customer advocacy** is the **best way** to boost your self-sustaining **marketing cycle**.

Now that you know the awesome benefits of customer advocacy, how do you find YOUR best advocates?

You could try...

- 😬 Awkwardly asking for feedback or reviews
- 😬 Offering incentives for their opinions
- 😬 Being passive and just "letting it happen"

Or...

**Take UserEvidence for a Test-Spin**

- Send targeted surveys
- Review results privately
- Showcase on your own verified library page
- Publish the best quickly across your channels

Stop the guessing game

Take an **active approach**. With UserEvidence, it's never been easier.