

Let's Get Ready Brand Ambassador Program

Overview:

This blueprint for a Brand Ambassador Program covers the following topics at three levels of complexity:

- Selection Processes and Ambassador Responsibilities (same for all three levels of complexity)
- Incentives for Brand Ambassadors
- Social Media
- Training and Orientation
- Program Statistics and Performance Monitoring
- Reporting Analysis

Selection Process

- *Geographically*
 - One per college where Let's Get Ready has a peer mentor presence in.
- *Writing sample*
 - A paragraph writing sample explaining why would one want to be a brand ambassador for Let's Get Ready
- *Survey form*
 - Fill in a survey form specifying the following
 - Followers [Instagram]
 - Likes [Tik-Tok]
 - Students mentored
 - Major
 - Years worked with Let's Get Ready
- *Picking out the Brand Ambassadors:*
 - Select one student per college based on the following criteria
 - Writing Sample for why the peer mentor would like to be a Brand Ambassador
 - Number of followers
 - Number of high school students mentor has worked with
 - Number of years that the peer mentor has been with Let's Get Ready

Ambassador Responsibilities

- *Instagram*
 - Instagram story
 - Every two weeks
 - Instagram post
 - Once a month
- *Tik Tok*
 - Post a Tik Tok video
 - Once a month
 - Post a Tik Tok video outlining the benefits of being a Peer Mentor
 - Once a month
- *Instagram handle for Let's Get Ready*
 - Submit a post and email it to the marketing handler (freelancer)
 - Time frame - once a month
- *Flier and on ground promotion*
 - Pass out/stick flyers about Let's Get Ready in their respective colleges
 - Time frame - once a month

Incentives

	Low Complexity	Medium Complexity	High Complexity
Introduction Merchandise	Send out a Let's Get Ready merchandise [T-shirt and Cap] as their introduction gifts	Send out a Let's Get Ready merchandise [T-shirt, cap and bottle] as their introduction gifts	Send out a Let's Get Ready merchandise [T-shirt, Cap and power banks] as their introduction gifts
Outreach Gifts	Starbucks gift coupons	Gift coupons with \$25-\$50	Gift coupons with \$25-\$50
Best outreach/brand ambassador awards	<ul style="list-style-type: none"> • Gift cards valuing \$25 • Cash incentive valuing \$50 	<ul style="list-style-type: none"> • Gift cards valuing \$50 • Cash incentive valuing \$50 • Certificate of best brand ambassador 	<ul style="list-style-type: none"> • Gift cards valuing \$100 • Cash incentive valuing \$100 • Certificate of best brand ambassador
Other Incentives		<ul style="list-style-type: none"> • Per 1000 view and likes combined a \$5 monetary compensation • Merchandise to give away in colleges 	<ul style="list-style-type: none"> • Per 1000 view and likes combined a \$10 monetary compensation • Merchandise and restaurant offers to give away in colleges • Collaborate with other brands for special discounts offered to Brand Ambassadors at their respective establishments

Social Media

	Low Complexity	Medium Complexity	High Complexity
Type of influencer (ambassador followers)	<ul style="list-style-type: none"> • Less than 100K 	<ul style="list-style-type: none"> • 0 to 100k • 100k to 500k 	<ul style="list-style-type: none"> • 0 to 100k • 100k to 500k • Greater than 500K
Social media	<ul style="list-style-type: none"> • Instagram • Twitter • Facebook 	<ul style="list-style-type: none"> • Instagram • Twitter • Facebook • Tiktok • YouTube 	<ul style="list-style-type: none"> • Instagram • Twitter • Facebook • Tiktok • YouTube
Payment concern (budget)	<ul style="list-style-type: none"> • Free t-shirt/products • Future career path advice 	<ul style="list-style-type: none"> • Free t-shirt/products • Future Career path advice • Get paid: per video/post • Get paid if they attend events <p>(payment is not mandatory)</p>	<ul style="list-style-type: none"> • Free t-shirt/products • Future Career path advice • Get paid: per video/post • Get hourly pay: if they attend events • Holiday gifts <p>(payment is not mandatory)</p>
Frequency of posts	1-2 times per week	2-4 times per week	5-7 times per week

Kinds of posts

- Events
- Recruitment/hiring
- Q&A
- Organization updates

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- Q&A
- Reminder posts about resources available and scholarships available
- Links to official websites or videos

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- Recruitment/hiring
- Reflections/reviews of questions
- Reminder posts about resources available and scholarships available
- Links to official websites, videos, or applications
- Educational posts about cultures
- Replying to popular posts (current events/memes)
- Tag or retweet stuff (from mentors)

**Things to include
(Examples and ideas)**

- Introduce the organization to the public
- Answer the public questions
- Events: open house etc.

- Ambassadors may record Q&A rather than post photos
- Once every couple of weeks, a staff member or mentor could do an “Instagram takeover” on the Instagram story and answer questions followers have
- Post about essential info and then pin it

- Tiktok and YouTube can be on the expensive part of the budget
- Videos may require brand ambassadors to self-record & edit
- Photography and film skill may be required
- Organization tour, quick quiz on team members, daily work etc.
- Corporate culture promotion video
- Documentary of past students
- Class sessions, mock interviews’ tips, etc.

Training and Orientation

	Low Complexity	Medium Complexity	High Complexity
Initial Contact and Introduction	<ul style="list-style-type: none"> • Welcome email 	<ul style="list-style-type: none"> • Welcome email • Welcome zoom meeting 	<ul style="list-style-type: none"> • Welcome email • Welcome zoom meeting
Orientation Packet	<ul style="list-style-type: none"> • History of the company • Information sheet about the company • Description of the role • Clearly defined objectives • Do's and Don'ts • Calendar of events 	<ul style="list-style-type: none"> • History of the company • Information sheet about the company • Description of the role • Clearly defined objectives • Do's and Don'ts • Calendar of events 	<ul style="list-style-type: none"> • History of the company • Information sheet about the company • Description of the role • Clearly defined objectives • Do's and Don'ts • Calendar of events
Method of Communication	<ul style="list-style-type: none"> • Google Meet or Slack 	<ul style="list-style-type: none"> • Google Meet or Slack 	<ul style="list-style-type: none"> • Google Meet or Slack

Program Statistics & Performance Monitoring

	Low Complexity	Medium Complexity	High Complexity
<p>Program Statistics</p>	<ul style="list-style-type: none"> ● Analyze basic metrics such as likes, comments and follower count changes to see which posts are most successful ● Track additional traffic from link in ambassadors' bio ● Analyze data every quarter ● Person responsible for analyzing: Marketing Manager or somebody else in the company that might be better suited 	<ul style="list-style-type: none"> ● Analyze basic metrics such as likes, comments and follower count changes to see which posts are most successful ● Use engagement metrics related to sponsored posts to identify which posts are more successful and reach the right groups of people ● Analyze data every 2 months ● Track additional traffic from link in ambassadors' bio ● Track historical data of engagement in excel files 	<ul style="list-style-type: none"> ● Analyze basic metrics such as likes, comments and follower count changes to see which posts are most successful ● Use engagement metrics related to sponsored posts to identify which posts are more successful and reach the right groups of people ● Track additional traffic from link in ambassadors' bio ● Analyze data every month ● Utilize a service such as google analytics in order to identify what groups are visiting the website and from where ● Track historical data of engagement in excel files

Performance Monitoring

- Quarterly check-ins with brand ambassadors
- Create a baseline of responsibilities for ambassadors to follow

- Check-ins with brand ambassadors every 2 months
- Create a baseline of responsibilities for ambassadors to follow
- Set KPIs to track performance relative to goals

- Monthly check-ins with brand ambassadors,
- Set KPIs to track performance relative to goals
- Send surveys to ambassadors and clients to see what they feel has been most effective

Reporting Analysis

	Low Complexity	Medium Complexity	High Complexity
Form of analysis distribution	<ul style="list-style-type: none"> • Word/Excel document 	<ul style="list-style-type: none"> • Word/Excel document 	<ul style="list-style-type: none"> • Word/Excel document • Zoom meeting (Brand Ambassador Head and Marketing Manager)
Occasion of analysis sharing	<ul style="list-style-type: none"> • Quarterly 	<ul style="list-style-type: none"> • Every 2 months 	<ul style="list-style-type: none"> • Monthly
Document Contents (Logs)	<ul style="list-style-type: none"> • Time <ul style="list-style-type: none"> ○ How much time was allocated to different activities • Processes <ul style="list-style-type: none"> ○ Description of what they worked on/did • Achievements/Goals <ul style="list-style-type: none"> ○ What did they achieve ○ What goals did they hit ○ What are their next goals • Thoughts/Comments <ul style="list-style-type: none"> ○ What are their thoughts on the reporting process ○ How is the process going? 	<ul style="list-style-type: none"> • Time <ul style="list-style-type: none"> ○ How much time was allocated to different activities • Processes <ul style="list-style-type: none"> ○ Description of what they worked on/did • Achievements/Goals <ul style="list-style-type: none"> ○ What did they achieve ○ What goals did they hit ○ What are their next goals • Thoughts/Comments <ul style="list-style-type: none"> ○ What are their thoughts on the reporting process ○ How is the process going? 	<ul style="list-style-type: none"> • Time <ul style="list-style-type: none"> ○ How much time was allocated to different activities • Processes <ul style="list-style-type: none"> ○ Description of what they worked on/did • Achievements/Goals <ul style="list-style-type: none"> ○ What did they achieve ○ What goals did they hit ○ What are their next goals • Thoughts/Comments <ul style="list-style-type: none"> ○ What are their thoughts on the reporting process ○ How is the process going?

	<ul style="list-style-type: none">○ Other comments/concerns	<ul style="list-style-type: none">○ Other comments/concerns● Analysis of input data<ul style="list-style-type: none">○ Breakdown of data○ What are the most/least significant parts?● Areas of improvement	<ul style="list-style-type: none">○ Other comments/concerns● Analysis of input data<ul style="list-style-type: none">○ Breakdown of data○ What are the most/least significant parts?● Areas of improvement● Brand Ambassador final thoughts/comments/concerns
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