

Overview

How we reached our outcomes: In the process of building this plan, we analyzed brand ambassador programs of competitors and similar organizations, as well as general brand ambassador programs that have been effective. In addition, we looked at social media strategies utilized by companies in the sector and selected the ones we feel are most applicable and helpful to Let's Get Ready.

Selection process and ambassador responsibilities

The following are the factors that Let's Get Ready should be considering when selecting their brand ambassadors:

- Geographically (internal data)
 - One per college where Let's Get Ready has a peer mentor presence in.
- Writing sample (external data)
 - A paragraph writing sample explaining why would one want to be a brand ambassador for Let's Get Ready
- Survey form (external data)
 - Fill in a survey form specifying the following
 - Followers [Instagram]
 - Likes [Tik-Tok]
 - Students mentored
 - Years worked with Let's Get Ready

Once all the external data is received by the applicants (peer mentors), the team can then select the brand ambassadors from the multiple applications. The following factors are ranked as per their importance in the decision making process.

1. Writing Sample for why the peer mentor would like to be a Brand Ambassador
2. Number of followers
3. Number of high school students mentor has worked with
4. Number of years that the peer mentor has been with Let's Get Ready

The responsibilities of the selected brand ambassadors are the same throughout all levels of complexity.

The assigned responsibilities are very simple and easy to understand for the brand ambassadors.

For social media platforms the brand ambassadors are responsible for the following:

- Instagram (Personal Instagram handle)

- Post an Instagram story explaining the benefits of being a peer mentor for Let's Get Ready and spread the word about the motto and work of Let's Get Ready.
 - Every two weeks
- Post an Instagram post explaining in the caption one of the rewarding experiences they had helping a high school student get into college
 - Once a month
- Tik Tok (Personal Tik Tok account)
 - Post a Tik Tok video outlining the good work done by Let's Get Ready
 - Once a month
 - Post a Tik Tok video outlining the benefits of being a Peer Mentor
 - Once a month
- Instagram (Let's Get Ready's business account)
 - Submit a post explaining why they love being a part of Let's Get Ready and email it to the marketing handler/freelancer
 - Time frame - once a month

Do note that the frequency of the following responsibilities and therefore stories and posts are specifically for the brand ambassadors and does not relate to the frequency of posts on Let's Get Ready's business social media accounts.

For the on ground promotion, the brand ambassador's responsibility is to pass out and/or stick Let's Get Ready fliers in and around their campus. These fliers would have the information about the work done by Let's Get Ready and also the benefits of being a peer mentor.

Incentives for the brand ambassadors

The incentives provided to the brand ambassadors are divided according to three complexity plans.

For the low complexity plan, we advise to provide the brand ambassadors with the following incentives:

- Introduction Merchandise:
 - Send out a Let's Get Ready merchandise [T-shirt and Cap] as their introduction gifts
- Outreach gifts (pick the best 3 BA according to views/likes)
 - Starbucks/Dunkin Donuts gift coupons
- Best outreach/brand ambassador awards (pick the best performing BA)
 - Gift cards valuing \$25

- Cash incentive valuing \$50

For the medium complexity plan, we advise to provide the brand ambassadors with the following incentives:

- Introduction Merchandise:
 - Send out a Let's Get Ready merchandise [T-shirt, cap and bottle] as their introduction gifts
- Outreach gifts (pick the best 5 BA according to views/likes)
 - Gift coupons with \$25-\$50
- Best outreach/brand ambassador awards (pick the best performing BA)
 - Gift cards valuing \$50
 - Cash incentive valuing \$50
 - Certificate of best brand ambassador
- Other incentives
 - Per 1000 view and likes combined a \$5 monetary compensation
 - Merchandise to give away in colleges

For the high complexity plan, we advise to provide the brand ambassadors with the following incentives:

- Introduction Merchandise:
 - Send out a Let's Get Ready merchandise [T-shirt, Cap and power banks] as their introduction gifts
- Outreach gifts (pick the best 10 BA according to views/likes)
 - Gift coupons with \$25-\$50
- Best outreach/brand ambassador awards (pick the best performing BA)
 - Gift cards valuing \$100
 - Cash incentive valuing \$100
 - Certificate of best brand ambassador
- Other incentives
 - 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

The main idea is to use multiple social media platforms to express Let's Get Ready's organizational culture. By establishing an online presence, brand ambassadors generate brand awareness through photo posts but also videos. All the posts including videos should be in a positive way to bring up the brand service and image to the community.

Type of influencers

- This is important because the numbers of followers show the brand ambassadors can affect in the social media platforms:
- Influencer categories:
 - Nano-influencers: 1,000 - 10,000 followers
 - Micro-influencers: 10,000 - 50,000
 - Mid-tier influencers: 50,000 - 500,000
 - Macro-influencers: 500,000 - 1,000,000
 - Mega-influencers: 1,000,000+
- Check brand ambassadors' past posts in their social media to figure out they are always showing their positives to the public.

Social media

- Platforms
 - Instagram -- Photo post, short video post, and link post
 - Facebook -- Photo post, short video post, and link post
 - Twitter -- Photo post, short video post, and link post
 - Tik-Tok -- mostly video post
 - YouTube -- mostly video post
- Create both personal accounts and Let's Get Ready's official account
- Frequency of post
 - 1-2 times per week -- low complexity
 - 2-4 times per week -- medium complexity
 - 5-7 times per week -- high complexity
- Audit duties
 - Check the every posts, specially photos and videos before posting to the public
 - Make sure all the posts are positively showing the organizational culture
 - Track the likes and comments to receive some feedbacks

- Help to improve the brand ambassadors' skills

Kinds of posts

- The most important things to need the public know about Let's Get Ready first
 - Events
 - Recruitment/Hiring
 - Organizational updates
 - Q&A
 - Reflections
- Secondary important
 - Resource posts (scholarship..)
 - Educational posts (lessons records..)
- Interactions posts
 - Replying to popular events (current events/memes..)
 - Tag or retweet stuff (from mentors)
- Others
 - Reminder posts
 - Linkes

Some post ideas

- The leader of brand ambassadors has the responsibility to lead the team brainstorming new ideas, including word and photo posts as well as video posts.
- Brand ambassadors should remember that they need to express Let's Get Ready's culture to the public, but also answer some questions to improve the brand awareness.
- Some examples:
 - Introduce the organization to public
 - Events invitation link: open house etc. __
 - Ambassadors may record Q&A rather than photo post
 - 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
 - Organization tour, quick quiz on team members, daily work etc.
 - Corporate culture promotion video
 - Documentary of past students
 - Class sessions, mock interviews' tips, etc.

Skill requirements

- Tiktok and YouTube can be on the expensive part of the budget, but also some expertise
 - Videos may require brand ambassadors to self record & edit
 - Photography and film skill may required
 - Familiar with acting in front of camera
 - Tools using: iMovie, Photoshop, etc.

Rewards

- Rewards and payments are not mandatory, but those can motivate the brand ambassador to keep their positives on social media to help Let's Get Ready sustainably gaining brand awareness.
- If some brand ambassadors affect a huge positive change in the organization, some helpful rewards references:
 - Instagram:
 - Nano-influencers: \$10–\$100 per post
 - Micro-influencers: \$100–\$500 per post
 - Mid-tier influencers: \$500–\$5,000 per post
 - Macro-influencers: \$5,000–\$10,000 per post
 - Mega-influencers: \$10,000+ per post
 - Celebrities: Varies, but \$1+ million isn't unheard of
 - YouTube
 - Nano-influencers: \$20–\$200 per video
 - Micro-influencers: \$200–\$1,000 per video
 - Mid-tier influencers: \$1,000–\$10,000 per video
 - Macro-influencers: \$10,000–\$20,000 per post
 - Mega-influencers: \$20,000+ per post
 - TikTok
 - Nano-influencers: \$5–\$25 per post
 - Micro-influencers: \$25–\$125 per post
 - Mid-tier influencers: \$125–\$1,250 per post
 - Macro-influencers: \$1,250–\$2,500 per post
 - Mega-influencers: \$2,500+ per post
 - Twitter
 - Nano-influencers: \$2–\$20 per post
 - Micro-influencers: \$20–\$100 per post
 - Mid-tier influencers: \$100–\$1,000 per post
 - Macro-influencers: \$1,000–\$2,000 per post

- Mega-influencers: \$2,000+ per post
- Facebook
 - Nano-influencers: \$25–\$250 per post
 - Micro-influencers: \$250–\$1,250 per post
 - Mid-tier influencers: \$1,250–\$12,500 per post
 - Macro-influencers: \$12,500–\$25,000 per post
 - Mega-influencers: \$25,000+ per post

Training and Orientation

Welcome Email

- You will need somebody to spearhead this, to be the main point of contact for the brand ambassadors. Ideally, this would be the Marketing Manager.
 - Later on, to reduce the workload of the Marketing Manager, this could become the head brand ambassador if LGR chooses to have one.
- Content of email:
 - Welcome them to the program using an energetic tone
 - What is expected from them and what they should expect in the near future
 - Who they should contact with questions
- Email template:

Congratulations, Jane Doe!

You have been selected to be a Let's Get Ready Brand Ambassador! As part of this influential group of individuals, you will use your passion and enthusiasm to spread awareness about Let's Get Ready. You will have the opportunity to be a key player in shaping the future of our brand!

Over the next two weeks, you will be receiving:

- An orientation packet containing everything you will need to know about this role and our organization.
- An invite link to our Orientation Zoom Meeting. (if medium or high complexity level)

In the meantime, feel free to explore our organization at letsgetready.org and to contact us with any questions at _____. We look forward to our future working together!

Welcome Orientation Zoom Meeting

- We recommend a zoom meeting rather than simply an email
 - This allows you to set the tone for what the culture of the organization is like. It also allows for you to meet all the brand ambassadors in person to get to know each other better which will make it easier to work together in the future.
- Welcome them into the brand ambassadorship
- Introduce the team and people they will be working with
 - Who is their main point of contact?
 - Who are the other important members?
- Review the entire orientation packet
- Answer questions at the end
- Break into groups to get to know each other
 - Will want to use icebreakers and get-to-know-you activities to create a sense of community since this will be a fully virtual experience

Orientation Packet

- Why an Orientation Packet:
 - An orientation packet is necessary because it gives the brand ambassador one reliable source they can refer to for everything they need to know about the organization and their role.
 - This orientation packet stays the same throughout all the levels of complexity because it includes information that all of the ambassadors need to know about their role.
- History of the company
 - This should be a document detailing the history and goals of the company
 - Can be combined with the “Information Sheet” portion
- Information sheet about the company
 - Look at “Information Sheet Guide” document
 - This will be the ambassador’s main reference for everything they need to know about the organization in order to both represent it well and answer questions.
- Description of the role
 - This should be a simple explanation of the fact that they will be representing the company, posting about the organization, and answering questions. Further elaboration about objectives should be detailed in the objectives portion of the orientation packet.

- This should also include performance expectations, like hashtags you would like them to use, specific events that you would like them to mention, and parts of the company you would like them to highlight.
- Clearly defined objectives
 - This should be a document that clearly states all of their objectives. This is detailed in the “Ambassador Responsibilities” portion of the implementation plan.
- Do’s and Don’ts
 - This could be integrated into the description of the role, it could be a separate document, or it could be both integrated into the description of the role as well as emphasized and summarized in a separate document
 - Include guidelines on social media use
 - E.g. Do not post photos of others without their permission, do not post the personal information of others
 - E.g. Do fact-check all of your information, do double-check your sources
 - Include policies on how you want and don’t want your brand to be represented
 - E.g. do not use swear words, do not make political comments,
 - E.g. Do keep the audience (students and their families) in mind, do be supportive and willing to answer questions from worried parents or students, do be well-informed about the organization
- Calendar of events
 - Deadlines: LGR applications, FAFSA, scholarships, etc
 - Ambassador events: check-in meetings/reports, survey meetings or deadlines
 - Other events: seminars, workshops, informational meetings, etc
- Method of communication:
 - Google Meet is a good platform to keep in touch with. Not making the change to Slack would be consistent and simpler.
 - If you would like the ambassadors to have their own platform, Slack is also a useful method of communication. Having a site independent from the one used for everyday operations for the organization may make the ambassadors feel more comfortable using it to message.
- Merchandise
 - This part is outlined in the “Incentives for Brand Ambassadors” section of the implementation plan.

- It is important that the Brand Ambassadors are given this merchandise early on as it makes them feel like they are “living the brand” which increases their commitment to their role. Additionally, it showcases the name to others around them, which can lead to conversations about the organization.

Program Statistics and Performance Monitoring:

Program Statistics-

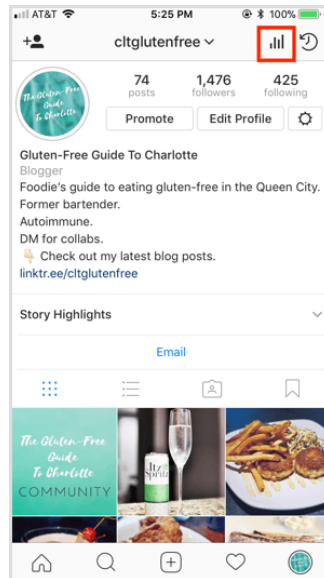
- Social media metrics
 - The primary and most basic program statistics available to Let’s Get Ready are the simple metrics on social media such as likes, views, changes in follower count, etc.
 - While these give a simple idea of what kinds of posts are most effective, because Let’s Get Ready has a business account on Instagram, there are other metrics that can be analyzed through the insights button shown in the figure below



<https://www.socialmediaexaminer.com/4-ways-to-use-instagram-insights-to-improve-marketing/>

- The insights button allows you to analyze more detailed metrics on demographics such as: age, geographic location, gender, and the time at which people were viewing the post.

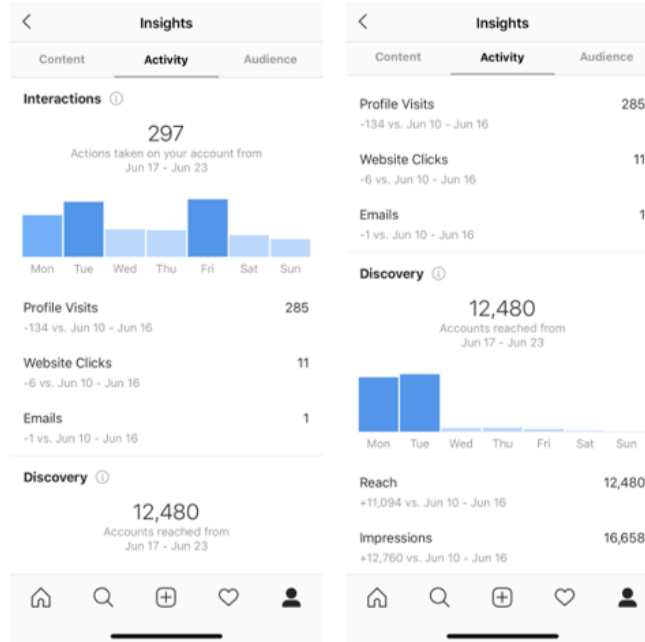
- In addition to being available for individual posts, insights can be viewed on a larger scale for the whole profile as shown below. This will show total metrics for the account over the past 7 days. These metrics include followers, likes, demographics, and importantly website clicks. Website clicks show how many people are clicking the link in LGR's bio which can help to understand engagement and conversions from posts.



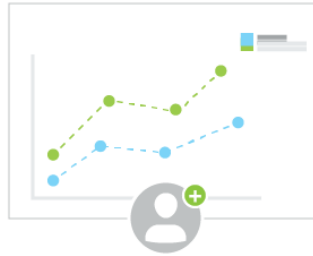
<https://www.socialmediaexaminer.com/4-ways-to-use-instagram-insights-to-improve-marketing/>

- Through the use of these metrics, the marketing manager can then determine what kinds of posts are reaching the right groups and getting engagement to better tailor future posts to the right audience.

Example of Insights:



- These kinds of analytics are available on Twitter, LinkedIn, YouTube, and TikTok as well.
- In addition to the use of normal posts, Let's Get Ready can utilize sponsored posts on Instagram, LinkedIn, Twitter, and TikTok. These kinds of posts can be targeted to certain demographics like age groups, genders, geographic locations, etc.
- The use of sponsored posts would greatly increase the reach of Let's Get Ready's social media and ensure that not only are posts being viewed, but they are being viewed by the right people as well.
- Conversion rate
 - Another very important metric to track is Let's Get Ready's social media conversion rate. True conversion rate can be found with the formula in the figure below.



True Conversion Rate	$\frac{\text{Total Goal Completions}}{\text{Total Visits by Target Market}} \times 100$
---------------------------------	---

Total Goal Completions = Form fills or leads for email sign-ups as tracked by Google Analytics's goal feature.

Total Visits = This can be website visits, Only link clicks, social visits tracked by UTM parameters, or traffic breakdown numbers in Google Analytics. Any top-level number you need to measure.

Target Market = This is the customer segment you're trying to reach. Remove irrelevant countries to start. And measure by specific channels (such as Facebook video or YouTube referrals) to get specific insights into your best conversion sources.

<https://blog.hootsuite.com/roi-formulas/>

- By using the true conversion rate, Let's Get Ready will be able to examine how many people are going from social media to the website.
- In order to be able to analyze who is accessing the website, a service like Google Analytics will be necessary.
- What google analytics essentially does is provide similar analysis to the insights button on Instagram but for the website's traffic.

Ambassador Performance Monitoring-

- In addition to tracking the posts and analytics related to them, it is important to also track the ambassadors' performance to ensure that they are meeting their goals and responsibilities.

Low Involvement

- Create baseline responsibilities for brand ambassadors to have a reference point for performance these are laid out in the ambassador responsibilities section.

- Hold a quarterly meeting between the marketing manager and the head brand ambassador to check on progress and program success. Discussing what posts the ambassadors believe have been effective and which ones not.
- Ambassador outreach to those not engaging in campaigns- If an ambassador is failing to fulfill their responsibilities, an email will be sent out to the ambassador reminding them to complete their responsibilities.

Medium Involvement

- Set KPIs for brand ambassadors to meet in advance of each check-in. Examples of these KPIs include:
 - Reach of posts
 - Traffic to LGR website
 - Total pieces of content posted on social media by your ambassadors.
 - Amount of engagement with ambassadors' campaign-related content.
- Bi-monthly meetings with head brand ambassador to check on progress and program success
- Send out surveys regularly to ambassadors and followers to determine what kinds of posts are working.

High Complexity

- Utilize an ambassador management service such as [BrandChamp](#) or [Ambassador](#)

These services provide a central place from which to manage ambassadors including incentives, communication, individual ambassador performance ranking and analytics, among many other services. These are sort of an “all in one” deal.

BrandChamp Pricing:

Pricing

Free Trial	Starter	Growth	Community
No. Demo only	195\$/ Month	450\$/ Month	1200\$/ Month

- Send out quarterly surveys to followers and ambassadors asking what elements of the social media they liked, and what they did not like to help improve the quality of future posts.

Reporting and Analyzing

How Brand Ambassadors Report

- Form of reporting
 - The easiest way to track brand ambassador reports is to have a cloud folder where each individual can upload their own work. Not only is this an instantaneous communication method, but would also build a historical database over time.
 - The idea of a shared folder can be utilized on basically any cloud service.
- What are the brand ambassadors actually reporting?
 - We've developed the idea that brand ambassadors have access to a template they can then fill out. This Word/Excel Document will hold areas including:
 - Date of work
 - Time spent
 - Processes/description
 - Achievements/goals
 - Comments
 - Analysis of data
 - Based on which complexity is ultimately chosen, the occurrence of the submission of reports will vary:
 - Once/Quarter

- Once/2 Months
 - Monthly
- These documents will be a place for the brand ambassadors to express their work in an easy way for Let's Get Ready's liking. Specifically, the Marketing Manager or Head Brand Ambassador can analyze each individual's data, thoughts, comments, etc., for any adjustments they would like to make with the program.
- Why is this useful?
 - Historical Database - Let's Get Ready will begin to build a database with all previously recorded data from every brand ambassador. Because the form of reporting is over the cloud, these documents last forever.
 - Present Reporting - The organization will be able to analyze key processes that these individuals will be working on and their feelings towards it. LGR will be able to make any real time adjustments to the program depending on what is reported.
 - For example, Let's Get Ready will be able to see what months are most/least hectic and what processes are most/least effective during these busy or quiet months.
 - Future - This leads to future planning/adjusting for seasonal effectiveness. LGR will be able to see any consumer/market trend that the brand ambassadors experience. Again, this enables methods of forecasting and adapting depending on certain criteria in each report.