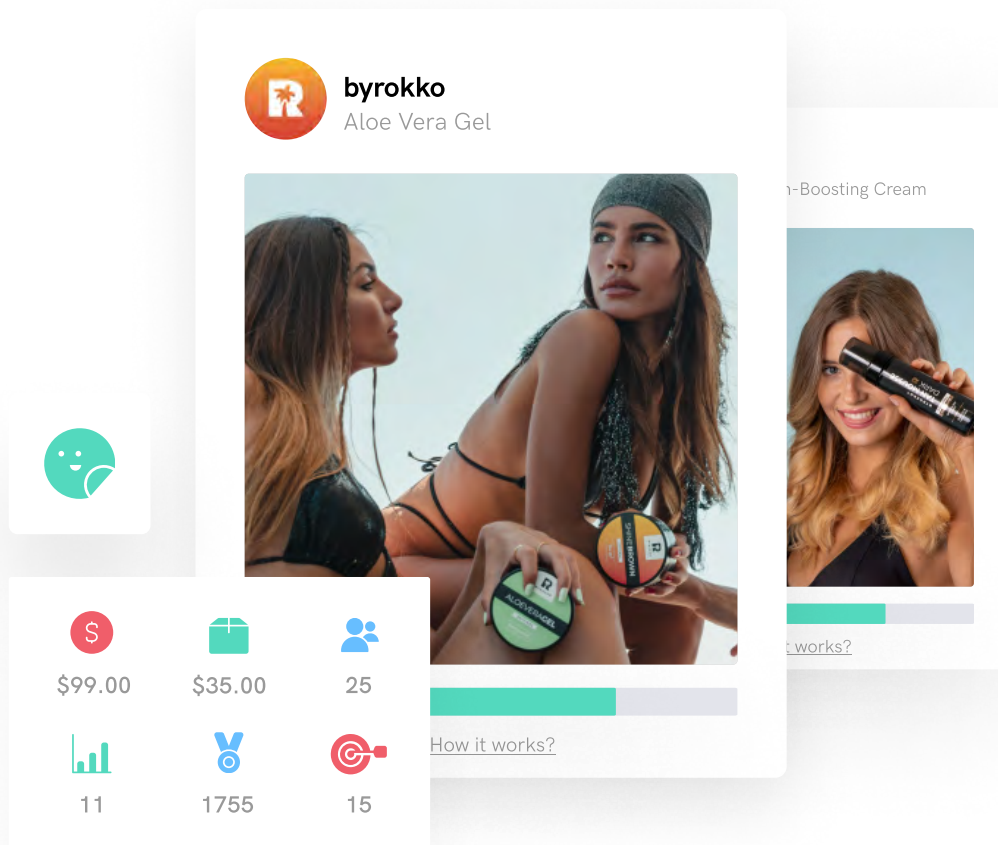


BYROKKO × 

Getting the Most of Your Ambassador Community in an Efficient Way

“ Brandbassador is an amazing platform and everyone who's not using it yet and wants to build an ambassador program - should! ”

Guide Contents

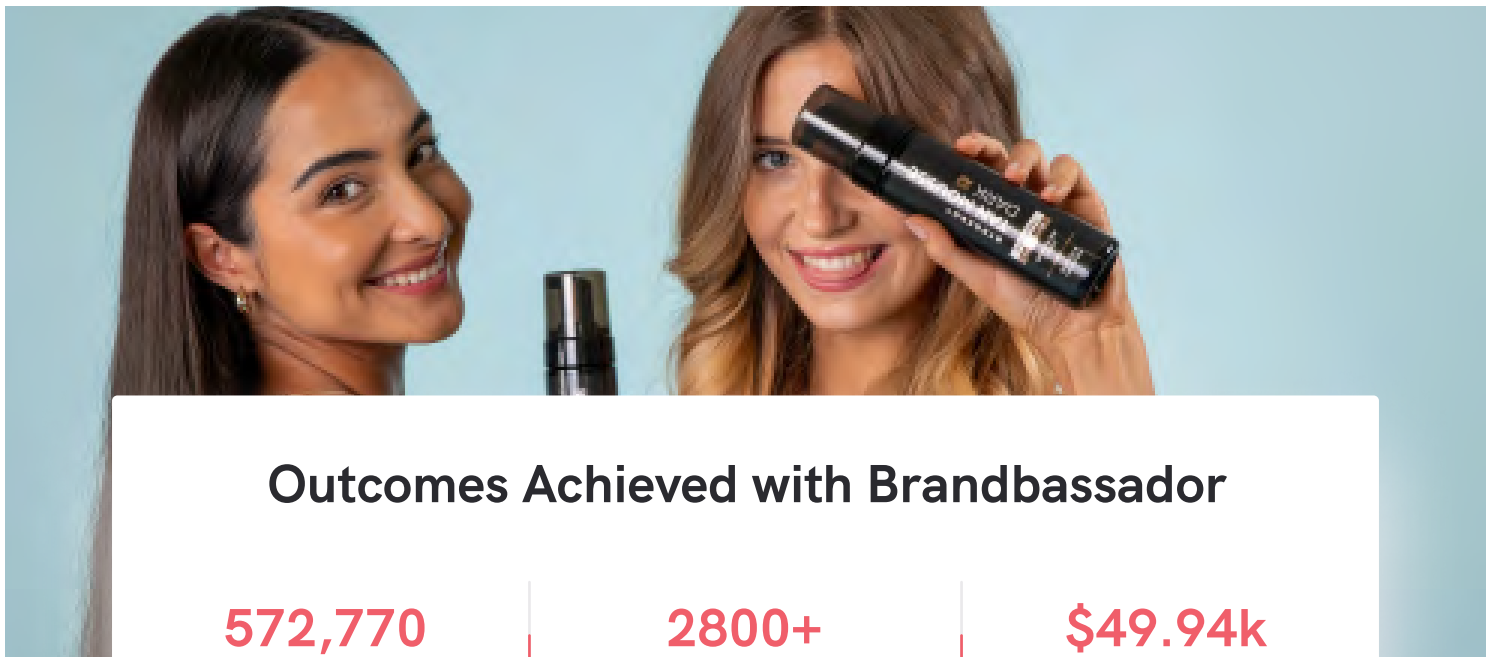


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Byrokko offers a range of tanning products to consumers to ensure they have a golden, sun-kissed glow all year round. They are committed to providing high quality cosmetic products that are made from premium ingredients that are paraben and sulphate free and vegan and cruelty free.

Business Challenge

Byrokko never had an ambassador programme before joining Brandbassador, instead they collaborated with big influencers once or twice to target their audience, which is made up by 85% of women aged between 20 and 35. They were looking for a tool that would allow them to get more from their collaborations whilst building customer loyalty and commitment.



Outcomes Achieved with Brandbassador

572,770

Social Media
Impressions

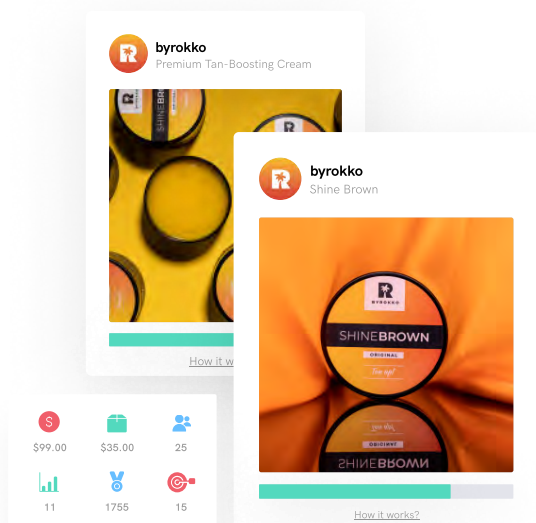
2800+

Active
Brand Ambassadors

\$49.94k

In Revenue

Pain Points



- ✓ Extended hours spent coordinating all the elements that make up an ambassador program
- ✓ Friction with having to use multiple tools to communicate, track and gather UGC (user-generated content)
- ✓ Short-term collaborations with influencers that didn't build customer loyalty

Customer Success

From day one of launching their ambassador activation campaign, Byrokko has seen a huge interest in their ambassador program. They have also experienced a bigger feeling for brand loyalty by their ambassadors and their inclusion in the brand's growth. In terms of investment value, Ana says that Byrokko has experienced **"amazing ROI from the very beginning."**



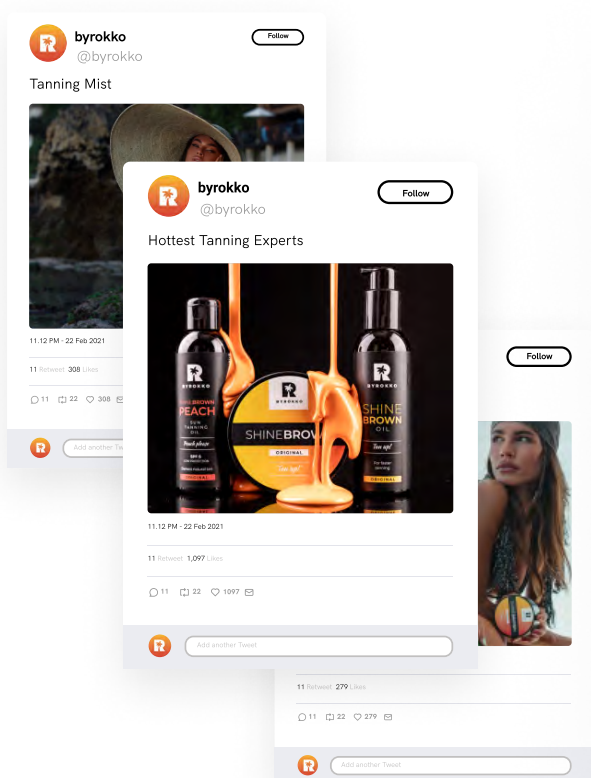
" I find Brandbassador helpful with gathering data for freebie collaborations, content approvals and saving it; and communicating with ambassadors on one platform only. "

Ana Laharnar

Ambassador & Social Media Manager

Summary

While Byrokko is still learning about all the functionality that our ambassador marketing platform has to offer, they have already experienced time savings, commenting that, **“it takes much less time to communicate with ambassadors on sending packages, tracking their process, content approval etc.”**



“ With Brandbassador we get so much more from our Ambassadors as well as they do, from us. We get them to engage, invite more friends, make noise about Byrokko all over TT, IG, FB, YT even Pinterest sometimes and that is HUGE. ”

Ana Laharnar

Ambassador & Social Media Manager

To find out more, visit our website

brandbassador.com

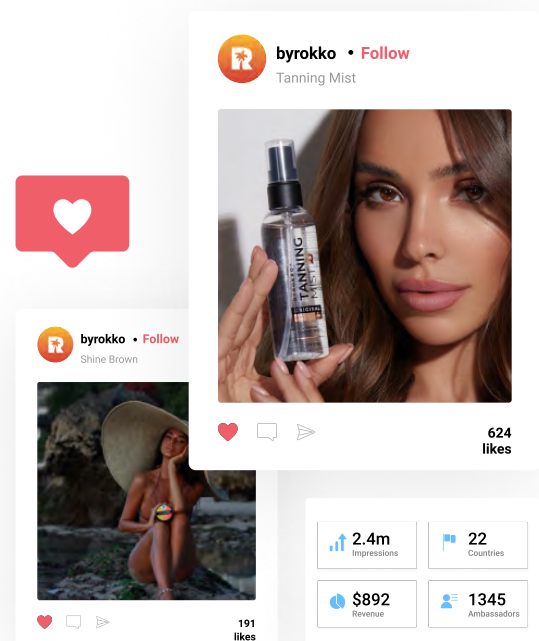
Q & A

How do you go about selecting and recruiting the right ambassadors to represent your brand and your product?

We try to give everyone a chance but we are still a bit picky. We do not want those who take every given opportunity to just promote everything that comes their way - so we mostly reject those who only promote "things" with no given value or any commitment. Content skills come second, countries we need more exposure in come third.

How do you use your ambassadors to be your best salespeople and drive revenue for your business?

We try to put this on a side focus and do more with them content-wise and engagement-wise. However this is of big interest to our CEO so we try to make the most creative missions for driving revenue as well and always look for ways to be more creative.



Do you have any tips for other brands on how to select the perfect ambassador?

Try to look for those who would be a perfect fit for your brand only and those who are really interested in your brand and not just the free product. Don't just choose every ambassador which applies but those who you believe would be a great ambassador for what you offer.

How has your community developed whilst using Brandbassador given that your priority has been building a community that represents your brand values and philosophy?

Ambassadors are very much included in everything we do with not only posting photos/videos for us, but also commenting on our new posts, liking them, following us, sharing our new products, posts, story creating. It's literally every single thing.

What advice would you give to other beauty brands who are trying to grow their community?

Trust in Brandbassador, study it hard - because once you get to know it, you get to know all of its perks. I would know this even more if I had more time to play with it. But really - take time with it and use it in full because it is worth it.



**" Trust in
Brandbassador, study
it hard - because once
you get to know it, you
get to know all of its
perks. "**

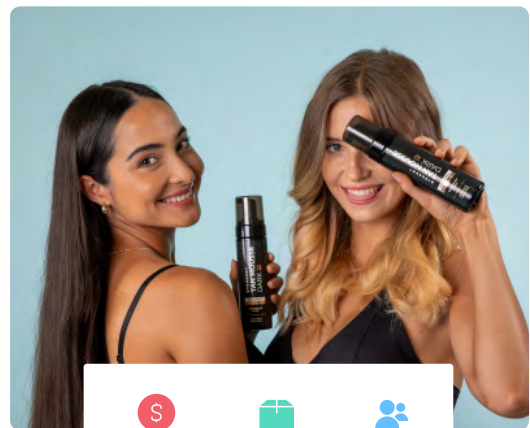
Ana Laharnar

Ambassador & Social Media Manager

@byrokko

Dark Tanning Mousse

Are you the next beauty blogger of the year? Show us your new find!



\$99.00



\$35
.00



25



11



1755



15

Ready to Activate **Your Community?**

Brandbassador was created by the founders of the clothing sensation OnePiece. A brand built and fuelled by social media marketing to grow to almost \$200 million dollars in online revenue.

We experienced first hand how difficult it is to manually scale and track the results of ambassador marketing. Brandbassador was built as a solution to this pain and refined over 8 years of pioneering social media marketing from a brand's perspective.

Now with years of experience launching various communities big and small from all over the world we are experts in word of mouth marketing.



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We Empower Brands to:

- ✓ Turn customers & fans into ambassadors
- ✓ Create automated marketing campaigns for ambassadors
- ✓ Generate social buzz & drive sales
- ✓ Reward ambassadors & sales champions
- ✓ Track revenue through our plug & play integrations

Check Out Our Dedicated App for **Ambassadors**

Engage your ambassador community by creating fun marketing campaigns, one-to-many communication and providing them with the tools to generate sales and social buzz for your brand - the possibilities are endless!



To find out more, visit our website

brandbassador.com