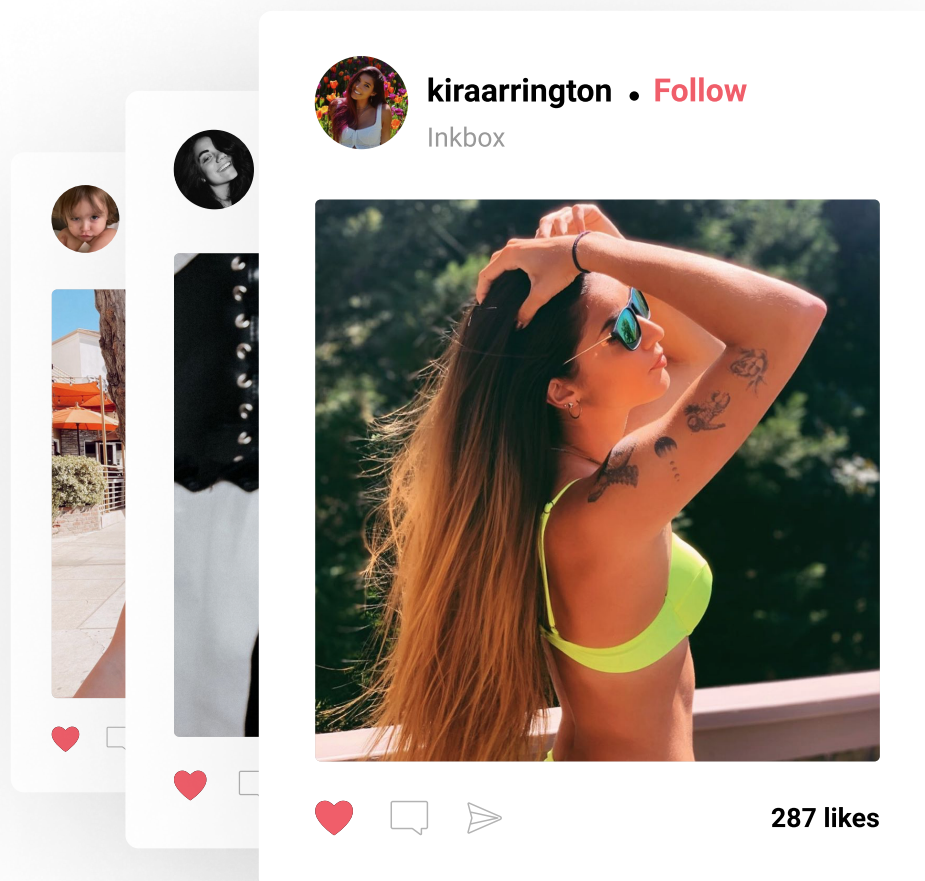


INKBOX[®] × 

Inkbox: Using TikTok to Grow & Engage With Your Community



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Business Challenge

Inkbox had a social media strategy in place that relied heavily on showcasing their community wearing their product, while that is still part of their strategy today, they wanted to be able to grow their community and make their workflow more efficient when it came to sourcing UGC to repurpose on their ever-growing social channels.

They also wanted to be able to source specific forms and styles of content depending on the goals of their evolving social media strategy. They were looking for an ambassador marketing solution that allowed them to interact with and source content from a larger range of ambassadors than what they would've been able to handle themselves in-house and through manual processes.



Outcomes Acheived with Brandbassador

1,56m

Social Media
Impressions

328,51m

New
Direct Reach

\$817,75k

In Revenue
With 261 Sales



Pain Points

- ✓ To grow the Inkbox community
- ✓ To make their workflow more efficient when sourcing UGC to repurpose on their growing social channels
- ✓ Efficiency in handling of multiple ambassador marketing campaigns
- ✓ The ability to source specific forms and styles of content depending on social media strategy and goals
- ✓ Being able to maximise the bandwidth of their team to a much larger ratio of brand ambassadors through automated processes
- ✓ To interact with and source content from a larger range of ambassadors



To find out more, visit our website

brandbassador.com



Customer Success

Inkbox finds that the user interface design of Brandbassadors platform is laid out in an easy to navigate way, making their user experience intuitive and hassle-free. The brand loves that there are plenty of resources provided for support when they've been unsure about something on the platform. When new members join their team it's always a very smooth process to onboard the new member onto Brandbassador.

One of the top 3 features that Inkbox loves the most about Brandbassador's platform is the efficiency in being able to handle multiple ambassador missions. One of their other favourite aspects is their Customer Success Representative who's a reliable source of support in helping to guide the brand and provide insight into how to best implement their ideas, as well as curate new ideas to ensure they're using the platform in the best possible manner.

The screenshot displays the Brandbassador platform interface. At the top, a notification banner reads "Mission Submitted" with the text "Your submission has been reviewed and approved by INKBOX" and a "AWESOME" status. Below this, two mission cards are visible. The left card features a photo of a woman with a tattoo and the text "@leticia_esta INKBOX" followed by the question "Are you a young professional working full time or part time remotely?". The right card features a photo of a person's midriff and the text "@debbiejane.h INKBOX" followed by the question "Are you the next fashion trend spotter of the year? Show us your new find!". At the bottom, a summary dashboard shows three metrics: a dollar sign icon with "\$99.00", a gift icon with "\$35.00", and a people icon with "25". Below these are three bar charts with values "11", "1755", and "15".



Through Brandbassador, Inkbox was able to discover, interact with and source content from a larger range of ambassadors than what they would've been able to manually, off-platform. The platform has helped the team to automate finding and engaging with new and existing ambassadors.

Cindy believes that without Brandbassador their team wouldn't have enough bandwidth to work and engage with as many ambassadors at the same capacity as they're able to at this point in time.



alessialabate_ • Follow

Inkbox

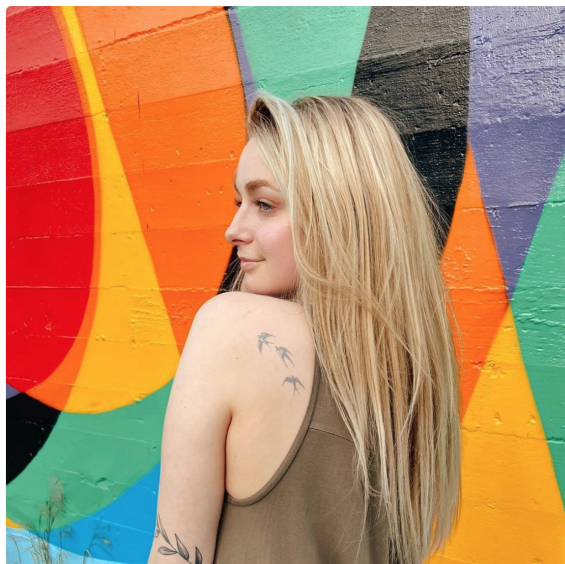


624 likes



payton.peterson • Follow

Inkbox



113 likes

To find out more, visit our website

brandbassador.com



Summary

Inkbox has been using Brandbassador for just over 2 years now. Since signing up, they have found that the ease of managing ambassadors has significantly improved as all communication and processes are now central as opposed to doing it all manually, off-platform through email and numerous Google sheets.

One of the main commercial outcomes that Brandbassador has brought to Inkbox is the ability to source engaging content, keeping their social media strategy in-motion with curated UGC that acts as social proof and provides a healthy asset library to be tested and leveraged by performance marketing.

“ If you’re looking for a way to grow and foster your community in an engaging, efficient and streamlined manner - Brandbassador is the tool for you.”



Cindy Tran

Creator Marketing Lead



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