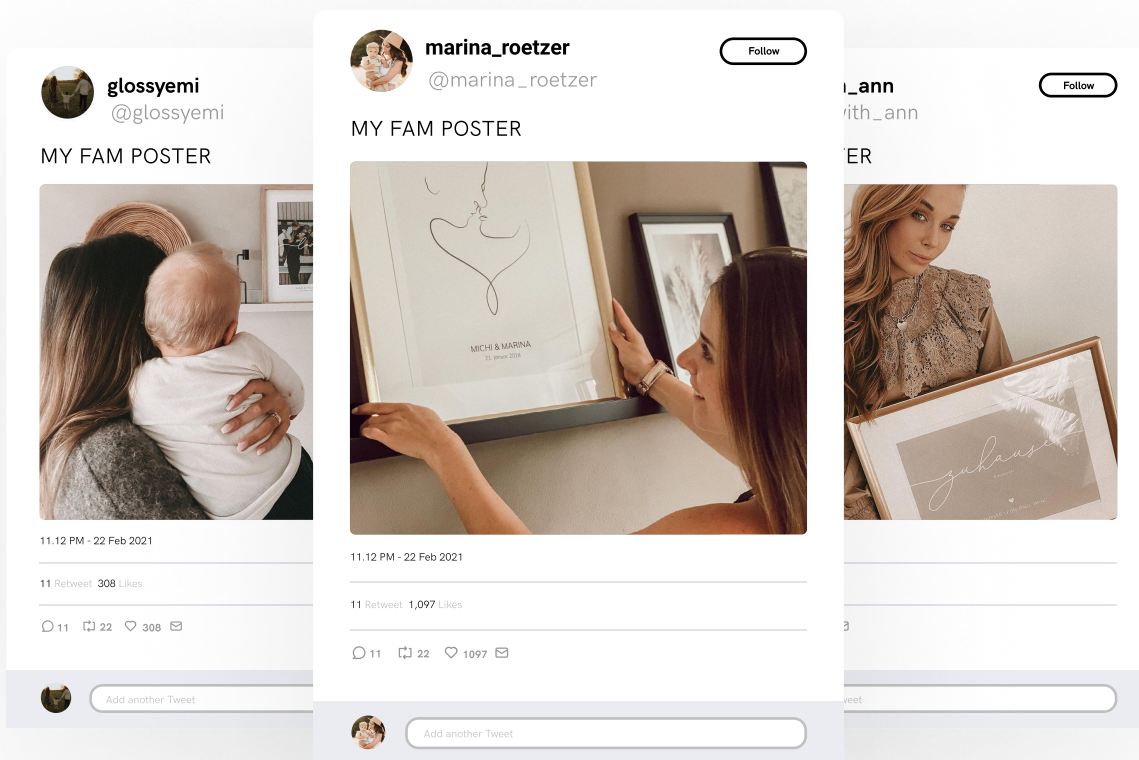




Trusting Your Gut When Selecting Revenue Generating Ambassadors for Your Brand

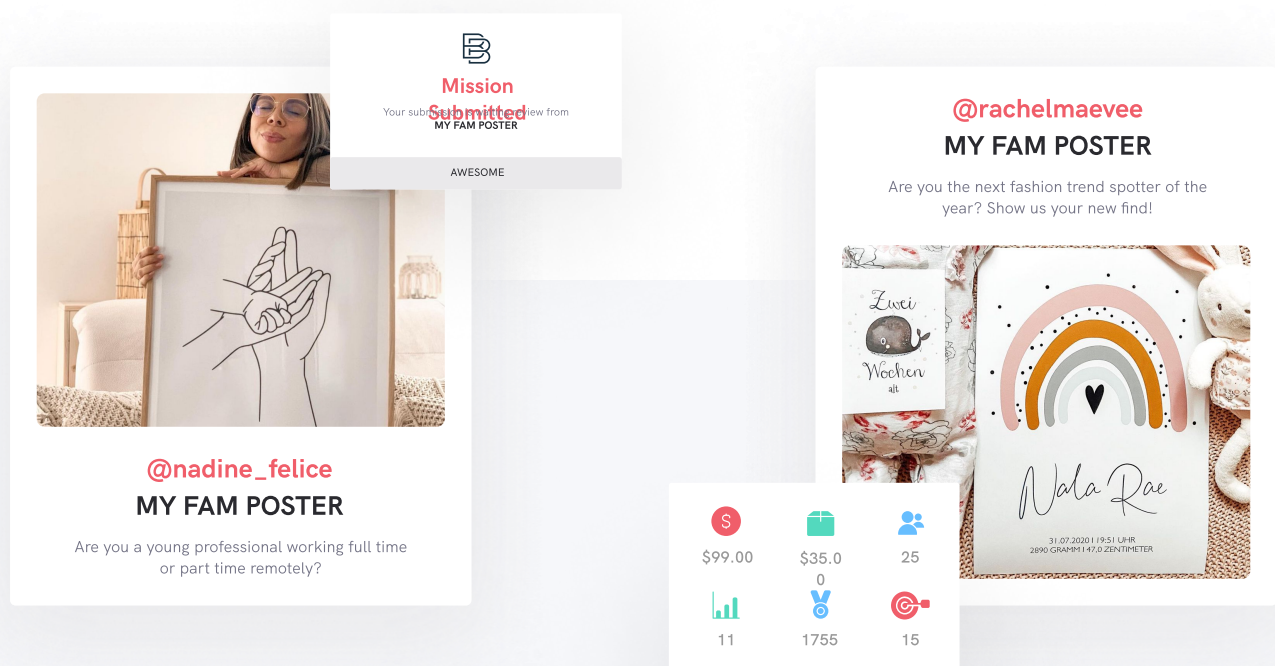
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Business Challenge

Before joining Brandbassador MY FAM POSTER managed their micro-influencer marketing through Google Sheets and a tool called People Map. Their strategy was to give out freebies to people that fitted within the brand's niche and then they added them to their Google Sheet. Afterwards, they also added them to the tool People Map to see how much reach and engagement the post of a specific micro-influencer got. Overall there was a lot of manual effort that the MY FAM POSTER team had to put into this.


202 120

Social Media
Impressions

357

New
Brand Ambassadors

\$11.6K

In Revenue
With 261 Sales

Pain Points

- ✓ A lot of manual work and effort
- ✓ Valuable & productive time being wasted without the right tools
- ✓ A lack of buzz around the brand
- ✓ An inability to collaborate with their customers, followers and fans at scale
- ✓ Tracking return on investment



To find out more, visit our website

brandbassador.com

Customer Success

In Johannes' opinion the platform is very easy to use and most of the time very self-explanatory. It's been very easy for him to introduce new employees to the platform during the 6 months that they've been building their Ambassador community through Brandbassador.

Their Ambassador community has helped the MY FAM POSTER team generate more UGC for their brand which has made a big impact on the amount of content that they're able to use for their own social media channel. As a result of this, they have also seen a massive increase in the number of followers on their socials.

The brand is now able to collaborate and communicate with their ambassadors in a much easier streamlined manner while easily being able to track which ambassadors perform well for their brand.



When it comes to community building, MY FAM POSTER tries to be friendly and appreciative to their ambassadors - in a way that feels like family. Hence they call their community the "Fambassadors". To keep on top of their engagement the MY FAM POSTER team answer every single question as fast as possible through the messaging service on the app and they also do shoutouts on own socials to announce their ambassadors of the month.


glossyemi • Follow

MY FAM POSTER


308 likes

go_with_ann • Follow

MY FAM POSTER


279 likes

To find out more, visit our website

brandbassador.com

Summary

“Ambassador marketing is really helping us out here since it is a more unique way to show our products to our audience.”



Johannes Sommer

Founder

Their one-to-many strategy has naturally resulted in time savings as they no longer have to spend time manually communicating with their audience, now everything is centralised and automated. They love how everything is now under one roof which decreases the time spent on tracking and reporting their communities performance. In addition, they enjoy how quick and easy it is to train new employees to use the system.

Our Customer Success team continues to work closely with Casely to ensure they are seeing the results they need to achieve in order to deem the partnership a success.

Their positive ROI plus continuous strategizing and education throughout their entire journey has meant the partnership continues to go from strength to strength.

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