

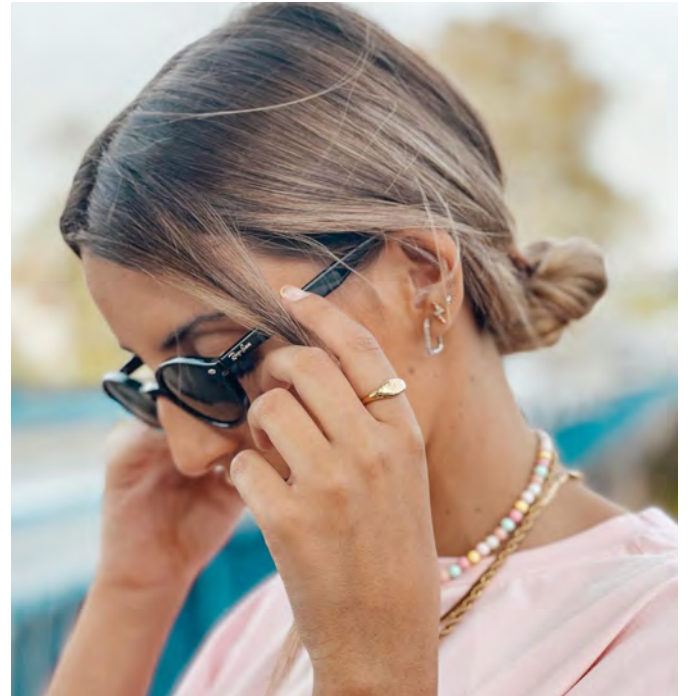


SAFIRA ×

**Finding the Right Tool to
Effectively Reach a High
Volume of People**



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Business Challenge

Safira was founded with the strategy to create growth mainly through social media and ambassador marketing. Before signing up with Brandbassador the Safira team were working on their social media marketing on a trial and error basis.



\$1.25m

In Revenue

With 19.5k Sales

25.9m

Reach

on Social Media

2185

New

Ambassadors



Although the team had a clear focus before signing up with Brandbassador to reach high volumes of micro-social personalities together with paid collaborations in order to get reach and start building brand awareness, the trial and error basis that they were working with could also be hit and miss. Along with that they started working with their own social media, mainly Instagram, to organically build a large follower base but they needed the right tool to enhance their growth.

Having received a reference case from another company who had been working on the Brandbassador platform and the team saw an opportunity to effectively reach a high volume of brand ambassadors if they signed up.



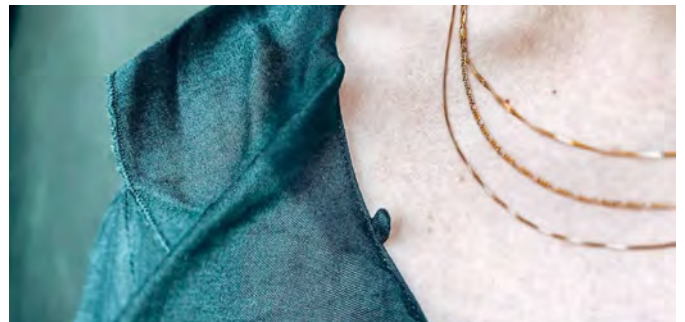
To find out more, visit our website

brandbassador.com



Pain Points

- ✓ A trial and error approach to their ambassador marketing strategy
- ✓ A need to scale quickly & build brand awareness
- ✓ Many man-hours spent on in-house outreach
- ✓ A lack of diversity among their ambassadors & UGC
- ✓ Finding the right tool to effectively reach a high volume of brand ambassadors



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Customer Success



A year after their launch, Safira joined Brandbassador and find that the platform is easy to understand and work with. When there are things they don't understand, they're pleased with the excellent help they receive from the Brandbassador support team.

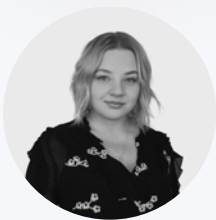
The biggest impact that their Social Commerce Coordinator, Therese Granström has personally seen, is that it is easier to control what ambassadors publish in terms of content and information in order to curate UGC to achieve their desired outcomes and something that's in keeping with the brands visual aesthetic. She believes it is good to be able to reject a publication if it does not follow the instructions of the mission.

Safira work with Brandbassador and keep in direct contact with influencers through their own means but through Brandbassador they're able to work with ambassadors from more countries which provides the brand with more people and diversity, as a result, one of Safira's biggest growth points with Brandbassador has been its international growth.



Summary

" Brandbassador is a great platform for working globally with the right ambassadors. You can create the most creative missions and with the right community, you'll make magic with it. "



Therese Granström

Social Commerce Coordinator

Safira have successfully been able to drive sales and growth, with a favourable ROI, over the last 6 months at a time when most businesses really suffered as a result of COVID. When compared to their own in-house outreach Brandbassador represents a more effective way to reach a large number of brand ambassadors , helping the team to reduce the man-hours they spend on tasks, while easily being able to track results in a straight forward manner. As a result, much less manual work is involved in their ambassador marketing.

For Therese, the diversity that the platform allows is a massive seller, as people from different countries and culture all interpreter their missions differently.



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