



Effectively **Engage** **Your Ambassadors**

August 18, 2022



Welcome!



Agenda

- 1 Housekeeping
- 2 Introductions
- 3 Presentation
- 4 Raffle Winner

Webinar

Housekeeping Items

- 1 Use the Chat to connect with one another
- 2 Submit questions via the Questions tab
- 3 A member of our team will reach out to address any outstanding questions.
- 4 \$100 Amazon gift card drawing.



The creator economy has exploded – creating a massive opportunity for brand marketing



**\$100
Billion**



**31% from
brand deals**



**50% YoY
Growth**



**“Influencer” and “affiliate” platforms
are everywhere**

**...But they're
designed for the
5% of professional
creators**



47M
Amateur Creators

5%
2M Pro
Creators



SocialLadder

we approach creator
management as a holistic
solution that works for
**all types of creators and
transcends all use cases**



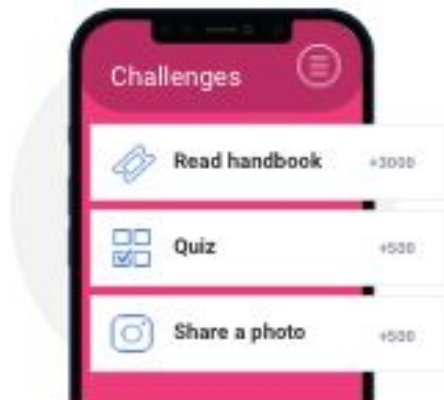
SocialLadder is a holistic Creator Management Platform

amateur creators are in our DNA



Discover

Identify creators that are likely to be valuable ambassadors using AI / machine learning



Activate

Build communities, assign tasks and reward - 100% mobile or on the web



Scale

Quantify the real-world and digital lift of creators. Double down on what's working.



Natalie Mehra



Natalie has unparalleled expertise in the influencer and ambassador marketing space. She has worked both in-house and as a consultant for more than thirty brands.

Most notably, Natalie launched Bumble's ambassador program, taking it from 0-3,000+ ambassadors with international expansion into Latin America, India, Europe, and Australia.

Natalie is a trusted partner of SocialLadder and the two work closely on many high-growth accounts.

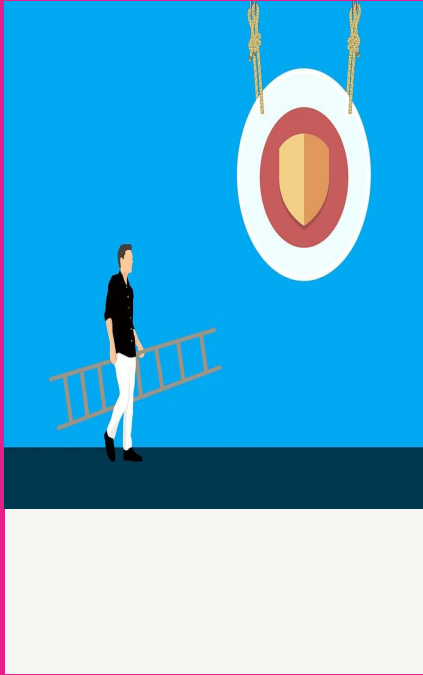


CHALLENGES + REWARDS + MANAGEMENT | AUGUST 2022

Engagement



Common Obstacles



Creating New Challenges

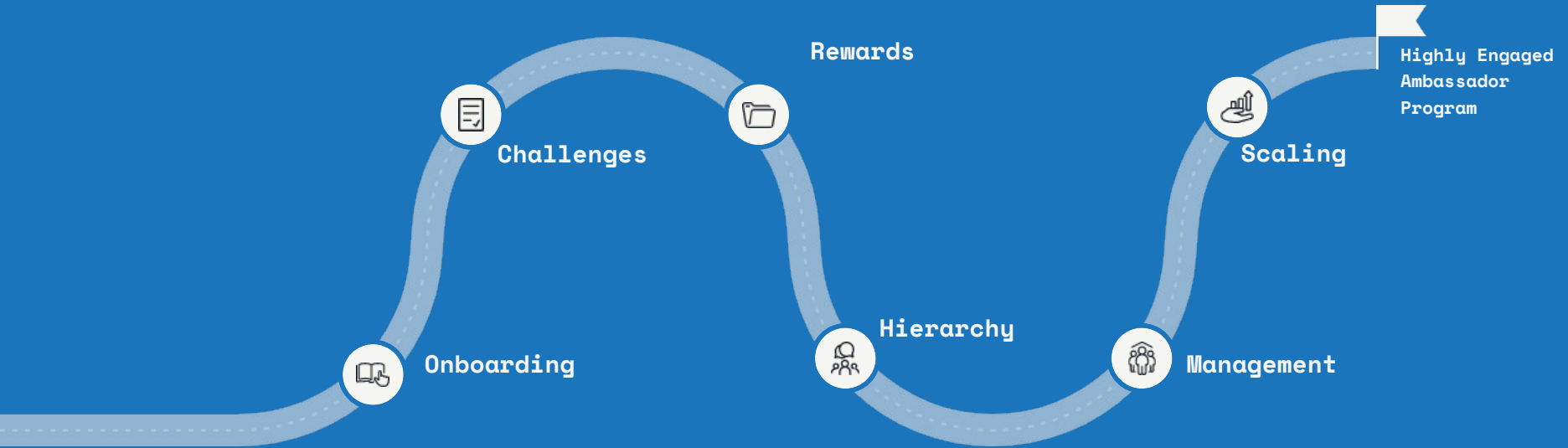


Exciting Rewards



Management at Scale

I'm Going to Help You Unlock...



Onboarding

Here are some steps to take

- Group Video Onboarding Session
 - Meet community manager and other ambassadors face to face
- “Training Manual Quiz”
 - To ensure they understand the key components of the program
- “Getting Started” Challenges
 - Helps them understand how to complete challenges and engages them immediately!
- Host a 1-1 meeting with each ambassador.
 - Establish a relationship

Immediately Activate Ambassadors

Creating Challenges



Align with Company KPIs



Understand other Team's Initiatives



Keep things interesting



Challenge Ideation & Management

[illegible]

[July](#)
[August](#)
[September](#)
[October](#)
[November](#)
[December](#)

[July](#)
[August](#)
[September](#)
[October](#)
[November](#)
[December](#)

[July](#)
[August](#)
[September](#)
[October](#)
[November](#)
[December](#)

[July](#)
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[September](#)
[October](#)
[November](#)
[December](#)

[July](#)
[August](#)
[September](#)
[October](#)
[November](#)
[December](#)

[July](#)
[August](#)
[September](#)
[October](#)
[November](#)
[December](#)

Challenge Categories



SERVES OUR HYPERLOCAL EFFORTS

- Our ambassadors will provide rich insights that will inform our brand on how to show up authentically in key cities.
-



AMPLIFIES OUR SEASONAL BRAND INITIATIVES

- 99 days of design
- Power Forward
- Holiday, etc.



FUELS OUR CONTENT ENGINE

- Our ambassadors will exist as in-house creators, always producing authentic, high quality content.
- Our ambassadors will create content that we will be able to repurpose in all channels.



BUILDS OUR SOCIAL PRESENCE

- Our ambassadors will act as always-on creators that can quickly react to consumer trends in the most relevant places/platforms for our customers.
- Our ambassadors will become the faces of our Vistaprint TikTok account, creating authentic & consistent branded content.



PROVIDES PRODUCT FEEDBACK

- As we are testing new product solutions, we can leverage our community as a focus group for insights and feedback.
- We can use our ambassadors as a test group for new design templates.

Challenge Ideation & Management

Week	Initiative	Activation	Reward	Submission	Assets
July 11-17	Social Media	Create new business cards on Vista.com. Share an Instagram story of your new assets, using the provided overlay. Tag @vista #madewithvista	200 points	Screenshot your story and upload it into SocialLadder	Please use the image overlay in here: (link)
	<div>Product</div> <div>Downloads</div> <div>New markets</div> <div>Brand awareness</div> <div>Small business highlight</div> <div>Community engagement</div> <div>Mission</div> <div>Recruitment</div> <div>Reviews & Surveys</div> <div>Social Media</div>				

[July](#)
[August](#)
[September](#)
[October](#)
[November](#)
[December](#)

[July](#)
[August](#)
[September](#)
[October](#)
[November](#)
[December](#)

[July](#)
[August](#)
[September](#)
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[November](#)
[December](#)

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[December](#)

[July](#)
[August](#)
[September](#)
[October](#)
[November](#)
[December](#)

[July](#)
[August](#)
[September](#)
[October](#)
[November](#)
[December](#)

Challenge Checklist

Reference this checklist when creating challenges:

1. Is this challenge trackable?
2. Will this challenge drive sales?
3. Does this challenge work toward hitting a company goal/ initiative?
4. Will the ambassadors feel excited to do this? Would you do this task?
5. How much time should this take to execute?
6. Is the challenge clearly explained?
7. Do they have all the resources they need to perform the task?

How much is enough?

- 1 4-8 Challenges live in SocialLadder at a time
- 2 2 challenge minimum per month



Rewards

Give the people what they want!



Product



Cash



Prizes



Incentive Structure

This keeps ambassador working hard for your brand, and gives them the nice kick-back they deserve

- higher commission rate
- bonus system
- rewards

Hierarchy

- 1) Enhances communication and relationships
- 2) Ambassadors work towards promotions

What are the Ambassador reward tiers?

As part of the PV Brand Ambassador Program, you'll move into different reward tiers as you make more sales. The more sales you make, the more tiers you'll move up (and the more rewards and free swag you'll score!). Our Brand Ambassador Program currently has six reward tiers:

Sand Status: Congrats, you made your first sale! We'll send you a new Ambassador Pack with 5 Original bracelets!

Surf Status: Yay, you made 3 sales! Keep an eye out for your exclusive Pura Vida Charm bracelet. Super cute!

Sea Status: You're totally killing it! You've made 5 sales, and we're sending you a Pura Vida Vintage Logo tee in Black.

Star Status: You're seriously the best! You've scored 15 sales (whaaaaat?!), and we'll send you one of our best-selling Silver Wave Cuffs!

Swell Status: You're top notch! You've made it to 25+ sales, congrats! For your hard work, enjoy our best selling Pop Palm Clutch.

Sun Status: You're shining bright! You've reached an amazing 45+ sales! We're sending you our exclusive digital PV Presets to create sparkling content AND mystery style pack to add to your collection!



Community Management at Scale

Daily

- Check ambassador email account
- Check into SocialLadder

Weekly

- Pull weekly data report
- Review challenge submissions
- Onboard any new members
- Push notifications as needed

Monthly

- 1-1 call with each member
- Send monthly newsletter to ambassadors
- Create next month's challenges
- Upload challenges into SL
- Send push notification in SL on last week of the month
- See if anyone has no logged into SL this month

Quarterly

- Host a group Zoom with a special presentation
- Host an IRL get together
- Send out a program survey
- Member gifting opportunities — over and beyond, birthday, engagement, baby, etc.

Engagement Tactics



Quick wins!

- Acknowledgement
- Gifting
- Competition
- Surprise Challenges
- Hot Rewards

Bumble



Concern

1. Company concerns about an ambassador management platform

Result

2. Increased participation
3. Increased recruiting efforts
4. Increased visibility into data & analytics
5. **Increased meaningful relationships with ambassadors**

Application

To apply to be an ambassador - we need to ask you some questions

Basic information

First Name Last Name

First Email

Other Address

Address

Age Date of Birth

Sex Gender

City Phone number

Zip Country

Application integrated into the storefront, creator directly connect their socials

Candidate Review



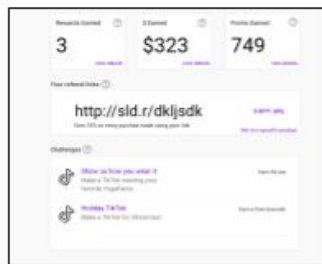
Applications are enriched using the SL Discovery Module - engagement rates, UGC quality and more

Invite



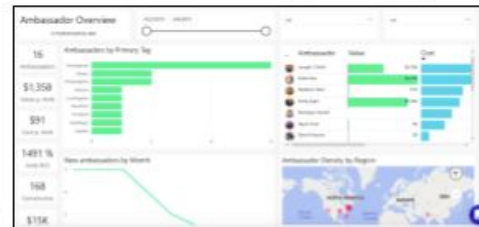
Accepted creators are invited with a fully branded welcome email

Creator Experience



Creator's dashboard is integrated into the storefront - showing them where they stand and what their tasks are

Admin Portal: Manage / Analyze / Scale



SocialLadder's robust reporting and analytics power the back end experience

Q&A Session



**AND THE
WINNER
IS...**



Thank you!

