

Brand Ambassador Program Template

1: Overview

Define when you want your ambassador program to launch

Briefly outline all the elements you'll need in place prior to launch day

2: Goals and KPIs of the program

What goals will the ambassador help you accomplish?

What related KPIs will you measure?

3: Plans for ambassador tracking and software

How will you track ambassador marketing efforts to make sure the program reaches its goals?

Will you use brand ambassador software? Which one?

4: Type(s) of ambassadors you want

Which type(s) of ambassadors will best meet your needs?



5: Expectations for ambassadors

Will they promote you online, offline, or both?

Detail expectations for the online promotions, such as platforms they'll use

Detail expectations for offline promotions, such as representing your brand at events or planning their own events (if applicable)

6: Rewards and benefits for ambassadors

How will you reward ambassadors for their efforts?

When will brand ambassadors be rewarded?

What must brand ambassadors accomplish before they're paid? (if applicable)

How will you thank ambassadors for their time, outside of rewards?

7: Screening potential ambassadors

What makes your ideal brand ambassador?

How will you design your application and screening process to evaluate ambassadors?

How many ambassadors do you aim to recruit?

8: Finding potential ambassadors

What's your plan to look for your ideal ambassadors? Will you actively find your own ambassadors or upload an open application?



9: Recruiting ambassadors

How will you invite prospective ambassadors to join your program?

How will you welcome new ambassadors to your program?

10: Brand ambassador contract

What will you include in your brand ambassador contract?

Will ambassadors be contracted for a given period, or have an open-ended contract?

11: Training ambassadors

What medium(s) will you use to train ambassadors?

What guidelines should they know about your brand, communication, messaging, etc.?
What messaging and practices should ambassadors avoid?

What assets will you provide them? How will you equip ambassadors to promote you?

12: Communicating with ambassadors

How will you inform ambassadors about new products, brand updates, and program updates?

How will you give and receive ambassador feedback?

How can ambassadors contact you if they have questions?

