

Brand Ambassador Basics

QUESTIONS TO ASK YOURSELF

- What is your **professional brand**? Is your brand personal or tied to your business? (For example, Stacy Jones Hair Designs vs Acme Studios.)
- **What brands** would you be interested in representing?
- Do you have any **previous experience** working with brands as an ambassador?
- How have your past **social marketing campaigns** performed?
- **How does your brand relate** to the brand for which you'd like to be an ambassador?
- How many **social media platforms** do you have a presence on?
- **How active are you** on your social platforms?
- **How many followers do you have** on your social media platforms? (Many larger brands require 10k+ on YouTube and Instagram.)
- **How engaged** is your social audience? (For example, do your posts typically get a large amount of comments, likes, tags, or re-shares?)
- Can you **connect the brand** with their target audience? If not, are there steps you could take to make that connection?
- Can you **produce the level of content** that's representative of the brand?

ACTION ITEMS

- Implement a **professional and authentic online presence** to promote your business.
- **Customize your message** to fit the platform, instead of cross-posting the same content across multiple channels.
- Research the **ambassadorship requirements** for the brands you want to represent.
- Draft a **personal statement** explaining why you'd like to represent these brands.
- **Gather any data** you have available to demonstrate your value as a brand ambassador.
- Invest in a **professional camera** or **hire a photographer** to help create new content that appeals to your audience and helps grow your network of influence.
- Explore other **social platforms** where you don't have a presence or have opportunities to build your presence and expand your audience.
- Create and post **helpful, professional tutorials and vlogs** on Instagram, YouTube, or Facebook.
- Consider if adding a **blog, guest post, or op-ed** on business-facing sites or industry publications will help you expand your network.
- Use **targeted, intentional hashtags** on your social platforms to help the brands you want to represent locate you in a sea of talent.
- **Be consistent in engaging** with your audience. The more engagement you have, the greater your influence.
- **Enlist your local client base** to help! **Positive reviews, likes, comments and re-shares** expand the reach of your personal brand, making you a stronger candidate for brand ambassadorship.

