

# BRAND AMBASSADOR FUNNEL

## FUNNEL OVERVIEW

The brand ambassador funnel works by creating a structured and automated process for businesses to recruit and manage brand ambassadors.

This process includes:

◆ **Creating a landing page:**

The funnel creates a landing page where businesses can advertise the opportunity to become a brand ambassador. This page explains the benefits of becoming a brand ambassador and invites users to apply by providing their contact information.

◆ **Qualifying Applicants:**

The funnel uses a set of criteria to evaluate and qualify applicants. This can include factors such as their social media presence, engagement rates, and other relevant metrics to your brand, as this can be fully customized to your brand's needs.

◆ **Onboarding brand ambassadors:**

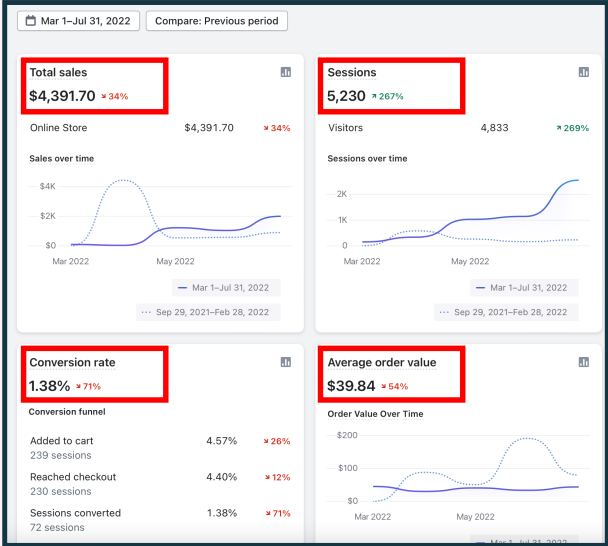
Once an applicant is approved, the funnel provides them with instructions on how to make a purchase (often at a discount) to become an official brand ambassador. The funnel also provides resources and training materials to help ambassadors promote the brand effectively.

◆ **Managing and rewarding brand ambassadors:**

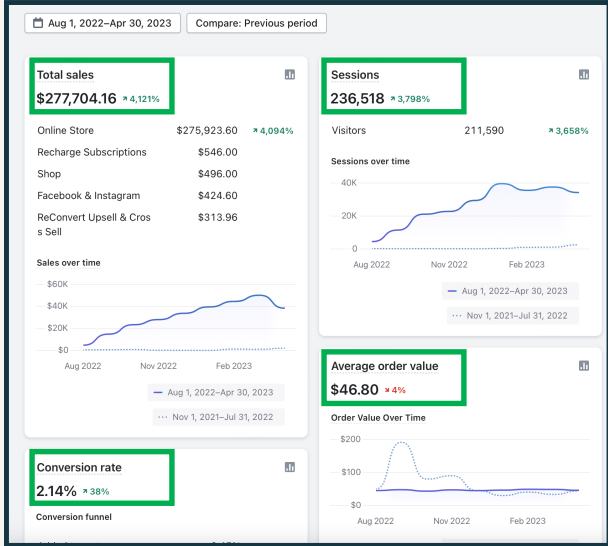
The funnel provides tools for businesses to manage and communicate with their brand ambassadors, as well as track their performance and reward them for their efforts.

# RESULTS

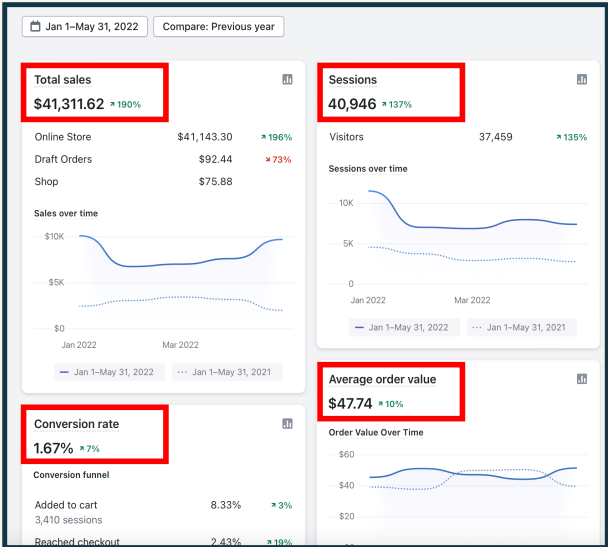
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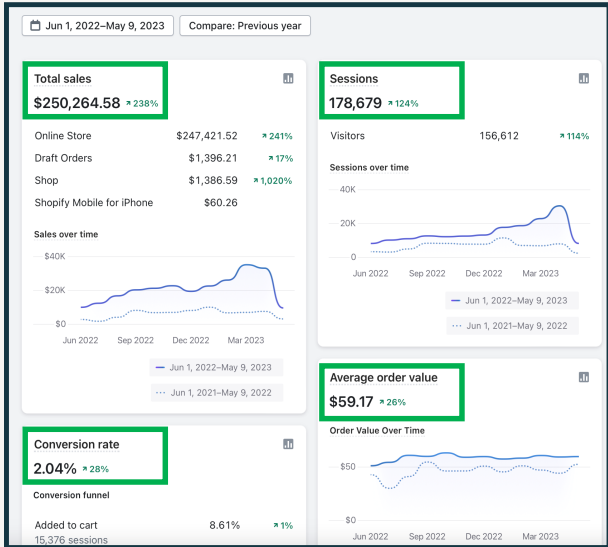
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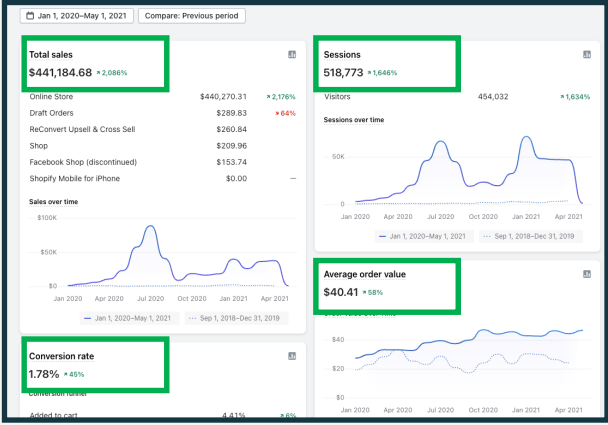
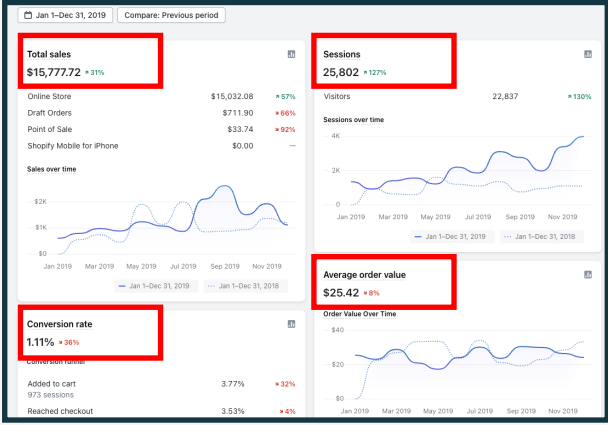
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# RESULTS

## BEFORE

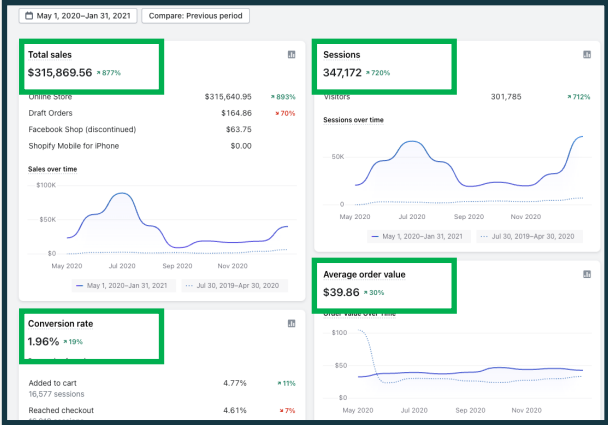
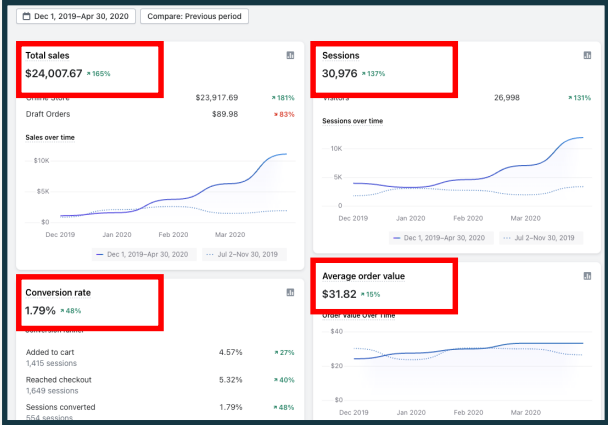
## AFTER



**HABITS**

## BEFORE

## AFTER



## **BENEFITS TO THE FUNNEL**

Some of the benefits of becoming a brand ambassador through the funnel include:

- ◆ Access to exclusive discounts and promotions
- ◆ The opportunity to build a personal brand and gain social media exposure
- ◆ The ability to connect with like-minded individuals and build a supportive community
- ◆ The chance to earn rewards and incentives for promoting a brand that they love

Overall, the brand ambassador funnel offers a unique and effective way for businesses to leverage the power of social media and build a community of brand ambassadors who can help promote their brand and increase their reach.

## PURPOSES & KEY FEATURES

- ◆ Addresses advertising challenges by offering a customized technology
- ◆ Generates more organic engagement
- ◆ Reduces ad costs
- ◆ Increases the reach of ad campaigns
- ◆ Grows your email and SMS list
- ◆ Consolidates and streamlines the ad campaign process
- ◆ Provides a personalized and enhanced experience to potential customers
- ◆ Offers measurable results and analytics to optimize campaigns

## CHALLENGES WITH PAID ADS

### ◆ **High cost per impression:**

Running ads on social media platforms can be expensive, and the cost per impression (the cost of showing your ad to a potential customer) can vary depending on the platform, audience, and other factors. This high cost can limit the reach of your ad campaigns and reduce the ROI for businesses. It takes 4-6 impressions on FB before someone purchases. With the funnel, we can make impressions 2-6 free!

### ◆ **Low engagement rates:**

Even if your ad reaches many people, there is no guarantee that they will engage with your content or take action (such as making a purchase or subscribing to your email list). Low engagement rates can make it difficult for businesses to achieve their advertising goals and generate revenue.

### ◆ **Limited reach:**

Facebook, Instagram, and TikTok have algorithms that determine which posts and ads are shown to users, based on factors such as relevance, engagement, and advertising budget. This can limit the reach of your ad campaigns and make it difficult to target specific audiences.

## SOLUTIONS TO HIGH AD COSTS

The brand ambassador funnel offers several solutions to the challenges of FB ads that were highlighted in the introduction of the presentation. Here are some ways in which the funnel can address these challenges:

- ◆ Reducing the cost per impression
- ◆ Improving engagement rates
- ◆ Growing your email list
- ◆ Building a community of brand ambassadors

# AMBASSADOR FLYERS



## CONCLUSION:

The brand ambassador funnel is a custom-coded technology that provides a unique solution to the challenges of Facebook, Instagram, and TikTok ads. By leveraging the power of word-of-mouth marketing, businesses can reduce their cost per impression, improve engagement rates, grow their email list, and build a community of brand ambassadors.

Compared to traditional advertising channels, the brand ambassador funnel offers several advantages, including more authentic content, a more targeted audience, and a sense of community among customers. We encourage the audience to take action and sign up for the brand ambassador funnel to experience the benefits firsthand. Our team of experts is ready to assist businesses with setting up and optimizing their funnel to achieve their advertising goals more effectively.