



2021 / 2022 Ambassador search

What is a brand ambassador?

Most simply, a brand ambassador is an individual who promotes a brand in order to raise awareness and boost sales. A brand ambassador will showcase the company products and services, inform the public of relevant brand news, and promote and appear at brand events. Ambassadors maintain an ongoing relationship with brands, sometimes for a year or longer, and endorse the brand and its products over time based on the business goals for that brand.

What is a Brand Ambassador Program?

A brand ambassador program is a business program that organizes brand ambassadors and creates an ongoing, working relationship between the brand and its ambassadors. A brand ambassador program is used to manage the ongoing, working relationship between the brand and its ambassadors, and provide ongoing training and instruction for its ambassadors, as well as support. Most brand ambassador programs work closely with other areas of the business, such as marketing, sales, customer service, and product design.

The goals of this ambassador program

- Increase brand awareness

Through the brand ambassador program, you are reaching out to a wider audience that can connect with our brand. This will help spread awareness and grow our brand.

- Generate sales

One of the most important goals of a brand ambassador program is that of generating sales. When an ambassador recommends a brand or products, their followers will likely believe their recommendations and (hopefully) make a purchase.

- Customer retention

The brand ambassador program can also play a major role in customer retention. When people see that a brand's associated with someone they already trust, they'll trust the brand, and this may help ensure they CONTINUE purchasing.

- Improve brand image

Your audience trusts you. When you promote a brand as an ambassador, it comes across as a stamp of authenticity. This can build both the brand's and your own image.

Your role as a Hampton And Harlow Equestrian ambassador-

- Social media promotion
- Content creation
- Product demonstration

- Community interaction
- Giveaways
- Networking events/competitions
- Word of mouth marketing

Now that you have the basic knowledge on the functions of an ambassador program, we can get a little more personal. As an ambassador you will be an extension of our brand and what we stand for, so it's important we get to know you and why you think you will be a good fit.

Please answer the following questions

Name:

Age:

Social Media user name / handle:

State / Country:

Email:

Now you know a little more about what is expected of an HHE ambassador, what are you hoping to get out of being an ambassador?

What do you think your main responsibilities will be as an ambassador?

Are you familiar with our products/services? What product is your favourite and why?

What are your biggest achievements personally and with your horse/s?

What word-of-mouth techniques do you think are most effective?

Do you leave online reviews for products? Why/why not?

Would you be willing to consistently share the brand with your network? What are some creative ways to do so?

Have you ever collaborated with brands in the past? Do you have any current collaborations?

As a part of the ambassador program one of your main roles will be creating and submitting content for our social channels. Our Instagram @HamptonAndHarlowEquestrian is where we create most of our engagement with customers, hence why it is so important.

Instagram is a highly visual platform making it a great outlet for creatives and an important tool for businesses. Spotting something on Instagram is the modern version of a recommendation by a friend. Aspirational but attainable, that's the magic combination.

Tips for creating good content

- Natural lighting
- Original photos -no filters, we have a lot of great professional recourses that our team uses to edit content so it's best we have the opportunity to play with these on an untouched image.
- Clear product placement -This one is super important, make sure there isn't too much going on in the photo that it takes away from its purpose; our product!
- Don't be afraid to stray from standard. Yes, we are an equestrian fashion label but that doesn't mean you are limited to those themes. Incorporate textures, colours, patterns. Shots can be candid or posed, usually the best photos are taken by someone else. This can be a family member or friend.
- Selfies are always fun though!

The importance of hashtags and how to use them

Hashtags are super useful - they help to increase the visibility and shareability of your content across social media, they let you grow your audience, and they can open your content up to greater discussion.

That said, if you overload your social content with too many irrelevant hashtags, then you'll risk making your post unreadable, and diluting the importance of the more relevant ones.

Some example feeds



