

# Adorned With Delight



## Brand Ambassador Program Guide

[adornedwithdelight.com](http://adornedwithdelight.com)  
[contact@adornedwithdelight.com](mailto:contact@adornedwithdelight.com)  
Instagram/Facebook: @adornedwithdelight

Hello there,

I am Madalyn and I am the founder of Adorned With Delight. I am so happy that you have shown interest in our brand ambassador program. With the help from our ambassadors AWD is able to reach new customers and our message can be shared with a wider audience.

We appreciate our ambassadors and all that they do for us. We want to support them and welcome them into our AWD family.

Within the following pages I have put together some information regarding our ambassador program. Hopefully it will be able to explain, in further detail, what we expect from our ambassadors and what they can expect from us. If becoming an ambassador seems like something that you want to pursue then contact us through our social media or send us an email and we will get back with you soon.

Thank you so much for your interest and I hope that we will have the chance to work together soon!

Warmest Wishes,

A handwritten signature in black ink that reads "Madalyn D." with a stylized flourish at the end.

Madalyn Dobbs

Founder, Adorned With Delight

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## What Is An Ambassador?

An ambassador is someone who wants to help spread the word about a brand/business that they love and support. They want to share the brand and its message with their family, friends, and followers.

## What Do They Do?

An ambassador shares a brand's message and content with others through many channels such as by word of mouth, social media, events, and more. They may do this by wearing a brand's merchandise, talking about it to friends and family, passing out flyers at events, and posting on their social media channels.

Our ambassadors are also welcome to write blog posts, create social media posts, help with email campaigns, and share their ideas for the business if they want to. Like we have said, we want to include our ambassadors in as much as we can and we want to give them the recognition they deserve. After all, our ambassadors are our helping hand.

## Qualities Of An Ambassador

An ambassador is someone who:

- genuinely loves and supports the brand
- wants to share the message of the brand
- wants to help the brand reach a wider audience
- is excited to work with the brand
- enjoys communicating with others
- is comfortable with approaching others about the brand
- is organized
- is good with time-management
- can meet deadlines, if needed
- is open to sharing brand-related content on their social media accounts.

## How It Works

The ambassador will either share the brand's content or create original content to share on their (the ambassadors) social media accounts. When the brand has a new campaign, makes an announcement, has new arrivals, attends an event, etc. the ambassador will share the news on their social media accounts as well as share the news via other channels discussed earlier.

Ambassadors will share the brand with their friends, family, coworkers, etc. It should be noted that we will never ask you to shove every new announcement in your friends and family's faces as we understand that this can be annoying for the other parties involved. We just like to include this if the scenario ever arises that would make it comfortable and appropriate to share the brand's content in these instances.

Ambassadors will be given discount codes to share with others. This way we can give new customers a deal and we can keep track of who is influencing the most sales.

The ambassador may be asked to post content including the brand's products. For instance, if a new product was just released, we may ask you to include the product in a picture and post it to social media with designated hashtags.

The ambassador might have the chance to pass out flyers or announcements at events or related activities.

The ambassador will be encouraged to represent the brand's merchandise or products by wearing the merchandise and/or hosting giveaways with the brand's products.

Ambassadors may be asked to purchase the brand's products occasionally for use in promotional photos and for representing the brand by wearing/using the products. We realize that this costs the ambassador so we have created a few benefits to offset these costs. They will be discussed on the next page.

Along with the above-mentioned tasks, there may be new ones that arise if they are needed.

## Benefits

As a brand ambassador you will receive these benefits:

- recognition on our social media and website
- reposts/mentions/tags of your social media
- ability to be involved in other aspects of the business such as writing blog posts, sharing ideas, helping with email campaigns, and attending events, if applicable
- a discount code for 20% off of everything in the store
- participation in our reward program (earn \$1 of store credit for every order that utilizes the discount code that you provide them)
- possibility of receiving free products, if applicable



## Closing Notes

If becoming a brand ambassador for Adorned With Delight interests you and you want to pursue becoming one, then contact us using the information listed below and we will let you know the next steps.

We hope that you will become a part of the community so that we can help share our message to others around the world. We look forward to speaking with you and we are excited to have you become a part of the team. Thanks to our brand ambassadors more and more people will know what AWD is and they will be exposed to the message that we hope to share.

## Contact Information

Email: [contact@adornedwithdelight.com](mailto:contact@adornedwithdelight.com)

Instagram/Facebook: @adornedwithdelight