



## 2016 Brand Ambassador FAQ

### **What is a Brand Ambassador?**

A brand ambassador embodies the core purpose of The Carousel Horse to help strengthen the customer-product/service relationship and influence a larger audience to buy and consume more. Predominantly, a brand ambassador is known as a positive spokesperson who helps create brand awareness.

### **What will my involvement be?**

We look to our Ambassadors to actively promote our brand and products, which you probably do already! Through this program, we just ask that you take that promotion to the next level. Our Ambassador requirements are aligned with our business process, and may include, but are not limited to:

- Help us create a buzz for a new product or a seasonal campaign through promotions on social networks (blogs, posts, pictures, videos, etc). An example of such content would be posting a selfie wearing breeches, boots, etc., with our company hashtag #shopCHT.
- Share brand messages on social networks. This is the most basic ambassador requirement.
  - We ask that you actively help us promote, at least 4 times a month on one or more platforms, using proper tagging and hashtags. Anything more than that is icing on the cake! Here are just a few examples:
    - Original posts
    - Share posts from Carousel Horse
    - Product reviews posted to social
    - Share our monthly blogs
- Give ideas for new products, companies or partners we should align with.
- Write commentary or feedback on our products – this may be on the website or in follow up to a social media post.

### **Are there incentives to being a Brand Ambassador?**

Of course! We appreciate your assistance, so we will be sure the love is reciprocated! While you will not be paid monetarily, we want to be sure you are recognized for all your hard work! You are, in fact, part of our team! Incentives may include, but are not limited to:

- Access to store promotions
- Involvement in meetings/new product rollouts/new product previews
- Promoted as BAs on our website and social media pages
- And MORE!

### **How long is a Brand Ambassador contract?**

Currently, our program will run on a six month term. At that time, you can reapply to stay on as an Ambassador. We will add new representatives as we go on. If at any time you feel you cannot uphold your part of the Ambassador deal, you can opt out of the program.



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### **How will my Brand Ambassador success be measured?**

The harder you work, the more successful the program will be! We will be measuring your success as we go. Tracking may include, but is not limited to:

- Social sharing – photos and videos shared from the CHT pages
  - At minimum, we ask you post at least 4 times monthly
- Original content – social posts from the BAs about the brand
- Shares on the content produced or shared by the BAs
- Social conversions due to BA content – email list sign-ups, product purchases, FB likes or Twitter follows, etc

### **Should I look into my show organization's rules about being a Brand Ambassador?**

Yes, we recognize that many equestrian associations have parameters around participation in Ambassador Programs, depending on your rider status (Junior, Amateur, Professional). Please review your show organization's rules and regulations.