

MODESENS

ModeSens Ambassador Program

Q3-Q4 Strategy

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Main Objectives/KPIs

Objective (O)	Key Result (KRs)
1. Increase the quantity and quality of community content	<ul style="list-style-type: none">● Needs: Identify high-quality content and content creators through data.● Define high-quality content: high views, high engagement, high conversion clicks, and sales.● Diversify affiliate engine by recruiting and engaging with niche Ambassadors
2. Enhance user engagement on the website through community content	<ul style="list-style-type: none">● Increase the number of PCG & UGC users engaging with the community (more viewer● Increase the number of PCG & UGC users interacting with the community (posting content and interacting with content).● Our Affiliate Program is and should be relationship-driven.
3. Increase ecommerce click-through rates and sales through community content	<ul style="list-style-type: none">● Content can be trackable across these channels: in the community, on PDP (Product Detail Page), banners, and emails, and be trackable across these channels.● Content can help foster a more dedicated community among Regular (UGC) users.
4. Increase the number of high-quality ambassadors	<ul style="list-style-type: none">● Discover high-quality ambassadors are those individuals who create valuable content for MS and contribute significantly to its revenue generation.● Define what is valuable content for ModeSens Community that effectively engages MS users, encourages repeat visits, and drives e-commerce conversions (clicks and sales).● Produce effective revenue generation for ModeSens transactions generated through on-site content, motivating ambassadors to consistently create content for MS, as well as transactions generated through off-site sharing.
5. Social Campaign: Increase engagement on social media utilizing Ambassadors/Community	<ul style="list-style-type: none">● Produce effective social collaborations and results via reach, likes and views via social media.● Integrate Ambassadors into social channels to foster community and trust.

Identify Successful (Sales) Ambassador Community Content

Type	Content ID	Link	User ID	Username	Closet Link	Total Likes/Comments	Pre-Return Sales via This Content	After-Return Items Sold via This Content	After-Return Sales via This Content
Customized List	9715928	https://modesens.com/list/9715928	2228427	dollars16	https://modesens.com/closet/dollars16	0	\$334.00	4	\$334.00
Customized List	9148749	https://modesens.com/list/9148749	1633147	ChasingDesigners	https://modesens.com/closet/ChasingDesigners	0	\$1,331.00	1	\$980.00
Customized List	8684445	https://modesens.com/list/8684445	1935196	ClaSh	https://modesens.com/closet/ClaSh	0	\$76.19	2	\$76.19
Customized List	8875561	https://modesens.com/list/8875561	653088	real_rossety	https://modesens.com/closet/real_rossety	0	\$69.00	1	\$69.00
Image Post	1866378	https://modesens.com/post/official_lexpaigne-tropical-mood-1866378/	1369018	marynaholovanova	https://modesens.com/closet/marynaholovanova	6	\$1,045.89	0	\$0.00
Image Post	1866168	https://modesens.com/post/official_lexpaigne-tropical-mood-1866168/	757553	ANFashionConsultancy	https://modesens.com/closet/ANFashionConsultancy	18	\$772.63	7	\$469.05
Like List	9402081	https://modesens.com/list/9402081	2210142	forleostyle	https://modesens.com/closet/forleostyle	0	\$120.00	1	\$60.00

Identify Successful (Sales) Ambassador Community Content

Type	Content ID	Link	User ID	Username	Closet Link	Total Likes/Comments	Pre-Return Sales via This Content	After-Return Items Sold via This Content	After-Return Sales via This Content
Like List	9372050	https://modesens.com/list/9372050	2202886	byiconofficial	https://modesens.com/closet/byiconofficial	0	\$233.10	1	\$233.10
Like List	9451229	https://modesens.com/list/9451229	2222016	kellyannshuman	https://modesens.com/closet/kellyannshuman	0	\$252.00	0	\$0.00
Like List	9545431	https://modesens.com/list/9545431	2244228	Fieldedstyle	https://modesens.com/closet/Fieldedstyle	0	\$33.75	1	\$33.75
Normal Blog	10102	https://modesens.com/blog/10102	1633147	ChasingDesigners	https://modesens.com/closet/ChasingDesigners	0	\$2,356.47	0	\$0.00
Normal Blog	10184	https://modesens.com/blog/10184	1439441	byniavali	https://modesens.com/closet/byniavali	0	\$1,449.70	6	\$1,449.70
Others	N/A	N/A	528241	xamanda_rose	https://modesens.com/closet/xamanda_rose	0	\$64.00	0	\$0.00
Others	0	https://modesens.com/list/0	1633147	ChasingDesigners	https://modesens.com/closet/ChasingDesigners	0	\$506.00	0	\$0.00
Video Post	1856098	N/A	528241	xamanda_rose	https://modesens.com/closet/xamanda_rose	0	\$88.00	1	\$88.00

Top Performing Regular Content (System/Customized Lists)

Content Type	Content ID	Content Link	User ID	Username	Closet Link	Pre-Return Sales via This Content	After-Return Items Sold via This Content	After-Return Sales via This Content
Alert List	9247274	https://modesens.com/list/9247274	2173023	badco	https://modesens.com/closet/badco	\$1,063.99	0	\$0.00
Like List	9048648	https://modesens.com/list/9048648	2125320	chemaly	https://modesens.com/closet/chemaly	\$365.00	5	\$365.00
Like List	9337187	https://modesens.com/list/9337187	2187142	leilanieaton22	https://modesens.com/closet/leilanieaton22	\$1,140.00	4	\$1,140.00
Like List	8852082	https://modesens.com/list/8852082	2078733	rodolfo8876	https://modesens.com/closet/rodolfo8876	\$161.00	1	\$137.00
Like List	8852086	https://modesens.com/list/8852086	2078734	charmaine15	https://modesens.com/closet/charmaine15	\$157.00	2	\$157.00
Like List	9491357	https://modesens.com/list/9491357	2231493	ellieshopping6	https://modesens.com/closet/ellieshopping6	\$152.00	2	\$152.00
Alert List	8758245	https://modesens.com/list/8758245	2056170	martynenko_irina	https://modesens.com/closet/martynenko_irina	\$125.00	1	\$67.00
Others	403031	https://modesens.com/list/403031	102649	iposhipod	https://modesens.com/closet/iposhipod	\$450.00	0	\$0.00
Customized List	8962987	https://modesens.com/list/8962987	1978100	tita8	https://modesens.com/closet/tita8	\$947.74	1	\$947.74
Like List	8834785	https://modesens.com/list/8834785	2074554	nelli86	https://modesens.com/closet/nelli86	\$114.13	1	\$114.13

Top Performing Regular Content (System/Customized Lists)

Content Type	Content ID	Content Link	User ID	Username	Closet Link	Pre-Return Sales via This Content	After-Return Items Sold via This Content	After-Return Sales via This Content
Like List	9047537	https://modesens.com/list/9047537	2125049	luforc	https://modesens.com/closet/luforc	\$495.00	1	\$495.00
Like List	9058130	https://modesens.com/list/9058130	2127590	ashish321	https://modesens.com/closet/ashish321	\$70.00	1	\$70.00
Like List	9077899	https://modesens.com/list/9077899	2132231	mona089	https://modesens.com/closet/mona089	\$255.82	1	\$255.82
Like List	9118695	https://modesens.com/list/9118695	2142020	jrr.esq	https://modesens.com/closet/jrr.esq	\$448.50	1	\$448.50
Like List	9164198	https://modesens.com/list/9164198	2153018	quintana6	https://modesens.com/closet/quintana6	\$190.41	0	\$0.00
Like List	9208054	https://modesens.com/list/9208054	2163519	mardez.7	https://modesens.com/closet/mardez.7	\$95.00	0	\$0.00
Like List	9424183	https://modesens.com/list/9424183	2215504	nippercamiera	https://modesens.com/closet/nippercamiera	\$74.25	1	\$74.25
Like List	9456453	https://modesens.com/list/9456453	2223225	michel56	https://modesens.com/closet/michel56	\$39.99	1	\$39.99
Recent List	8533124	https://modesens.com/list/8533124	2007153	marthedua181	https://modesens.com/closet/marthedua181	\$435.62	1	\$435.62
Recent List	8774811	https://modesens.com/list/8774811	2060122	hmadraza90	https://modesens.com/closet/hmadraza90	\$561.08	1	\$561.08
Recent List	9588869	https://modesens.com/list/9588869	2254429	arr.	https://modesens.com/closet/arr.	\$205.02	0	\$0.00
Recent List	9600056	https://modesens.com/list/9600056	2257048	rainawohlers	https://modesens.com/closet/rainawohlers	\$208.00	1	\$208.00
Alert List	9346989	https://modesens.com/list/9346989	2196842	s_asl	https://modesens.com/closet/s_asl	\$135.00	1	\$135.00

Top Performing Ambassador Content (*Engagement*)

Content Type	Content ID	Content Link	User ID	Username	Closet Link	Total Likes	Total Comments
Image Post	1847910	https://modesens.com/s/bOU/	1524907	Srhlooks	https://modesens.com/closet/Srhlooks	301	1
Video Post	1839155	https://modesens.com/s/bOb/	1704770	Nenna	https://modesens.com/closet/Nenna	272	2
Video Post	1866497	https://modesens.com/s/bOc/	1704770	Nenna	https://modesens.com/closet/Nenna	272	2
Image Post	1854134	https://modesens.com/s/bOV/	1524907	Srhlooks	https://modesens.com/closet/Srhlooks	256	1
Image Post	1844957	https://modesens.com/s/bOW/	1354363	stephanielanzante	https://modesens.com/closet/stephanielanzante	255	2
Image Post	1871141	https://modesens.com/s/bOY/	840548	lashawnamoore	https://modesens.com/closet/lashawnamoore	252	3
Image Post	1823815	https://modesens.com/s/bOZ/	1524907	Srhlooks	https://modesens.com/closet/Srhlooks	240	0
Image Post	1865625	https://modesens.com/s/bOa/	1524907	Srhlooks	https://modesens.com/closet/Srhlooks	240	1
Video Post	1860953	https://modesens.com/s/bOd/	1038185	styledbykemi	https://modesens.com/closet/styledbykemi	238	3
Video Post	1849693	https://modesens.com/s/bOe/	1704770	Nenna	https://modesens.com/closet/Nenna	230	2

2024 Top Performing Merchant Content

Total After Return Sales

- Items Sold: 120
- Merchant Sales: \$28,862.80 (After Returns)
- *No Real Comments or Likes
- All Image Posts

Why they work?

- Tagged to store pages of merchants
- Tagging top selling products
- We can apply by doing more each day with Community Coordinator publishing from trend report/partner emails sent to content.

User ID(Creator)	User Name	Registration Date	Closet	Pre-Return Items Sold via This Content	Pre-Return Sales via This Content	After-Return Items Sold via This Content	After-Return Sales via This Content
15456	SSENSE	2016-04-26 0:00:00	https://mode.sens.com/closet/SSENSE	27	\$5,457.00	16	\$1,832.00
15456	SSENSE	2016-04-26 0:00:00	https://mode.sens.com/closet/SSENSE	3	\$2,627.23	0	\$0.00
15456	SSENSE	2016-04-26 0:00:00	https://mode.sens.com/closet/SSENSE	4	\$2,567.50	0	\$0.00
16564	MYTHERESA	2016-05-23 0:00:00	https://mode.sens.com/closet/MYTHERESA	2	\$1,715.00	2	\$1,715.00
15456	SSENSE	2016-04-26 0:00:00	https://mode.sens.com/closet/SSENSE	1	\$1,350.00	1	\$1,350.00
15456	SSENSE	2016-04-26 0:00:00	https://mode.sens.com/closet/SSENSE	1	\$1,350.00	1	\$1,350.00
15456	SSENSE	2016-04-26 0:00:00	https://mode.sens.com/closet/SSENSE	2	\$1,334.00	1	\$667.00
16564	MYTHERESA	2016-05-23 0:00:00	https://mode.sens.com/closet/MYTHERESA	1	\$1,330.23	1	\$1,330.23
15456	SSENSE	2016-04-26 0:00:00	https://mode.sens.com/closet/SSENSE	1	\$1,114.81	1	\$1,114.81
15456	SSENSE	2016-04-26 0:00:00	https://mode.sens.com/closet/SSENSE	3	\$934.00	3	\$934.00

Identify Successful (Sales-Recap) PGC/UGC Community Content

Total After Return Sales

PGC: \$3,792.79

UGC: \$5,803.13

Why the Community isn't Working

Lack of Clear Marketing efforts: We are not effectively reaching our target audience through social media, email campaigns and online banners. We need more support via cross promotion.

Clear Product Offering: We are not clearly showing new/existing users clear reasons to visit our ModeSens Community. We need to be solving a specific problem for our customers.

User Actions: Users can not like lists or save them, if we change this we can increase engagement and potentially conversions.

What is Working in our Community

Lists: Focus our efforts on leveraging user-generated content (UGC), specifically customized and system-generated lists. These drive the most sales. These lists are easy to create and enhance the shopping experience by catering directly to customer preferences. By refining and promoting UGC-driven lists, we can maximize our impact on sales and foster greater community engagement efficiently.

Posts with Sales/Merchants: Users want to come to ModeSens to solve their program of finding the best deals on products, these posts help accomplish that while also answering the question of what is trending.

Identify Successful (Sales-Recap) PGC/UGC Community Content

Top Content

Lists: Lists excel on our online community for their clarity and efficiency in conveying information and product recommendations quickly. They cater to diverse interests, offering curated content that resonates with our audience. Lists also encourage user interaction and sharing, fostering community engagement and boosting sales through user-generated content and recommendations. Prioritizing lists enhances both the user experience and sales potential of our platform effectively.

Unboxing Videos: These videos showcase products in a tangible and engaging way, offering potential customers a firsthand look at what our partner brands offer. Unboxing videos build excitement and curiosity, encouraging viewers to explore more about your brand.

Trends & Challenges: The majority of our posts, whether photos or videos, align with current trends. By joining these topics, we tap into existing audience interest, boosting organic brand exposure effectively. This strategy leverages trends to enhance visibility and engagement within our community.

Brand Mention or Hashtag: Encourage creators to feature your products prominently in their content, using branded hashtags or mentions. These have proven successful for us if choosing relevant and more generic themed hashtags. This tactic enables potential customers to explore more about brands/themes through related posts.

Style Inspo posts: Create content that highlighting unique styles/outfit inspiration. This positions ModeSens as a place to inspire buying and assist potential customers in making informed decisions by showcasing products in style guides.

New Roles: ModeSens Community

New Role to Add: Community Coordinator

Given the close relationship between the ModeSens Community and the Ambassador Program, I believe that instead of a Manager role, we should focus on an entry-level position that centers around engagement and facilitating cross-collaboration. The responsibilities of the Entry-Level Online Community Coordinator will include monitoring and interacting with our online community on various platforms, promptly responding to inquiries, creating and curating engaging content, assisting in organizing community events, collaborating with other teams to ensure consistent messaging, identifying growth opportunities, collecting and analyzing feedback, and fostering a positive community atmosphere.

It is essential to have a ModeSens Community Coordinator under my supervision to elevate the growth and engagement of our online community. This entails clearly defining the role, recruiting a suitable candidate, and providing structured onboarding and training. By establishing measurable goals, offering ongoing support, and promoting collaboration, we can ensure that the coordinator effectively enhances community management, communication, and relationships with stakeholders. Regular feedback and evaluation will refine strategies, ultimately driving the growth and vibrancy of our online community.

Main Tasks Would Be:

- Engagement with All Users on Platform (Comments, Likes)
- Monitor Posts
- Create Posts/Lists for ModeSens Main Closet
- Manage Community Banners
- Direct Messages to Users on Profile Updates

What We Want Out of the Ambassador Program with UGC/Community Themes?

The Why: The ModeSens Ambassador Program focuses on leveraging community members to enhance brand engagement and visibility through user-generated content (UGC).

How: Ambassadors create diverse content such as blogs, videos, and social media posts to share their experiences with ModeSens products.

Community Crossover: They actively engage with the community, fostering discussions and providing valuable feedback to improve the platform. Ambassadors serve as advocates, spreading awareness and attracting new users, while also strengthening loyalty among existing members.

Identifying Content Creation Trends

1/1-7/11/2024 Total Content Created by Ambassadors: 5,073

Customized Lists: 2,484

Photo Posts: 2,362

Video Posts: 227

1/1-7/11/2024 Total Content Created by Regular Users: 74,654

Customized Lists: 74,213

Photo Posts: 440

Video Posts: 0

How to Increase the Quantity/Quality of Community Content

We will start to implement the following:

1. Credit for Posting Milestones

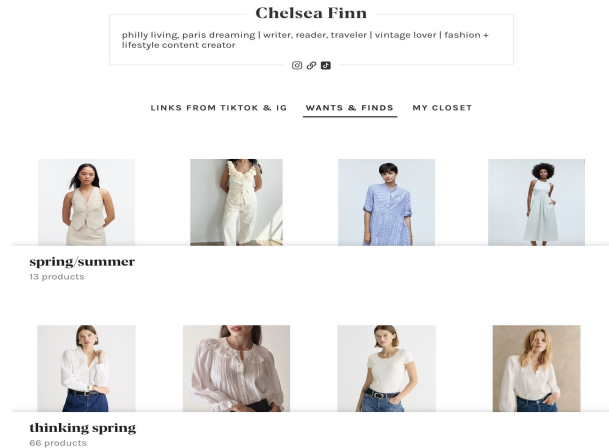
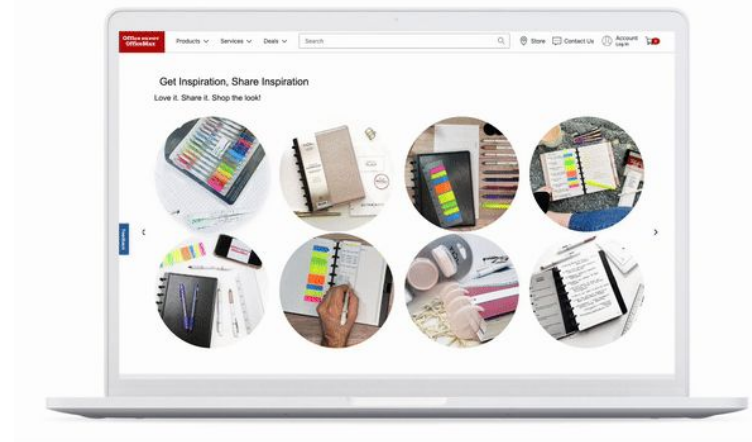
- ThredUp does this with their Ambassador Program.
- Set up a requirement date or amount of posting i.e 5 posts required a month.
- How ThredUp program works is as an Ambassador you will get credit put in your account every month if you post a video/photo on time each month.

2. Product Seeding

- Have users test new products from our partner stores/brands
- Partner Team support is needed
- Goal is to onboard one collaboration in-house per month

3. Focus on Lists

- Lists are the most created by Regular and Ambassadors
- Improve the process by rebuilding the ModeSens Closet to feature highlight lists
- Focus on shoppable galleries to enhance their ecommerce strategy. (Example from Office Depot/Social Native)
- Categorize Closets to make it easier to shop/build lists i.e. beauty products, home, etc.
- Create option for users to save lists to their closets from other users.



How to Increase the Quantity/Quality of Community Content

4. Focus on Ambassadors and ModeSens Community with Community Themes

- a. Create two themes per month (as we have been) but only target Ambassadors.
- b. Focus on Ambassadors because they can generate sales for us hitting a key ROI
- c. Focus on Ambassadors because they create quality content worth the incentive of \$50 ModeSens Credit
- d. We still encourage others to participate (Regular Users) but not a focus
- e. Add launching seasonal campaigns as well tied to holidays or events that inspire members to share related stories, photos, or ideas. (*Example Christmas, Valentines Day*)
- f. Test Add dedicated months to certain brands. (Work with Partner Team to Pick Per Month)

5. Onboarding “Gifting to Get Start” Initiative

- a. Programs like Stack Influencer/ThredUp gift Ambassadors \$50 Credit when they onboard to help get started
- b. ThredUp works where they provide the \$50 credit, but what you buy with that credit also counts towards points in the rewards program. They have different tiers.
- c. "Thrift Tier" is "Superstar" and with over 300 points (that the past \$50 credits has helped the person achieve), then they can redeem a \$15 coupon. We can do this if we bring back Notes to Ambassadors or similar style coupon structure.

6. Cross-Promote Highlighting Ambassadors (Successes from Data Report Next Slide)

- a. Celebrate milestones, such as reaching a certain number of content posts/exceptional content, through shout-outs and/or virtual badges via ModeSens Closets on emails, banner and social media.
- b. Email Marketing with Ambassadors (UGC into our email marketing campaigns can be highly effective!)
- c. Highlight Ambassador successes, creators of the month, lists, posts that earn sales/highest engagement.
- d. Proven when Ambassadors “influence” we get better results.

Driven Results with Ambassadors/Community: Data Report

Ambassador Newsletter/Blog Success January 1st through July 16th, 2024

- Fathers Day Blog is number 61 newsletter with sales
- Ambassador Email is number 67 newsletter with sales
- Blog from Ambassador within top 100 of sales

Hashtag	Channel	Hashtag Category	Language	Pre Return Commissions	After Return Commissions	Pre Return Sales	After Return Sales	Commission Rate	Pre Return Items	After Return Items	Pre Return Orders	After Return Orders	Click To Merchant#	Pre Return CVR(order data
nIENF240608E0TopPicksForDadFromModesensAmba	Newsletter(nl)	Newsletter(nl)	EN	\$263	\$0	\$1,750	\$0	15%	1	0	1	0	605	0.17%
nIENF240619E0FashionsherlockIsModesensAmbas	Newsletter(nl)	Newsletter(nl)	EN	\$234	\$234	\$1,493	\$1,493	15.65%	4	4	2	2	684	0.29%
bg10184	Blog(bg)	Blog(bg)	Others	\$174	\$174	\$1,450	\$1,450	12%	6	6	1	1	4	25%
nIENF240413E0WeHerStyle	Newsletter(nl)	Newsletter(nl)	EN	\$65	\$65	\$433	\$433	15%	2	2	2	2	1,139	0.18%
nIENF240402E0WinModeseNsCreditInJustForPostin	Newsletter(nl)	Newsletter(nl)	EN	\$58	\$31	\$445	\$238	13%	2	1	1	1	33	3.03%
nIENF240522E0MustSeePicKsFromAStyleMaven	Newsletter(nl)	Newsletter(nl)	EN	\$25	\$25	\$166	\$166	15%	3	3	2	2	331	0.6%

Community Newsletter Success January 1st through July 16th, 2024

- Win ModeSens Credit in May was a Community Email in the top 100 of emails

nIENF240501E0WinModeseNsCreditInMayJustForP	Newsletter(nl)	Newsletter(nl)	EN	\$180	\$180	\$3,594	\$3,594	5%	1	1	1	1	1,857	0.05%
nIENF240702E0LuxeybythelakeGetawayStylesWinM	Newsletter(nl)	Newsletter(nl)	EN	\$156	\$156	\$1,105	\$1,105	14.12%	12	12	2	2	954	0.21%
nIENF240605E0StaycaystylEsAChanceToWinModes	Newsletter(nl)	Newsletter(nl)	EN	\$96	\$16	\$667	\$130	14.42%	3	2	2	1	2,832	0.07%

Recap: Ambassador of the Month: Emails/Blog

Emails from Ambassador of the month have 15% commission rates, all three so far since July was not launched at the time of this recap have earned sales.

Date	Content Topic	Asana Ticket	Send Count	Open Rate	+/-	CTR	+/-	Unique Clicks	Unique Opens	CTOR	+/-	Commissions	+/-	Items	Conversion Rate	+/-
4/13/2024	April Creator of the Month	https://app.asana.com/0/1201307634	845,440	6.84%	14%	0.22%	23%	1,850	40,720	4.50%	7%	\$65.00	-76%	3	0.20%	-82%
5/23/2024	May Creator of the Month	https://app.asana.com/0/1201307634	904,760	5.41%	-5%	0.13%	-18%	1,190	36,280	3.30%	-15%	\$25.00	-100%	3	0.06%	-100%
6/19/2024	June Creator of the Month	https://app.asana.com/0/1201307634	741,870	5.91%	9%	0.15%	-9%	1,130	32,040	3.5%	-12%	\$234	57%	2	0.2%	-39%

Hashtag	Channel	Hashtag Category	Language	Pre Return Commissions	After Return Commissions	Pre Return Sales	After Return Sales	Commission Rate	Pre Return Items	After Return Items	Pre Return Orders	After Return Orders	Click To Merchant#	Pre Return CVR(order data)
nIENF240413E0WeHerStyle	Newsletter(nl)	Newsletter(nl)	EN	\$65	\$65	\$433	\$433	15%	2	2	2	2	1,139	0.18%
nIENF240619E0FashionsherlockIsModesensAmbas	Newsletter(nl)	Newsletter(nl)	EN	\$234	\$234	\$1,493	\$1,493	15.65%	4	4	2	2	684	0.29%
nIENF240522E0MustSeePicsFromAStyleMaven	Newsletter(nl)	Newsletter(nl)	EN	\$25	\$25	\$166	\$166	15%	3	3	2	2	331	0.6%

This is the blog from Ambassador of the Month (out of all our blogs) top one to earn.

Hashtag	Channel	Hashtag Category	Language	Pre Return Commissions	After Return Commissions	Pre Return Sales	After Return Sales	Commission Rate	Pre Return Items	After Return Items	Pre Return Orders	After Return Orders	Click To Merchant#	Pre Return CVR(order data)
bg10102	Blog(bg)	Blog(bg)	Others	\$424	\$0	\$2,356	\$0	18%	6	0	4	0	2	200%

Recap: Ambassador of the Month: Emails/Blog

1. **Number of Ambassadors Selected:** 4 Ambassadors
2. **Why they were selected:** their social media following, social media reach, activity on ModeSens
3. **Total Spend April to July 2024:** \$200 in ModeSens Credit
4. **Content Created:** 4 Blogs, 4 Emails, 4 Social Media Posts, 4 Community Posts on ModeSens Account
5. Blog generated in the top 36 (that includes emails on QuickSight Report for sales)
6. Social Results ([SEE HERE](#))

We are generating with this initiative the following:

- Sales (**\$324 YTD**) via Email
- Clicks to Merchants (**\$2,154**)
- Sales with Blogs (**\$174 YTD**)
- Pageviews to ModeSens/Community (**954 pageviews / 347 users YTD**)
- Brand Awareness for ModeSens and ModeSens Ambassador Program
- Social Growth via Engagement and Reach

Blog Content

1. <https://modesens.com/blog/modesens-creator-of-the-month-chasingdesigners-10102/> 187 pageviews / 56 users
2. <https://modesens.com/blog/modesens-ambassador-of-the-month-aussiedomxo-10162/> 123 pageviews / 85 users
3. <https://modesens.com/blog/modesens-ambassador-of-the-month-fashionsherlock-10205/> 602 pageviews / 187 users
4. <https://modesens.com/blog/modesens-ambassador-of-the-month-stephanielanzante-10240/> 42 pageviews / 19 users

Requirements for Active Ambassadors

1. An Active Ambassador Must Have Either:

- a. Clicks to Merchants
- b. Clicks to ModeSens
- c. Sales
- d. Posts
- e. Lists

2. Removal if Inactive by August 2024

- a. To improve Ambassador marketing effectiveness, remove inactive Ambassadors (within 6 month range).
- b. Send ONE more reactivation email to entire database before removal.
- c. Before severing ties with ambassadors, a comprehensive review of their past performance is imperative to what is “active” above.

3. Implement System Triggers with Reactivation Email Series

- a. https://docs.google.com/spreadsheets/d/11EuYD_YJJ-TpKIZNMNTTuqqoBKDAJqqVc060F35MRPw/edit?gid=0#gid=0

Increase Engagement via Social Media Utilizing Ambassadors

Key Stages to Move Towards Success

1. We **create a dedicated social media** account for Ambassadors and Ambassador Content
 - a. With this, we **empower our loyal and dedicated Ambassadors**
2. We establish **an in-house agency with the partnership team** and myself to provide gifting opportunities to selected ambassadors. These ambassadors will meet criteria such as engagement on social media and on ModeSens.
3. Watch Competitors https://www.instagram.com/reversible_official
4. Use tools like Glimpse, Exploding Topics and Google Trends to identify trends relevant to ModeSens. Ensure these trends align with our brand's messaging, our community and wider audience interests.
5. We attack new Ambassadors and Outreach with unique recruiting methods.
 - a. LinkedIn
 - i. As with the explosive growth of many platforms, Gen Z is pushing LinkedIn forward. Gen Z users are expected to increase by 13% monthly.
 - ii. New Ad Library on LinkedIn
 - iii. Run ads on LinkedIn help generate leads and potential sales
 - b. Substack
 - c. Instagram DMs / Micro Agencies
 - d. Influencer Recruitment Platform (Social Native/Social Publi)

Campaign: Strategy for Reactivation Growth

Giving locked credit to ambassadors can be a strategic move to drive sales, clicks, and engagement to ModeSens forcing them to use concierge and spend additional while creating content.

Campaign Overview: We will select X ambassadors to receive a \$25 locked ModeSens credit to use at our concierge stores. This will make them feel appreciated in our program and allow them to experience one of our features while promoting ModeSens to their followers.

Monitor: We will monitor after depositing their clicks to merchants, clicks to ModeSens, social media postings and also overall sales.

Budget: \$25 Locked ModeSens Credit (Can Only Be Used With Concierge) for Each Ambassador

Reason: These selected Ambassadors are committed content creators within our ModeSens Community, and we want to show them that they are valued. Since these users have limited personal spending, this initiative can help them utilize our tools and create content. They will not be able to convert the credit to cash, potentially leading to increased sales if they choose to spend more than the allotted amount.

[List of Ambassadors](#)

[Marketing Sheet](#)

Testing Out Ambassador Amplification: We Boost Their Posts

Amplification extends Ambassador marketing campaigns by allowing continued sharing of content through social ads, even after its initial online posting. The key is to promote the content from the creator's account.

This strategy has many benefits including:

- Developing brand awareness
- Increase conversion rates
- Target a specific audience

How Ambassadors Authorize Brands for Ads

Step 1: Open Advanced Post Settings.

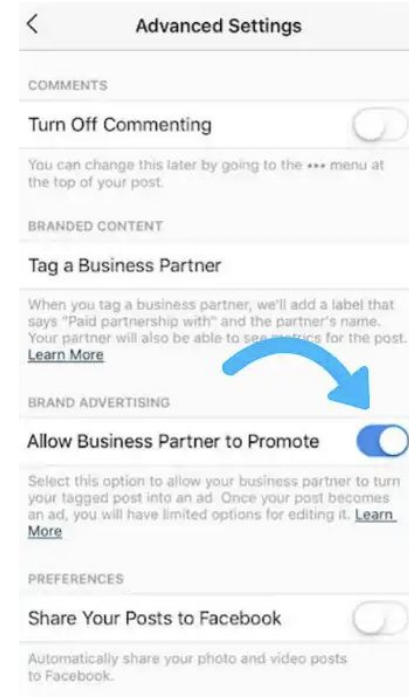
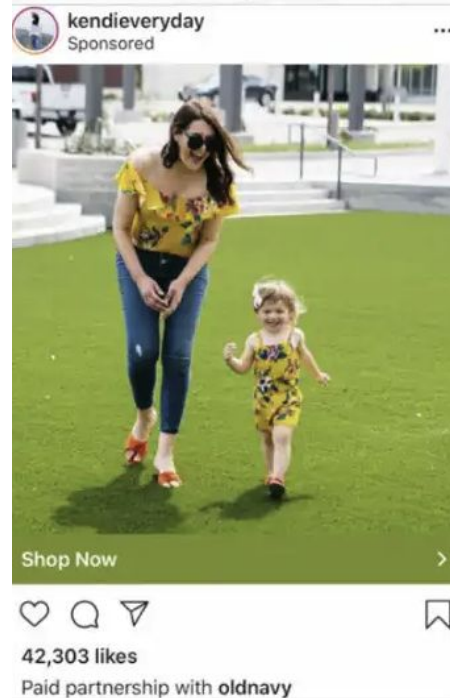
Step 2: Tag a Business Partner.

Step 3: Search for the Brand's Business Account.

Step 4: Allow Pop up.

Step 5: Allow Business Partners to Promote.

Step 6: Publish Post with Tag.

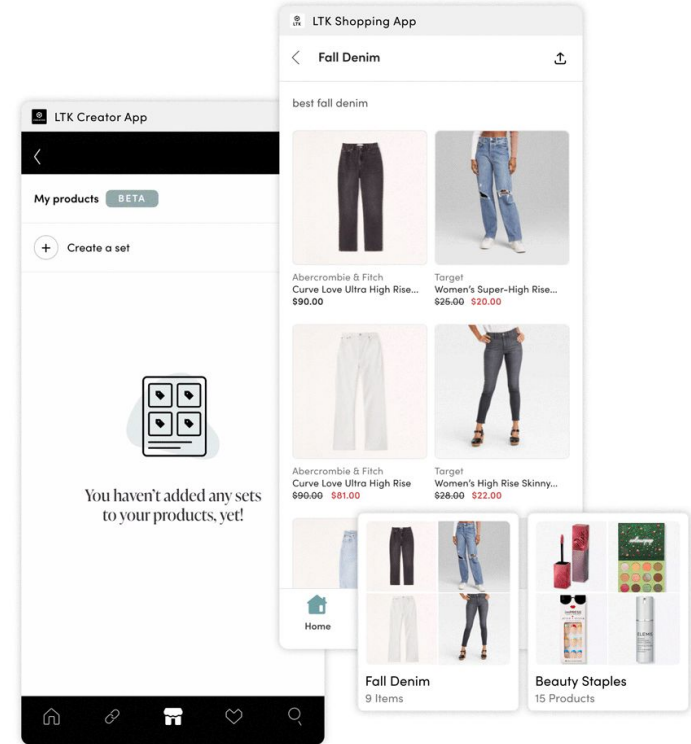


How Can We Increase Ecommerce Click-through Rates & Sales?

By leveraging the power of community engagement and user-generated content we can drive traffic and conversions.

We will start to turn the focus to:

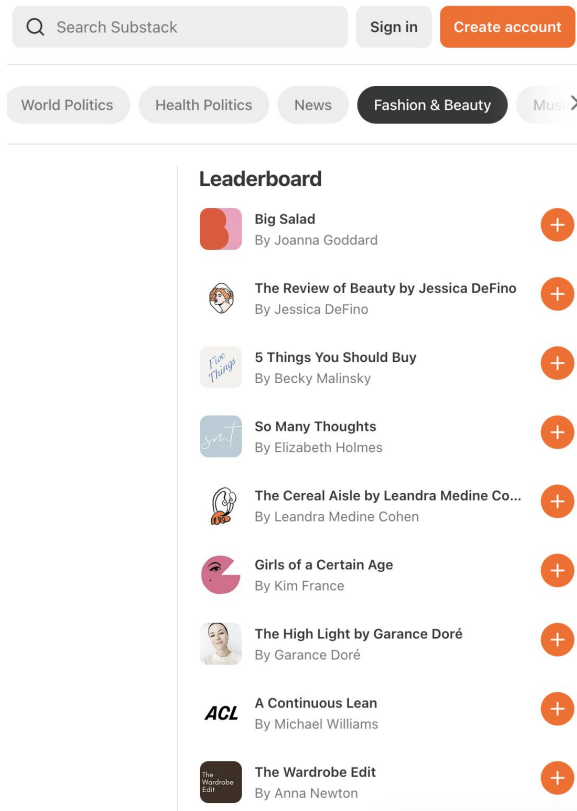
- Niches with Ambassadors
 - The influencer landscape is witnessing a surge in niche experts who bring specialized knowledge and professionalism to their content. (i.e. Home Focus, Kids, More than just fashion)
 - Recommend that Ambassadors tag all products in images/videos
 - Make lists easier to tag on mobile ([ShopLTK example](#))
- Use data from our community interactions and user behavior to personalize product recommendations.
 - Tagging A.I. for Ambassadors/Real Users via Posts.
 - Tailor recommendations based on previous purchases, browsing history, or community engagement via PDP pages.
 - Implement this by targeting "Customers who viewed this item also viewed" or "Recommended for you" to guide users towards relevant products they might be interested in.
- Categorization on ModeSens Closet
 - (i.e. Beauty Products, Home, Shoes)
- Adding Ambassador Created lists to specific Product Pages



How to Increase by Utilizing Substack?

Substack is a platform that allows writers, including influencers, to create and distribute newsletters directly to their subscribers. We can use [Substack](#) effectively by:

1. Identify Influencers with Strong Personal Brands. We can use the platform to look for influencers who already have a strong following and a well-defined niche that aligns with our program.
2. We start to engage on Substack. We can start by engaging with existing Substack newsletters that are relevant to our niche. Leave thoughtful comments on posts, share their content, and interact with their subscribers. This helps you build relationships within the community.
3. Collaborate with Other Substack Writers. Reach out to other Substack writers in our niche or related niches for collaboration opportunities. This could involve guest writing for each other's newsletters, cross-promoting content, or co-hosting events. This can help with generating more content and sales once we offer enrollment in the Ambassador Program.



How to Increase by Utilizing LinkedIn?

Try featuring "thought leaders" on LinkedIn to boost our brand. We can discover these individuals through relevant hashtags. Find also loyal customers on LinkedIn. Recruit credible Ambassadors to stimulate growth, raise brand awareness, and drive conversions on LinkedIn, such as fashion moguls.

Ad Details



Viral Nation
Promoted

WHAT'S NEXT IN INFLUENCER MARKETING - 2024: Our experts have compiled social-first trends, strategies and best practices so you can effectively influence consumer purchase decisions at every social ...see more

What's Next In Influencer Marketing 2024 · 1 page

2024
WHAT'S NEXT IN INFLUENCER MARKETING

viral nation

Ad Details



Soapbox Influence
Promoted

- \$2.7 million total transfer value.
- 12.5K cart transfers.
- 3.1 million impressions.

...see more

21.3 K Total Engagements		12.5 K Cart Transfers
3.1 MM Total Impressions		\$2.7 MM Total Transfer Value

Create excitement and promote the NBA Portable Basketball Hoop available exclusively at Walmart and Walmart.com throughout the holiday season

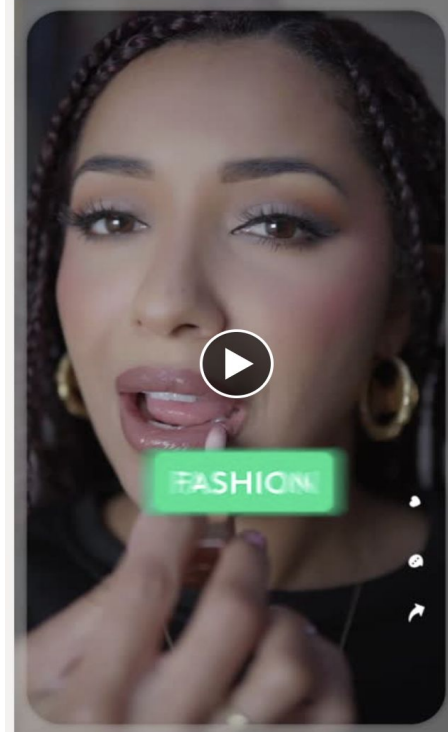
Utilize influencers to showcase both the NBA 50' Portable Basketball Hoop and Wilson NBA Basketball as great gifting options for the whole family

9 Influencers Engaged
2% Engagement Rate
25 Social Posts & Stories
Five-week campaign
Holiday 2023
11/23/23-12/27/23

#GifttheGameWithNBA INFLUENCE

Popular Pays by Lightricks Promoted

Revolutionize your marketing strategy with bespoke fashion content. ✨ Elevate your brand's presence in the fashion worl...



From runways to social media, access 100,000+ influencers. Get started now! 🌟

Focus On Being Ambassadors as the Solution

Increase the Number of High-Quality Ambassadors

The Problem: Showing New/Existing Users ModeSens is the Best Place to Find The Prices/Deals on Products/Brands They Love

Using ModeSens Ambassadors to Showcase and Sell ModeSens as the **Solution**

Focus On: Ambassadors only need OUR program no, need for multiple affiliate programs—ModeSens offers everything in one place.

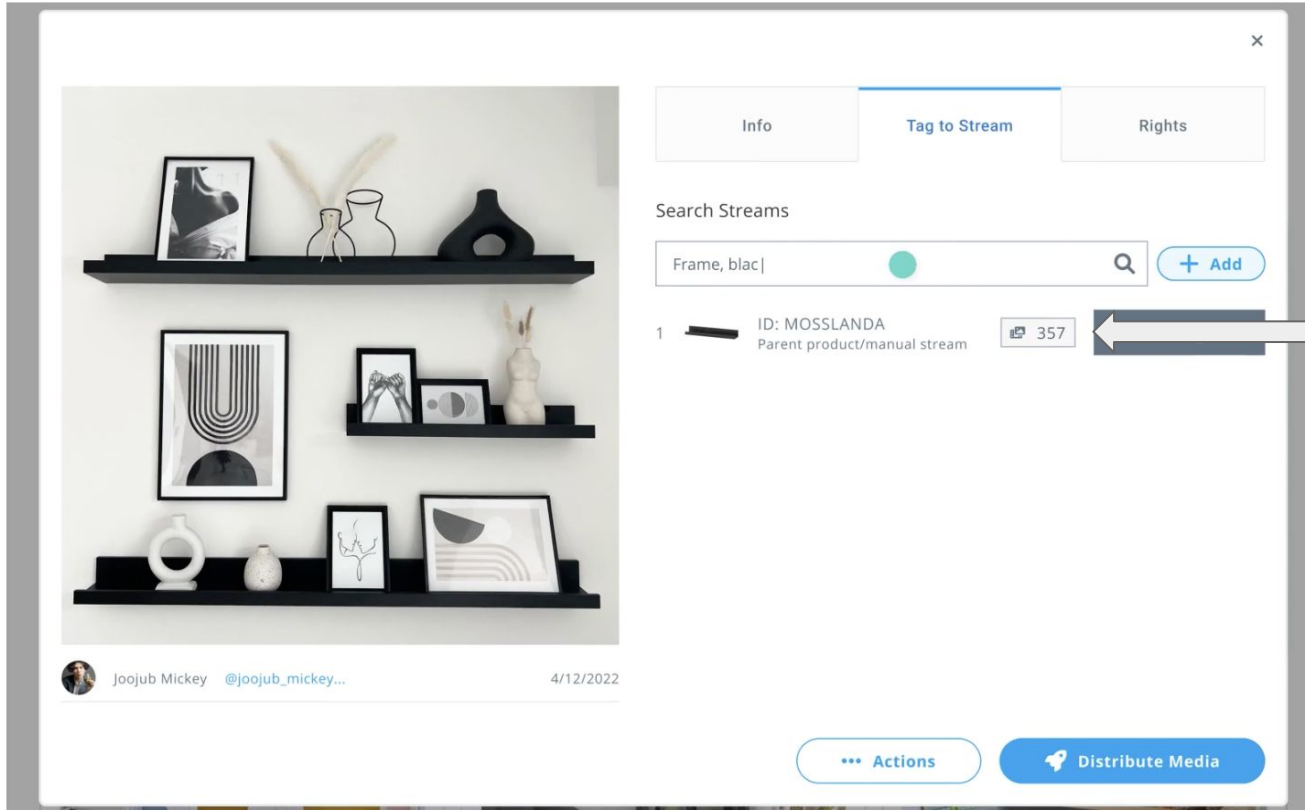
Selling Points: 600+ Stores, Easy to Use Platform, Seamless Reporting, Stores other competitors do not Have, High Commission Rates and Additional Exposure & Branding Opportunities.

Selling Points: ModeSens Features, Price Comparison, Alerts, Concierge and multiple ways to help followers make informed purchasing decisions.

Capitalize on storefront, easy linking, change to show how many people are liking and saving users posts, showcase how many people link specific products to help with A.I. auto tagging. (example on next side)

Focus on repurposing content on ModeSens Community to increase branding, clicks and profile exposure.

Example Product Marketing Enhancement




The screenshot shows a social media post by Joojub Mickey (@joojub_mickey...) from 4/12/2022. The post features a photograph of a modern interior with three black floating shelves against a white wall. The shelves are decorated with various items: a framed abstract painting, a vase with dried reeds, a black ceramic object, another framed abstract painting, a small framed picture, a white ceramic object, and a white ceramic vase. A white arrow points from the text on the right to a grey box containing the number '357' in the 'Tag to Stream' overlay.

Info Tag to Stream Rights

Search Streams

Frame, blac|

1  ID: MOSSLANDA
Parent product/manual stream

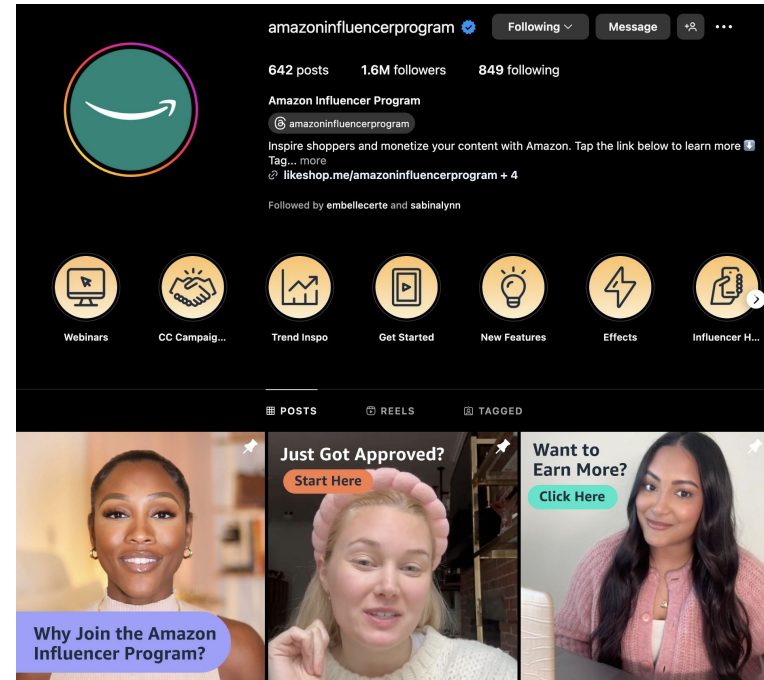
... Actions

Increase Keyword Searching/Implement A.I. Suggestions/Show the amount the item is tagged to increase product sales.

Dedicated Social Media Account for Ambassadors

Creating a social media account dedicated to teaching ModeSens Ambassadors about our ModeSens Ambassador Program will be beneficial for several reasons:

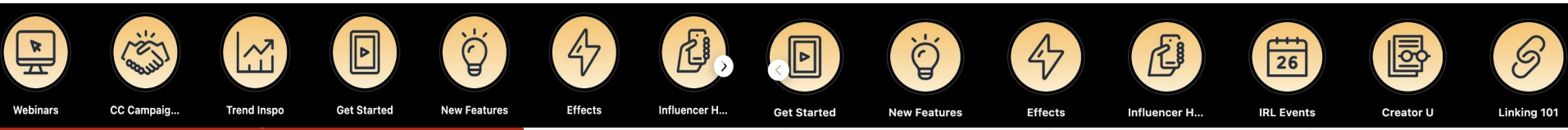
- **Focused Communication:** It provides a dedicated platform to effectively communicate our affiliate program details, updates, and guidelines to ambassadors without cluttering other channels also enticing new users to join.
- **Education and Training:** Allows for ongoing education and training sessions, helping ambassadors understand the brand, products, and their role better.
- **Feedback and Engagement:** Offers a direct channel for receiving feedback from ambassadors, enabling continuous improvement of the ambassador program.
- **Visibility and Recognition:** Showcases the achievements and efforts of ambassadors, increasing their motivation and loyalty to the brand.
- **Promotion of Program Success:** Highlights successful campaigns and collaborations initiated by ambassadors, inspiring others to participate actively.



Dedicated Social Media Account for Ambassadors

Overall Goals: We can effectively create and manage a dedicated social media account for ambassador education that enhances their knowledge, engagement, and advocacy for ModeSens. We want to help Ambassadors in leveraging their influence and networks to achieve mutual benefits.

Why Social as a Tool: A way to showcase real-world scenarios and strengthen relationships with our ambassadors and potential new recruits.



STEP 1

GOALS & OBJECTIVES

Educating ModeSens Current/Potentially New Ambassadors about the ModeSens, features, trending products, and program guidelines, fostering community among ambassadors, and improving program effectiveness.

STEP 2

SOCIAL PLATFORM

We should create based on user habits dedicated TikTok and Instagram account named @ModeSensAmbassadors. These can be linked to our website and existing platforms. Create on Instagram highlights.

STEP 3

Content Strategy

Develop content calendar including educational posts, tutorials, how to earn, ways to join, trending product updates, success stories from other ambassadors, tips for effective promotion and show how they can make passive income with us.

STEP 4

Create Content Calendar/Content

Establish a regular posting schedule to maintain consistency. Lex will create content: product trends, features to use and how to earn with ModeSens. Posting also with social SEO trends. Host weekly interactive story posts on Instagram asking ambassadors what they want to see/need.

STEP 5

Measure Success and Adjust

Monitor the account's performance using analytics to track engagement metrics, such as likes, comments, shares, and follower growth. We will use these insights to refine our content strategy and optimize engagement.

STEP 6

Invite Ambassadors and Build Social Community

We will invite our current ambassadors to join the account and participate actively. We can grow with also boosting content posted on the accounts.

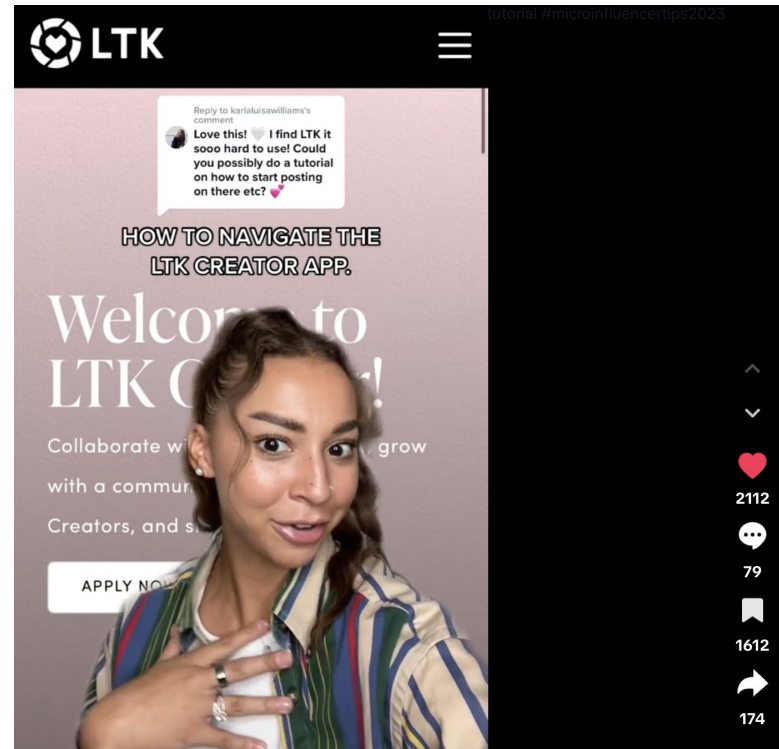
Why & Example Video Educational Content

Clarity and Transparency: Educational content helps potential new and existing ambassadors understand ModeSens program's structure, requirements, benefits, and expectations clearly. This transparency builds trust and encourages qualified individuals to apply.

Setting Expectations: Detailed educational content sets realistic expectations about what potential new and existing ambassadors can expect from the program and what the brand expects in return. This reduces misunderstandings and ensures a mutually beneficial relationship.

Skill Development: Educational content can include tips, guides, and resources that help our new and existing ambassadors improve their content creation skills, understand ModeSens services better and and effectively promote them to their audience.

Competitive Advantage: A well-documented and educational Ambassador program can differentiate ModeSens from our competitors. It demonstrates professionalism, commitment to supporting ambassadors, and a structured approach to ambassador partnerships.



Include Brands X Contesting

Contesting and Giveaways with Brands X Ambassadors Boost Content

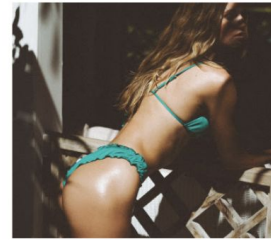
Increase Engagement: Contests and giveaways inherently encourage audience participation. When associated with Brand X Ambassadors, who likely have a loyal following, the engagement level can increase significantly. Followers of the ambassadors are more likely to participate in contests and giveaways, thereby increasing interaction with the content.

Reach Expansion: Leveraging Brands X Ambassadors allows us to tap into their existing audience. These ambassadors have already built trust and credibility with their followers, making it easier to expand your reach beyond your current audience. This can lead to increased visibility for your content and brand. We have already seen this success on ModeSens official account via social media.

Content Amplification: When contests and giveaways are structured well, they generate user-generated content (UGC). This UGC can be a valuable source of authentic content that showcases ModeSens in real-life scenarios. Ambassadors can also create content around the contest, further amplifying our overall brand message.

Brand Advocacy: Ambassadors can act as advocates for ModeSens during contests and giveaways. Their endorsement can influence their followers to participate and engage with your content, fostering a positive perception of ModeSens.

Boost in Sales and Awareness: Contests and giveaways often lead to increased traffic to our ModeSens website and potentially translating into higher sales. Moreover, they can raise awareness about ModeSens among people who may not have been familiar with it before.



what you'll win

Your choice of 1 suit and
1 ready to wear item

4 easy steps to enter

- Tag your 5 most creative friends in the comments of this post
- Download the Rodeo app
- Follow Lauren Layne Swim on Rodeo
- Post to Rodeo using #LLGiveaway

rodeo
×
Lauren Layne Swim
Giveaway

July 10th — July 14th

Entries open until
Sunday July 14th

Winner announced
July 15th at noon



IMS EUROPE: October 2024 Navigating Creator Economy

Overview: Dive into the heart of creativity at CreatorFest - celebrating the Creator Economy's vitality and diversity. This unique festival brings together visionaries and innovators across three specially curated stages and zones dedicated to Creators, Brands, and Tomorrow's Influence. It's an unparalleled opportunity to engage with your tribe, spark collaborations, and be part of the evolving landscape of the Creator Ecosystem. Leave feeling inspired, connected, and empowered to make your mark.

Benefits of Attending: Written Proposal (Side Images)

Ticket: 1 Free for Brand

[LinkedIn Event Page](#)

[Event Page IMS Europe](#)

General Networking & Meetings

Meeting Sponsors & Exhibitors

Attending Talks / Education

Discover Industry Trends

Discover New Tech

Optimise Strategy

Affiliate Marketing
Brand Awareness
Brand Collaborations
Brand Engagement
Campaign Amplification
Career Development
Creator Entrepreneurs
Creator Selection Strategy
Creator Support Tools
Customer Acquisition
Data Driven Influencer Marketing
Discover New Agencies
Discover New Creators
Discover New Technologies
Discover Talent Agencies
Generate Sales
Improve Brand Advocacy
Increase Campaign ROI
Long form Content
Protect Brand Reputation
Short form Content
Social Commerce
TikTok Shop
UGC Amplification