



**Become A Brand
Ambassador For
Your Company**



AGENDA

- 1. What is a Brand Ambassador?**
- 2. Benefits of Brand Ambassadors**
- 3. Authenticity Matters**
- 4. Social Media Policy**
- 5. How to Get Started**



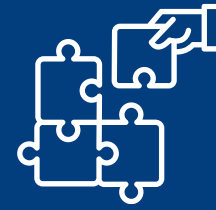
YOU'RE MORE
THAN JUST AN
AIR DUCT CLEANER



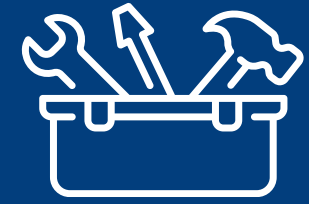
YOU HAVE A VARIETY OF SKILLS



Customer Service



Problem-Solver



Maintenance



Sales



Compliance

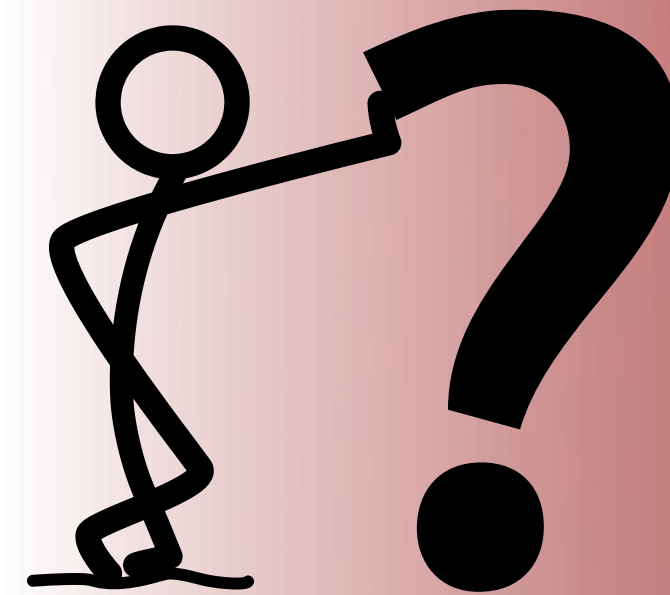


Damage Control





This makes you more than qualified to represent the company on social media



...but why would you want to do that?



**CUSTOMERS
RELATE BETTER
TO EMPLOYEES**



**COMPANIES WITH STRONG EMPLOYEE
ADVOCACY PROGRAMS EXPERIENCE A**

**10%
INCREASE**

**IN CUSTOMER
SATISFACTION.**



92%

of consumers trust recommendations from friends and family over all other forms of advertising.



EXPAND YOUR THINKING



BENEFITS FOR EMPLOYEES



**Career
Advancement**



**Personal
Fulfillment**



Incentives

BENEFITS FOR THE COMPANY



**Brand
Awareness**



**Company
Culture**



**Recruitment
& Retention**



Brand Ambassador

INFLUENCER

Brand Advocate

Spokesperson

Product Evangelist

Brand Representative

Brand Champion

Brand Promoter

Affiliate Marketer

Customer Advocate

Community Ambassador

Company Representative

Brand Enthusiast

Brand Partner

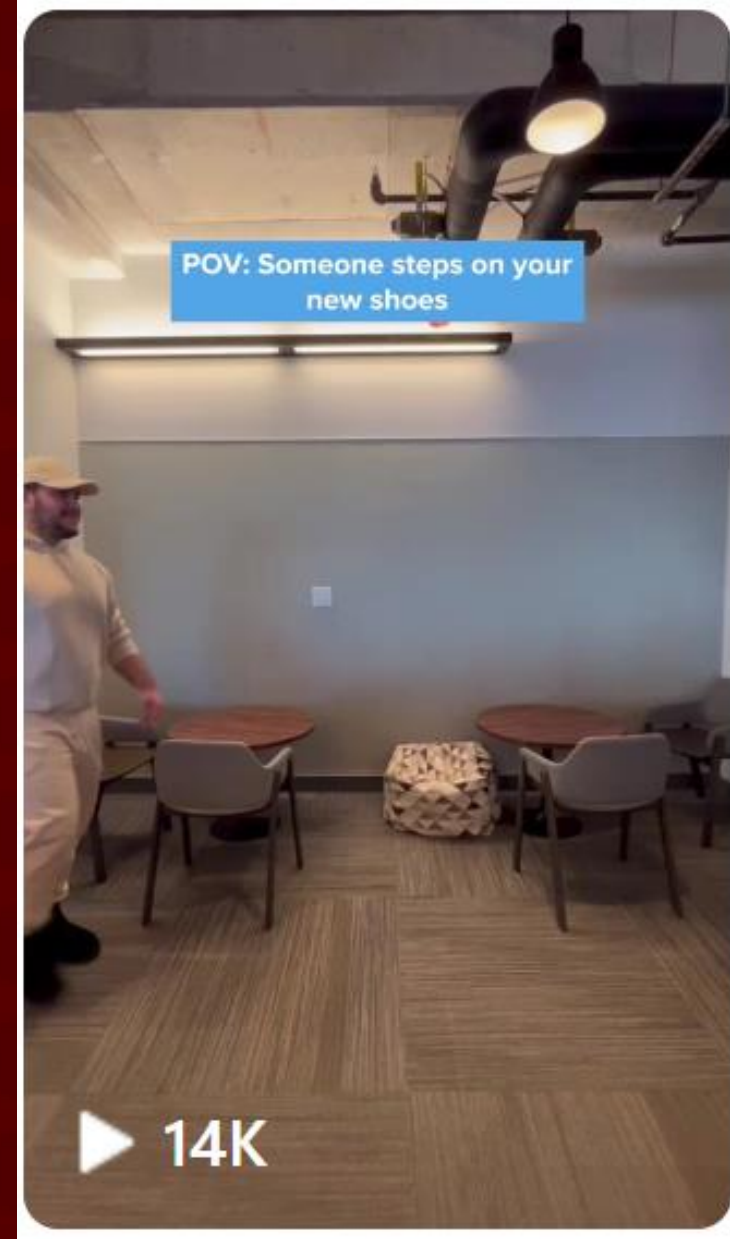
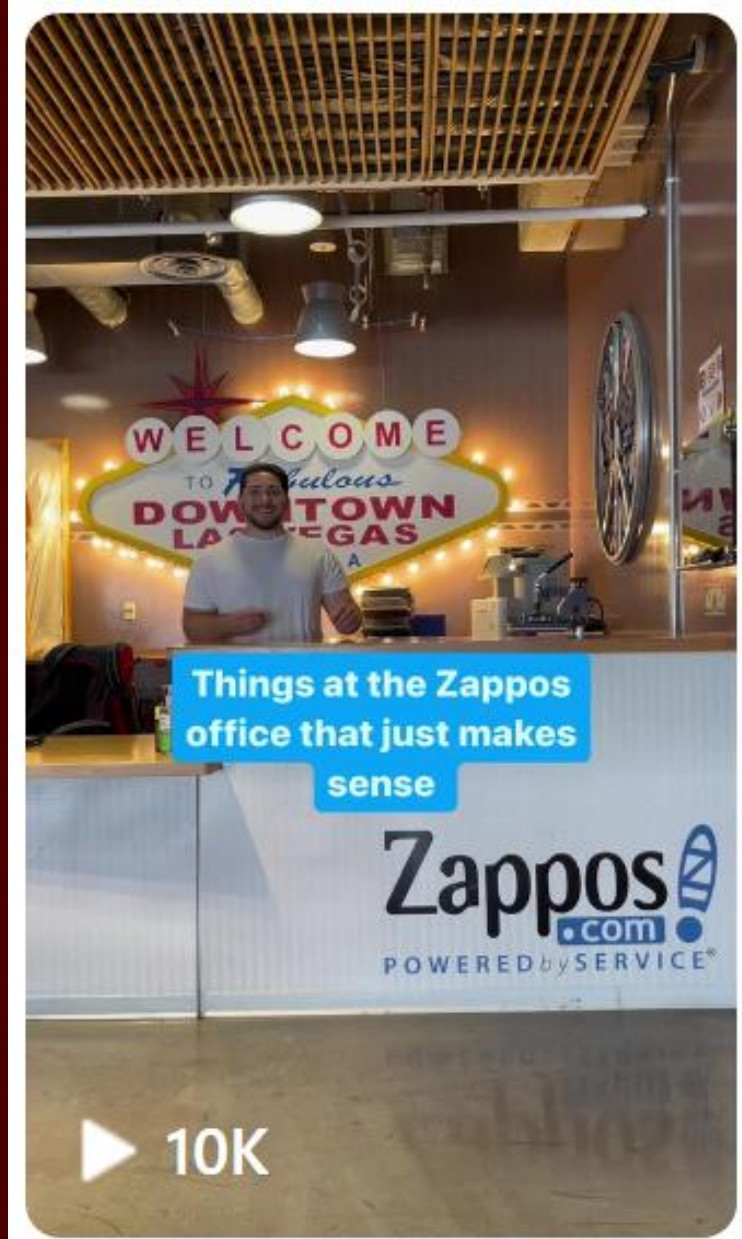
Social Media Representative



TRUST YOUR TEAM







17,000 views!



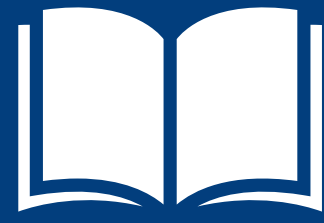
SOCIAL MEDIA GUARDRAILS



DEVELOP A SOCIAL MEDIA POLICY



**Responsible
Use**



**Training &
Education**



**Monitor &
Review**



**Crisis
Management**



**Open
Communi-
cation**

How Southwest Airlines does it...



Emotional

Trendy

Behind the Scenes

Family

HERE'S WHAT IT CAN LOOK LIKE FOR YOU.



OVER **15** YEARS IN BUSINESS

6 NADCA-CERTIFIED TECHNICIANS

FREE NO-OBLIGATION QUOTE

CALL TODAY!  **123-456-7890**





Encourage Your Team

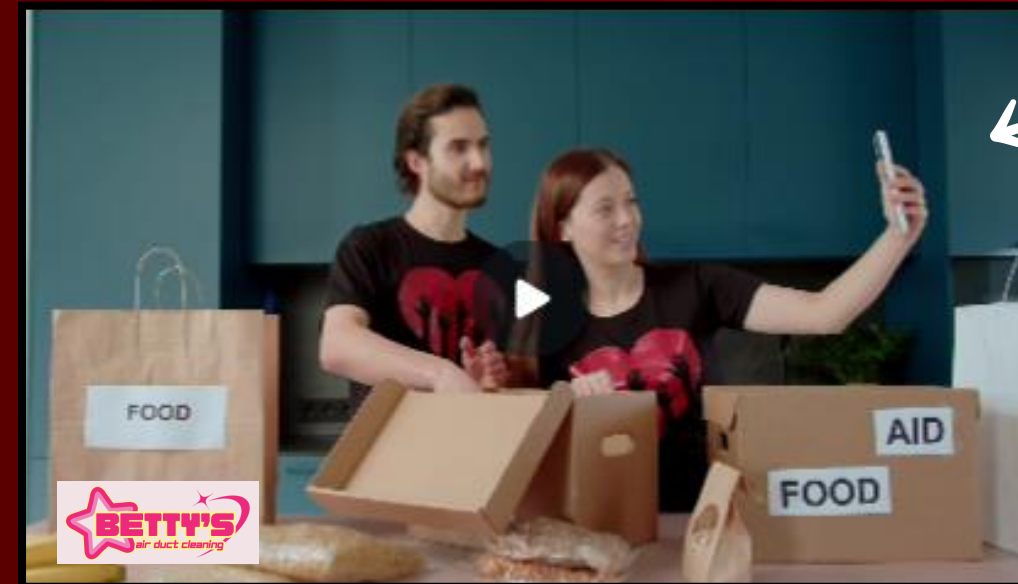


Participate In Community Events



PROVIDE RESOURCES & OPPORTUNITIES

- NADCA & Breathing Clean Social Media
- NADCA.com
- American Lung Association
- Asthma and Allergy Foundation of America
- Communicate Company Values
- Share Training Videos
- Post The Local Event Calendar
- Local Volunteer & Sponsorship Opportunities



Community Service



Around The Office



On The Job

BENEFITS FOR EMPLOYEES

Career Advancement



**OPENS UP
LEADERSHIP
OPPORTUNITIES &
ENHANCES
PROFESSIONAL
SKILLS**

Personal Fulfillment



**YOUR EMPLOYER
ALIGNS WITH YOUR
PERSONAL VALUES &
YOU'RE PROUD TO
SHARE YOUR
EXPERIENCES**

Incentives



**AMBASSADORS MAY
RECEIVE REWARDS,
RECOGNITION, &
BONUSES FOR
HELPING TO GROW
THE COMPANY**



BENEFITS FOR THE COMPANY

Brand Awareness



**EMPLOYEE
ADVOCACY
AMPLIFIES YOUR
REACH THROUGH
ORGANIC, AUTHENTIC
PROMOTION.**

Company Culture



**ENGAGED
EMPLOYEES CREATE
A POSITIVE WORK
ENVIRONMENT.**

Recruitment & Retention



**EMPLOYEES WHO
FEEL CONNECTED TO
THE BRAND HELP
ATTRACT AND
RETAIN TALENT.**

HERE ARE SOME TIPS TO GET STARTED:

- Know Your Company's Mission and Values
- Use Photos and Videos
- Team Up for Content
- Share Genuine Experiences
- Keep Up with Company News
- Maintain a Positive and Respectful Tone
- Ask for Input
- Respond to Comments and Questions
- Monitor Engagement
- Adhere to the Social Media Policy





THANK YOU FOR COMING TODAY!

QUESTIONS?

