INSTACURVE BRAND AMBASSADOR & AFFILATE PROGRAM GUIDE

Hello there,

I am Allison Grant and I am the founder of InstaCurve. I am so happy that you have shown interest in our brand ambassador program. With the help from our ambassadors InstaCurve 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 InstaCurve 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!

Cheers,

Allison Grant
CEO LINSTACURVE



What Is An InstaCurve Ambassador?

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

What Do They Do?

An Ambassador shares our 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 our 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 InstaCurve Ambassador

An InstaCurve Ambassador is someone who:

- Genuinely loves and supports the brand
- Wants to share the message of the brand
- -Wants to empower people to lead a healthy lifestyle
- -Wants to motivate others to be physically active and fit
 - 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 InstaCurve 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.

Benefits

As a brand ambassador you will receive these benefits:

- 10% commission on all sales via your unique discount code
- Sales bonuses depending on engagement and content
- 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

10% COMMISSION OR MORE DEPENDING ON TERMS & CONDITIONS UPON AGREEMENT

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.



InstaCurve Brand Ambassador Responsibilities

Instagram:

Posts 2X weekly
(2 Feed Posts / 2 InstaStory Posts)

1 VIDEO 1 PHOTO

Bloggers:
Blog Posts 1x/wk

Facebook: 2 posts / wk

Twitter:
Tweet 2x/wk

When you are active you are on your social media channels, meaning you are posting twice a day or more - you will gain a wider and bigger audience with greater engagement rates. We suggest the golden ratio of content which includes: lifestyle images, educational content, fitness, product information and funny or fun posts.

Posting Guidelines:

Below you will find a few helpful tips on content creation and quality.

Images & Videos:

The images that you take of yourself in InstaCurve product or of the InstaCurve product should be in **high resolution**. It is important that if a garment has the InstaCurve logo that it is visable.

- -High resolution
- -Not blurry
- -Good lighting (avoid taking images that are dark)
- -InstaCurve Logo should be seen if product has it
- -Avoid wearing other brands that have obvious logos in the images you take. It is okay to wear Nike or other brands with our products. However, if one of their logos is very big and obvious for legal purposes we cannot advertise that image.



In-correct image:
This image has multiple
Nike logos in it.



Correct Image:

This image has great lighting, is high resolution and clearly displays a proper use for the product as well as the InstaCurve logo.



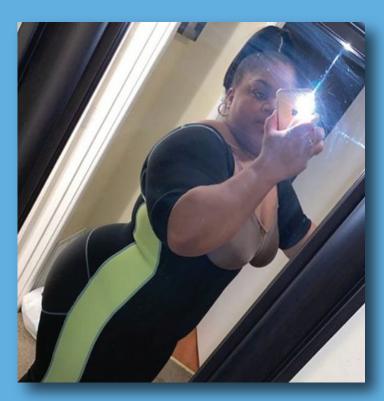
Correct Image:

This image has great lighting, is high resolution and clearly displays a proper use for the product as well as the InstaCurve logo.



Correct Image:

This image has great lighting, is high resolution and clearly displays a proper use for the product as well as the InstaCurve logo.



In-correct image:
This image is blurry,
low quality, no branding
is seen and it is hard
to see the product.

If you have any questions about image quality please email us at info@instacurve.com and we will help guide you.

Posting Guidelines:

Voicing the correct brand message is very important when writing a caption.

Captions:

The caption for your image can be really simple or very introcate. We leave that up to you.

However, we do implore you to share the features and benefits of the product and what it can do for the consumer who buys it.

On **InstaCurve.com** each product includes a detailed description of what our product is designed to do.

If you are in need of some wording please feel free to grab it from our website for each product.





Thank you and we look forward to working with you.