

**A GUIDE TO  
WORKING WITH  
BRAND REPS**



# WORKING WITH BRAND REPS

## CHEAT SHEET

*Want to get your name out there with a team of Brand Reps, who proudly support your store at all times? We've put together a Cheat Sheet so you can feel comfortable putting a solid and long-lasting Brand Rep program in place! x*

### **Role of Brand Rep**

The role of a brand rep is to promote your business and products. Promotion is done with a unique discount code that they share, giving a shopper a percentage off their purchase (usually 10-15%). Brand reps receive a commission (usually 10-15%) off of all sales where their code is used.

### **Purpose**

Before working with a brand rep, determine what your purpose is. Are you wanting to target a new audience, that's very similar to yours, are you wanting to target a new audience that you're desiring to reach?

### **Have Realistic Expectations**

Don't expect your business to blow up overnight or to sell out of 100 cases of product the day after you've worked with a brand rep. Like any other form of marketing, good things take time, and often it can be difficult to fully track the extent of a brand rep's reach. Consider this the top stage of your funnel building brand awareness, and then your role is to warm up these new leads to visit your store and close the sale.

### **How to Find a Brand Rep**

Similar to finding a future wife for your son. Pick someone who others can identify as a face of/for your brand. You want them to have a similar style, beliefs, etc. as you/your store. This is important because birds of a feather flock together, so if a brand rep doesn't best fit your boutique/brand, then chances are their own audience won't either.

Questions to ask yourself: Do they reply to comments? Do they post too frequently? Do their followers trust them? Do they interact? Do they utilize stories? Do their lives look "too perfect" (that's not relatable!)? Never forget...A big number of followers doesn't mean big engagement.

We recommend picking about 10 brand reps to follow over a 3-4 week period. Over that time, there's a chance you'll unfollow a few for whatever reason. Once you weed those 10 down to about 3-5, go ahead and reach out to them! You can also go the route of soliciting brand rep



applications (like a job application), where those interested in the position will respond. Not all of these individuals may be a good fit, but it does save you the time of weeding out those who are not interested.

### **Have a Content Plan**

If you're putting time and funds into a brand rep partnership, then you need to be maximizing your ROI! Have a content plan that you can put in place once they make their post. Here are a few ideas: Reshare or post a second shot from your brand rep. Post the item that your brand rep featured. Feature items as a collection, that would pair well with the item your brand rep features. Put advertising dollars behind their photo if they're well-known. Use them in your seasonal photo shoots, to signify that they're part of your brand.

### **Contracts**

With any brand rep, always make sure a contract is signed prior to working together. Things to layout in your contract include:

- |                               |                                      |
|-------------------------------|--------------------------------------|
| -Post frequency/type          | -Required hashtags, photo tags, etc. |
| -Discount & Commission Amount | -Provided deliverables (if any)      |
| -Payout Schedule              | -Length of agreement                 |

When selecting the type of posts they'll be making, don't forget about Stories! Stories are expected to take over posts, so be sure your brand reps are utilizing that (and the swipe up feature, if available). They also have a higher traffic drive rate, because there's ease in swiping up or clicking.

### **Authenticity**

Marketing of all forms is meant to be natural and authentic. Work with your brand rep to integrate your brand and products into her natural content flow.

### **Sliding Payment Scale**

Individuals have a higher change of increased work ethic when they are rewarded for their efforts. We have included a Sliding Payment Scale from our friends at LULUSIMONSTUDIO, for an idea of how to adopt such a payment option.

*"Each month LULUSIMONSTUDIO will review all sales through your Special Links and Ambassador Code redemption. We offer a sliding scale discount, based on performance, to all Ambassadors. On top of our Ambassador Discount we offer free products, blog spotlights, event tickets, and more based on Ambassador performance. These additional rewards are given at the sole discretion of LULUSIMONSTUDIO.*

*After your first \$500 in referral sales you receive 5% cash rewards. We will*



*initiate all rewards payments on the 5th of the following month. Payments are made the following month after you have passed a \$25 earning threshold.*

*After \$1500 in referral sales Ambassadors receive 6% cash rewards. After \$2500 in referral sales Ambassadors receive 7.5% cash rewards. Payments follow the same cadence for all referral earning tiers.”*



# 2019 BRAND REP AGREEMENT

## Parties and Assignment:

This agreement (the "Agreement") is made and entered into as of the \_\_\_ day of \_\_\_, 20\_\_\_ (the "Effective Date") by and between:

\_\_\_\_\_  
(owner's name and company name, hereafter referred to as "Business"), and

\_\_\_\_\_  
(hereafter referred to as "Brand Rep").

The contract is in regards to services to be performed for the duration of Date 1, 20\_\_\_ - Date 2, 20\_\_\_.

## Contractual Items:

The aforementioned parties agree to the following terms:

1. Brand Rep will receive a style box to keep and review.
2. Review will be posted on social media channels, Facebook and Instagram, tagging @\_\_\_\_\_ and using hashtag #\_\_\_\_\_.
3. Brand Rep will receive a unique referral code that should be used whenever Brand Rep is sharing Business. This code will entitle the user to 10% off and will also be used to track commission for Brand Rep. The Code must be used at checkout on Business's website.
4. All commissions are paid at the end of the month.
5. Brand Rep promises to conduct themselves in a respectable manner, and especially represent Business in the highest esteem.
6. Any shared photos of Business product may be utilized by Business for marketing purposes.

I, \_\_\_\_\_ (Business), assert that I have the authority to promise payment for the services rendered by Brand Rep for the aforementioned work. I assert that I have read, understood and agree to the Agreement.

\_\_\_\_\_ **Customer Signature** \_\_\_\_\_ **Date**

I, (Brand Rep) assert that I have read, understood and agree to the Agreement.

\_\_\_\_\_ **Brand Rep Signature** \_\_\_\_\_ **Date**

