

FEATURES

Power your brand on social media with the best speaker: your employees
Employee Branding Solutions

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CUSTOMER --- OPINION

“Working with BeAmbassador has allowed us to have a tool with the necessary functionalities to meet the objectives of facilitating the dissemination of corporate content among Reale Seguros’ official agencies in Spain.”

- Ignacio Rodrigo

Head of Social Media & Digital Content at Reale Seguros

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BeAmbassador

GENERAL FEATURES

BeAmbassador is a web **SaaS** application (Software as a Service) that adapts to the role of the user administrator, co-administrator and brand ambassador. To use it, you don't need to download or install anything to the local computer, just have a web browser (we recommend Google Chrome) and an Internet connection.



Web Solution
RESPONSIVE

Our user interface adapts to any device whether desktop, laptop or tablet.



Your data
SAFE

We use the Microsoft Azure platform with data centers in Europe. It guarantees the privacy and security of your data.



Mobile
APPS

Your brand ambassadors also have mobile applications for Android and IOS, in addition to the web solution.



Adaptable to
your NEEDS

We can integrate with other tools such as CRMs, ERPs and custom develop any module you need.



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ADMIN

ADMIN FEATURES

Brand's Benefits

With **BeAmbassador** your contents will have up to 8 times more engagement when shared by the ambassadors. For the public, what employees share is 16 times more attractive to read.

Your sales team will always be up to date and on the radar of your potential customers!

MAIN FEATURES

ADMIN FEATURES

- **SCOPE**
- **TRUST**
- **SALES**

8 times more engagement

Content shared by employees enjoys eight times more engagement by the public in social networks.

16 times more attractive content

The content shared by the ambassador network is 16 times more attractive for users to read.



BRAND AMBASSADOR NETWORK

Look at the records of your ambassador network: contact details, linked social networks, activity details, score and ranking.



CONTENT LIBRARY

Suggest content to your brand ambassadors by setting the scope of publications, personalizing messages and programming them. You will also be able to carry out Internal Communication actions.



SOCIAL ANALYTICS

Get social metrics and watch in detail with our filter panel. You can access a monthly evolution chart and export the report to Excel or PDF.



TRAFFIC ANALYTICS

Measures the traffic generated from the publications disseminated by the platform. Discover also the best time of diffusion.

OTHER FEATURES



INVITATIONS

Invitations management

Create and manage invitations for the people who make up your network of brand ambassadors. Once the invitation has been created and permissions have been set, send the invitation by mail or share the link with the person. The brand ambassador accesses a portal from where he can link and unlink his social networks.



CONTENT CURATION

Your feeds reader

Content curing allows you to easily add content to your library from RSS feeds or Feeds that you have previously signed up for during setup. Select one or more of the following content and use the Action button to archive it or send it to the content library. It's that easy!



CONTENT DASHBOARD

Don't lose detail about your content library

You can check the general state of your content library, as well as access statistics and other data of general interest, having the possibility to expand even more information in the corresponding section.



ACTIVITY

Review the activity of your brand ambassadors at all times

You can check the general status of your network of brand ambassadors as well as access the statistics they generate and other data of interest. You can also access more information in the corresponding section.



CONFIGURATION

Adjust categories, ranking and more

Adjust the categories with which you classify the brand ambassadors and configure the value of the Ranking, as well as the rest of the sections that you have in each tab.



YOUR ACCOUNT

Adjust every detail and manage the Co-Administrators

Edit cardholder data, adjust preferences, and manage the creation and permissions of Co-Administrators to help you manage your account.

In addition to these features, BeAmbassador **also allows the brand to manage communication with corporate social networks** and even automate part of it. In this way, your company's Community Manager will be able, from the same tool, to manage both the contents for the brand ambassador network and the contents for the corporate social networks.

A man and a woman are shown from the chest up, looking at their smartphones. The man is on the left, wearing a tan shirt and white earbuds. The woman is on the right, wearing a white shirt. They are both smiling and looking at their phones. The background is a solid grey color.

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BRAND AMBASSADOR

BRAND AMBASSADOR FEATURES

Ambassador's Benefits

With **BeAmbassador**, brand ambassadors will be able to boost their **Personal Branding**, being more attractive to the market. In addition, boosting their profiles in social networks will make them more **competitive**.

The commercial will grow professionally at the same time that drives the growth of the brand!

MAIN FEATURES

BRAND AMBASSADOR FEATURES

- **PERSONAL BRANDING**
- **COMPETITIVE PROFILE**
- **MORE CHANCES**

The entire registration process for brand ambassadors is initiated by a secure link that can be sent by the administrator from BeAmbassador.

During the registration process and first steps will always be present your company logo. The process is very simple and intuitive.

Once registered, the brand ambassador will see an interface with your company's corporate colors and logo at the top.



CONTENT LIBRARY

Access to content pieces and read without leaving the platform. Schedule your social networks by selecting where and when you want them to be shared. You can also personalize messages.



OUTBOX

Watch the timeline with your scheduled messages. Edit, delete the content or, if you prefer, choose if you want to diffuse now.



METRICS

Get metrics and graphs of the evolution of connected social profiles and discover how your community evolves in social networks.

OTHER FEATURES



SOCIAL PLANNER

Schedule your messages in social media

BeAmbassador allows you to plan your own communication towards your social profiles. Access the view diary, week or day with the possibility to move the messages pending to spread.



MY PROFILES

All your social profiles together

Link or unlink the profiles you want, whenever you want. In addition, you can define a calendar of independent publications by social network. Authorize the automatic diffusion by profile so that the brand can automate the planning and automatic diffusion of contents to these profiles.



RANKING

Improve your brand

Observe the LeaderBoard and discover your position in the ranking of your company.



MY ACCOUNT

Adjust your account

You will be able to enter your contact details to make it easier to locate you.



EXTRAS

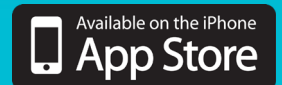
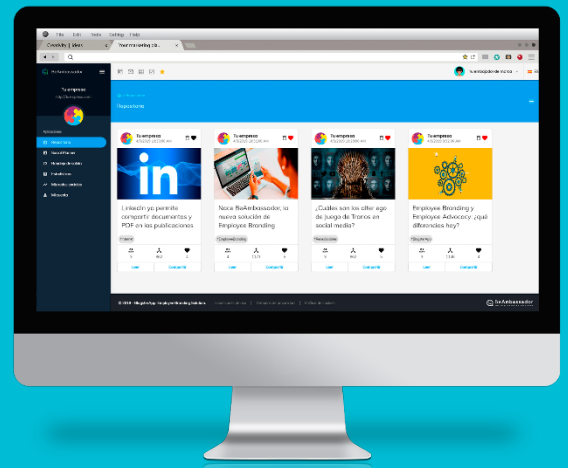
We make it easy for you

- iOS & Android APP
- Google Chrome extension
- Activates notifications in the browser



Power your brand on social media with the best speaker: your employees

BeAmbassador boosts Marketing, Sales and Human Resources strategies through a brand ambassadors network.



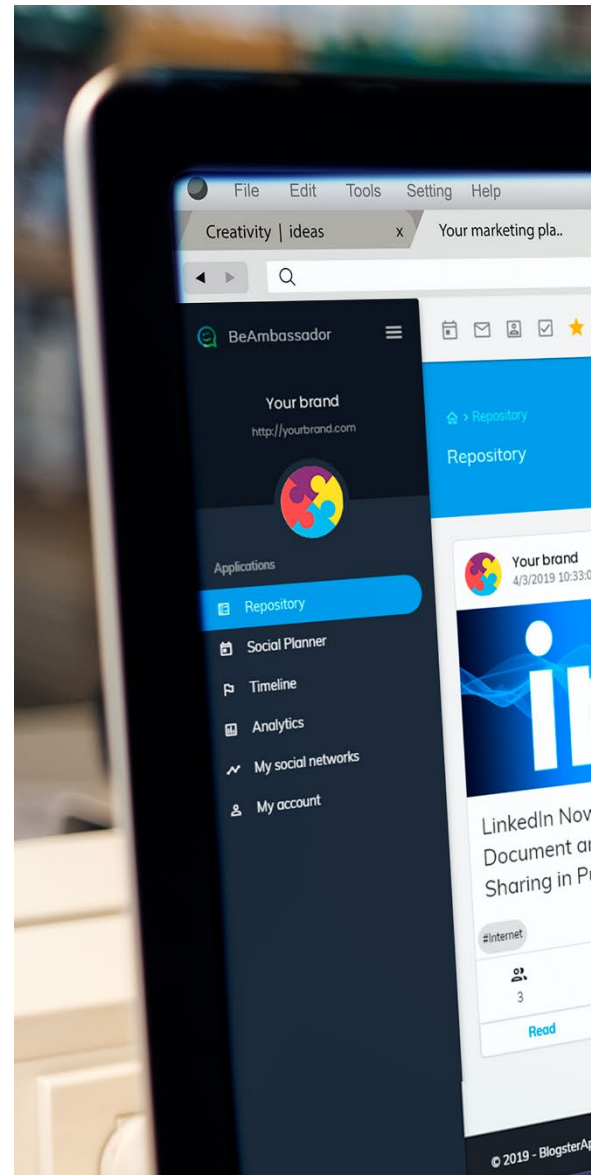
LEARN MORE

REQUEST A DEMO





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ARE YOU READY TO CREATE
YOUR BRAND AMBASSADOR
NETWORK?