



# PLATFORM FEATURES



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# GENERAL FEATURES

BeAmbassador is an innovative solution that allows you to enhance your communication, sales and human resources strategies by turning your team and collaborators into the best **brand ambassadors**.



## From anywhere

We have a web interface and mobile App, so you can use the platform from wherever you are



## Your data, safe

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



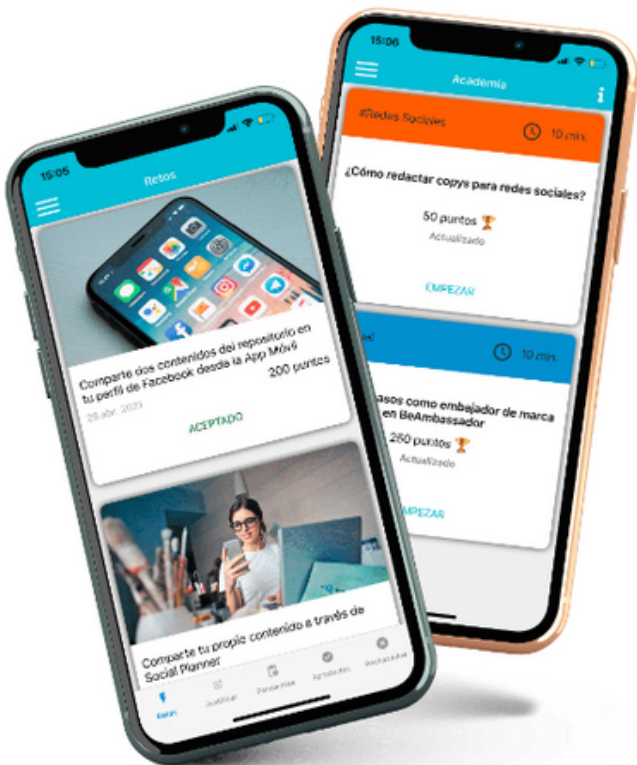
## Adaptable to your needs

We can integrate with other tools such as CRMs and custom development of any module you need



## We accompany you

We help you throughout the implementation process, including the training and dynamization of your team



# ADMINISTRATOR



As an administrator you will be able to create your own collaborators, upload content to the platform, set your incentives, challenges and competitions. All this from a very intuitive and easy to use interface that includes automatisms to make your work easier.

Remember to establish which social networks are best suited to your strategy!





# MODULES FOR ADMINISTRATORS

## Brand Ambassador network

Create and segment your ambassador network, set up options to link their social networks and provide them with content appropriate to their profiles. You will be able to see how many followers they contribute and their level of activity.

## Content Library

Suggest content to your brand ambassadors by setting the scope of publications, customizing messages and scheduling them. You can also perform internal communication actions and allow ambassadors to comment on the content.

## Social & Content Analytics

Get the social and content metrics, and see the detail with our filter panel. You can export them in a Microsoft Power BI and Google Data Studio compatible form.

## Academy

Create courses to train your brand ambassadors. You can gamify each course as you wish to encourage your ambassadors to take them all. Manage their evolution through the platform.



# MODULES FOR ADMINISTRATORS

## Challenges

This module allows you to create challenges for your ambassadors in a fully customized way. This will help you to motivate your team, who will be rewarded for their efforts with points and incentives.

## Competitions

Create fun competitions for your ambassadors. These will have a specific duration and you will be able to define the prizes for the first, second and third place. Know the details of each participant in real time.

## Incentives

You will be able to create your own incentive catalog, establish the necessary points and manage your ambassadors' exchange request.

BeAmbassador is integrated with marketplace incentive platforms, so you will have at your disposal a wide catalog of gift cards (Amazon, Spotify, Netflix...) Another way to motivate your team!

## Candidates PREMIUM MODULE

Establish your own candidate flow through forms and landing pages, and manage each application received to qualify the level through a digital skills survey, Big Five and internal analysis.

# OTHER FEATURES

## Invitations

Create and manage invitations for people in your brand ambassador network, or use the universal link to reach a bigger group in your company. The ambassadors will be able to register themselves and access the platform directly.

## Dashboard

You can check the general status of your content library, as well as access statistics and other data of interest in general, with the possibility of getting even more information in the corresponding section.

## Configuration

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

## Content Curation

Thanks to our corporate feed reader, all the content that is being published on the company's social networks can automatically arrive in the content library, available for ambassadors. You will also be able to add external sources to create more content.

## Activity

You can check the status of your ambassador network as well as access the statistics they generate and other data of interest.

## Recognitions

Create your own catalog of awards as medals for your ambassadors. Assign them to the people who contribute the most to your team.

# AMBASSADOR



With BeAmbassador, your team will be able to boost their **Personal Branding**, being more relevant. In addition, boosting their social media profiles will make them **more competitive**.

Your team will grow professionally while **boosting your brand growth!**

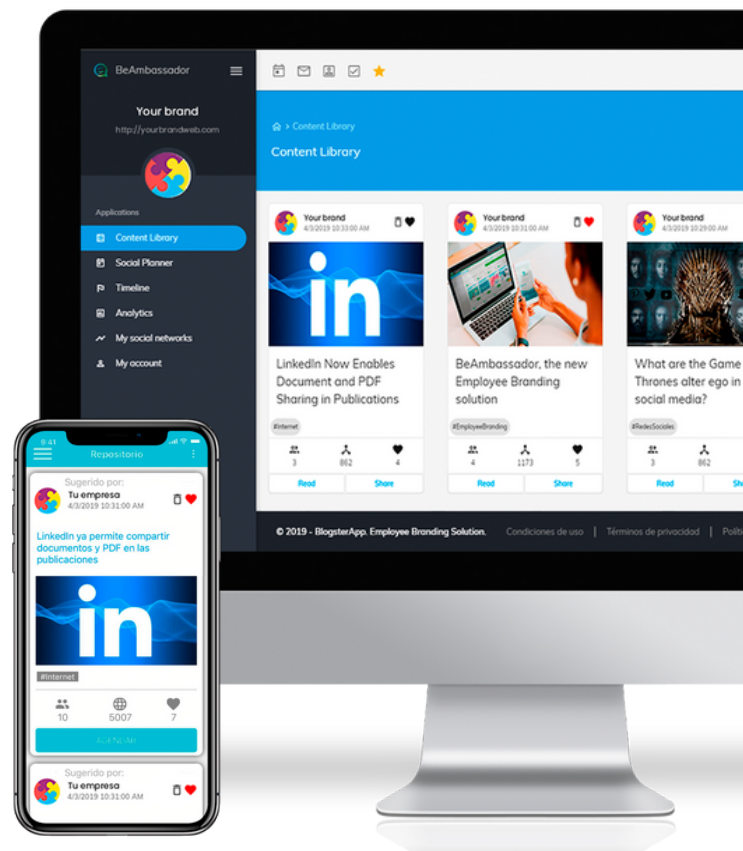
<https://be-ambassador.com>

# AMBASSADOR FEATURES

As an Administrator, you will be able to hide and show the functionalities that best suit your strategy to simplify the use by brand ambassadors.

Below, we show you all the functionalities available for your ambassadors:

- ✓ Content Library
- ✓ Challenges
- ✓ Ranking
- ✓ Timeline
- ✓ Analytics
- ✓ Academy
- ✓ My Social Networks
- ✓ Mobile App Download
- ✓ Notification system
- ✓ Security and Privacy Options





# EXCLUSIVE MODULES

## Social Planner

With Social Planner, your ambassadors will be able to plan their own communication on their social profiles independently of the content they share from the content library. They will be able to access the monthly, weekly or daily view with the possibility of moving messages pending sharing.

## Email Marketing

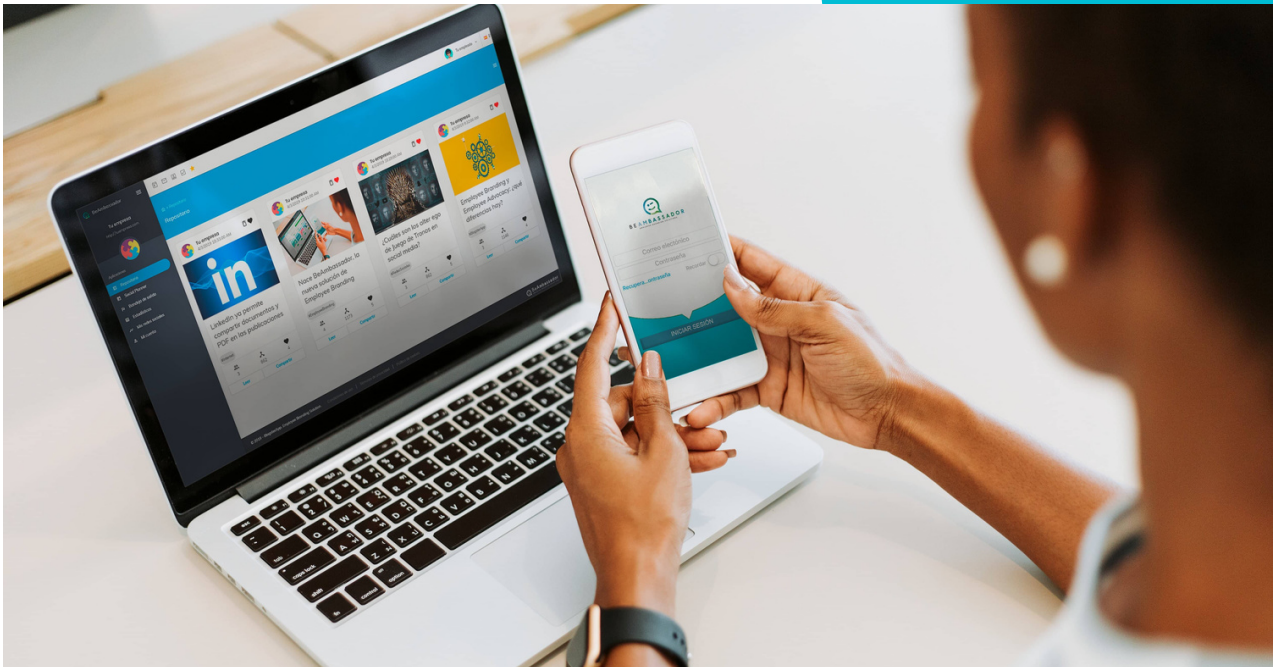
Thanks to this module, your sales team will be able to send email marketing campaigns to their network of contacts, manage them and create campaigns for sending this type of actions. Of course, they will also have access to statistics for these campaigns.

## Suggest Content

Allow your ambassadors to suggest content to the brand through the platform. They will be able to suggest linkable content, images and videos. The suggested content can be reviewed by the Administrator and the ambassador will earn points for suggesting valuable content that is then published in the content library.

## Lead Management

Do your ambassadors have a sales profile? If one of your main objectives is to obtain leads, this module will be very useful. They will be able to create forms, landing pages and manage opportunities through a qualification funnel.



# ARE YOU READY TO CREATE YOUR OWN BRAND AMBASSADORS NETWORK?

BeAmbassador empowers Marketing, Sales and HR strategies by allowing you to turn your team and collaborators into brand ambassadors

[Learn More](#)

[Request a Demo](#)

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