

# BRAND AMBASSADOR – SOCIAL MEDIA

Join us as a Verbena ambassador responsible for creating positive buzz around Verbena culture and promoting sales and the brand through social media. Maintain your brand ambassadorship and **earn 10% off all Verbena purchases** along with additional discount and gift card opportunities through the following:

## 1. Social Media

- At least one high quality Instagram post and a minimum of one Instagram story per week promoting Verbena products, tagging **@VerbenaAnnArbor** (with photo rights to Verbena).
  - Examples include trying on clothes in the store and taking selfies, pictures of you wearing your new Verbena purchases, or pics in/of the store. Friends are welcome to join you! (Purchase not necessary if completing in store).
  - Post pics of clothing within a week of buying /trying on in order to keep up with stock.

## 2. Check in

- Fill out Google Form by Sunday night to briefly report on the last week's posts and their stats.

## Additional Reward Opportunities

- **Be featured** on Verbena's social media accounts.
- **Earn gift cards** through modeling.
- **Discount codes** for you and your friends.

# BRAND AMBASSADOR – SOCIAL MEDIA APPLICATION

Name

Phone number

Email

School

Year in School (if applicable)

Instagram Handle

How did you first notice Verbena and what makes it special to you?

What experiences do you have that would translate into the brand ambassador position?

Through what date would you available to be a brand ambassador with Verbena?