

Kelston Marketing

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Disclaimer: This presentation is a component of my Master of Science program at Full Sail University. This graduate program culminates with a comprehensive Digital Marketing plan for a student-selected case study organization. While my coursework utilizes a real organization, it is not directly reflective of or approved by them.



Brand Ambassador Measurement Plan

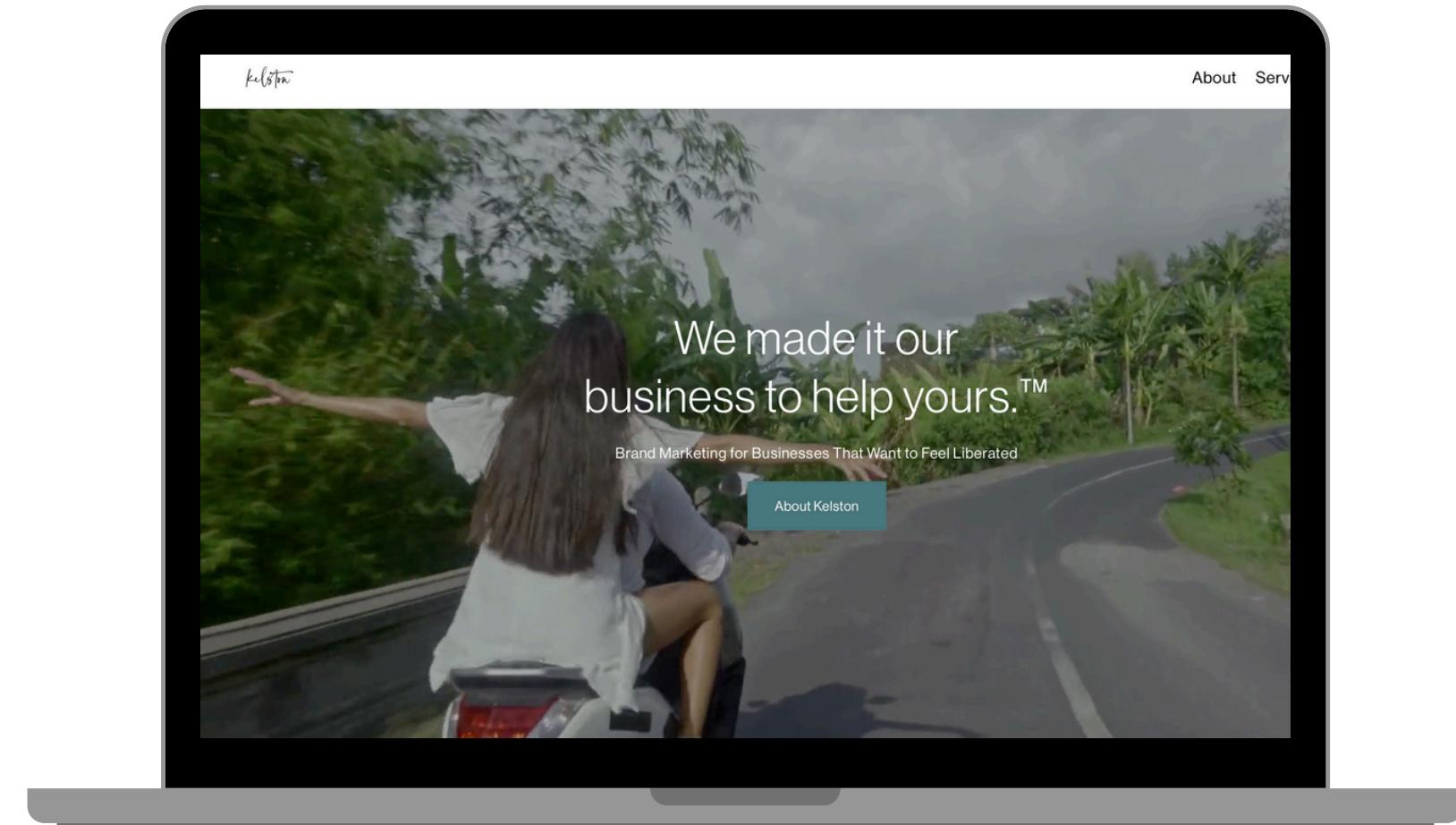
Let's Begin →

The Company

ABOUT KELSTON

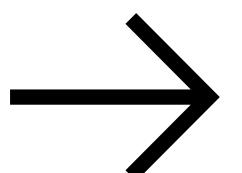
Kelston is a creative studio offering marketing services such as branding and web optimization among others. Targeting entrepreneurs/businesses Kelston aims to help both lifestyle and luxury brands nationally.

(Kelston Marketing, n.d.)



(Kelston Marketing, n.d.)

www.KelstonMarketing.com



Brand Ambassadors



Rachel Cannon Limited Interiors

Instagram: [@rclinteriors](https://www.instagram.com/rclinteriors)

- Client of Kelston & #1 fan of Kelston
- 30.4K Followers with a lifestyle look to their page similar to Kelston
- Left a 5 star Google Review on Kelston
- Covers a travel aspect similar to Kelston
- Embodies a confident woman persona which is reflective of Kelstons theming
- Engages with Kelstons posts frequently
- Very active on Instagram with organic content

(*Rachel Cannon Limited Interiors (@Rclinteriors)*
• *Instagram Photos and Videos, n.d.*)



Vanessa "Vannie" Pierre

Instagram: [@vannieparadisdesignstudio](https://www.instagram.com/vannieparadisdesignstudio)

- Client of Kelston & Fan
- Founded her own design studio
- Charismatic and empowering woman which embodies some of Kelstons values
- Instagram is reflective of the confident woman/ interior design and lifestyle themes that Kelston portrays
- Analytical and creative which could be a great asset to the Kelston Ambassador Program
- Very active on Instagram and well organized in her stories

(*Vannie Paradis (@Vannieparadisdesignstudio)*
• *Instagram Photos and Videos, n.d.*)



Jen Davidson

- Client of Kelston & Fan
- Much of her content has tons of engagement among her fans
- Strong woman character reflecting Kelston brand
- Lots of lifestyle shots similar to Kelston's themes
- Not afraid to be infront of the camera
- Uses lots of popular media types such as short form video reels, behind the scenes footage and stories

(*About | Interiors by Jen Davidson Chicago | Interior Design, n.d.*)



SMART Goals



- GET MORE PEOPLE VISITING **THE SERVICES PAGE**
Increase traffic by at least 50%
Marketing Funnel: Awareness & Consideration



- GET LEADS THAT CONVERT
Increase traffic to the contact page at least 75%, at least 15% need to convert
Marketing Funnel: Consideration & Conversion



- GET CONVERTED CUSTOMERS TO SPREAD WORD
Increase referrals by at least 30%
Marketing Funnel: Conversion & Loyalty

Broad Goals



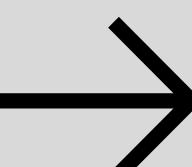
- INCREASE WEB TRAFFIC



- GROW LEAD CONVERSIONS

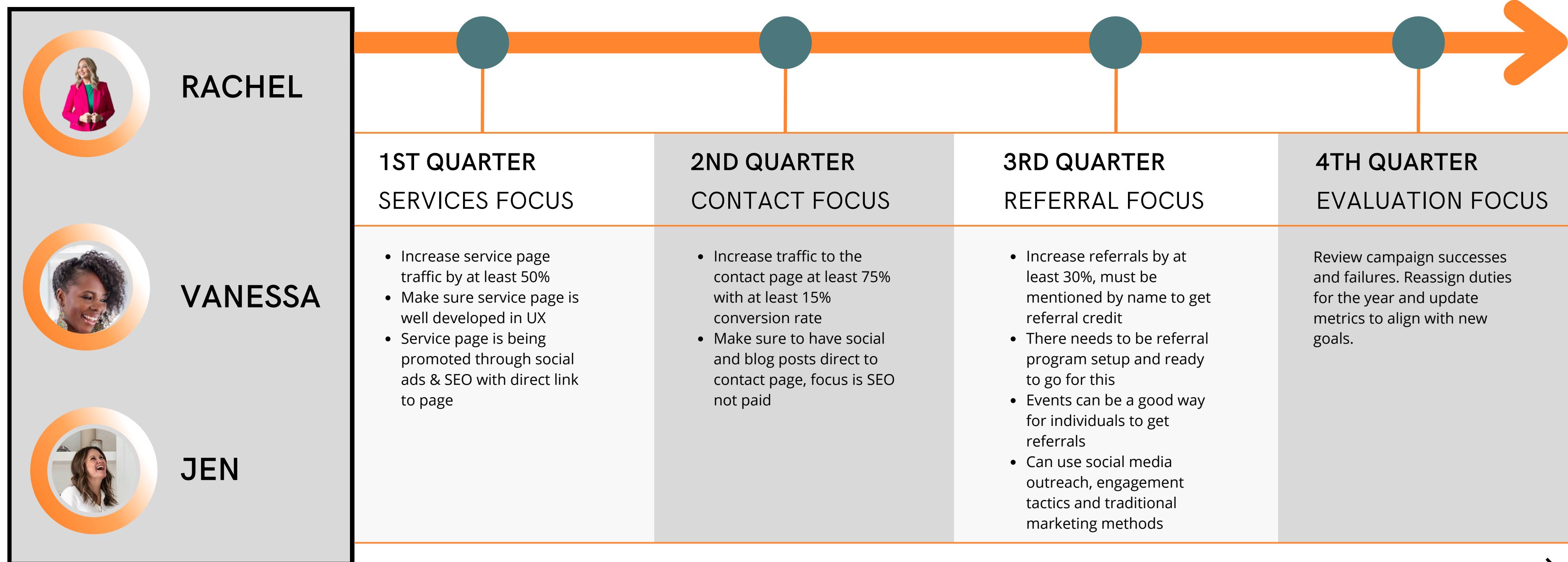


- INCREASE BRAND LOYALY AND REFFERALS



Timeline

Over the next 12 months, I will launch an ambassador campaign for Kelston. Each quarter the campaign will have a different focus with the overarching goal of increasing traffic, conversions and ROI. Using selected ambassadors they will be given selected Kelston free swag for their work. Depending on the ROI ambassadors may even receive gift cards or prizes from their achievements.



Tracking Metrics (KPIs)

Website Traffic & Source

-Will track traffic coming to the Kelston website, which ambassador it is coming from and what source

User Interactions

-Will track traffic after a user clicks a link what areas they are clicking (Heatmaps)

Customer Experience

So Kelston can improve the best possible website and pages from interacted areas surveys will be sent out

Instagram & LI Conversions/Engagement

Data from social consoles will be analyzed

Keywords

-Keywords will be tracked to be sure we are staying on top of trends with the ambassadors content

Blog Insights

-Blogs will be tracked to see what blogs are working the best and what to improve

Referral Codes

Referrals will be tracked by name mentions and referral codes

Name Mentions

Name mentions will be tracked

Event Registrations

-If an ambassador decides to host an event to get referrals this will be tracked manually

End of Year (4th Quarter)

Each quarter all of this data will be analyzed. Key achievers will be recognized and underperformers will have a discussion. At the end of the year all of the metrics will be re-evaluated and there will be a coffee banquet to honor the ambassadors for all their hard work.



Analytics Tools & Value

Website Traffic & Source

-To track each of the specific ambassadors referrals to the Kelston site each ambassador will be given a unique link. This link will be directly tracked to them using Bitly.

EXAMPLE:

Rachel's Services Link: bit.ly/RachelKelstonServices

Vanessa's Services Link: bit.ly/VanessaKelstonServices

Jen's Services Link: bit.ly/JenKelstonServices

-Bitly is great for data scanning and analyzing paths to individual performances, best channels, campaign effectiveness and for measuring ROI. (Bitly, Inc., 2025)

-To further measure the success of individual campaigns we will be using Google Analytics to make sure each ambassador is given credit. This is also good for checking broken links, bounce rates, and behavior. (How Google Analytics Works - Analytics Help, n.d.)

Name Mentions

Name mentions of ambassadors from customers will be tracked manually through an excel spreadsheet of each of the mentions that occurs. It will be categorized by: referred and sold.

User Interactions

-To track traffic after a user clicks a link what areas they are clicking we will use heatmaps through either Hotjar or Crazy Egg.

-These platforms are good for providing heatmaps as well as session recordings. (HotJar: Website Heatmaps & Behavior Analytics Tools, n.d.)

Blog Insights

-Blogs will be tracked using Wordpress Insights as well as looking at Hotjar again. This will help create heat maps for the trending parts of the blog and make sure Kelston is on track for trending on SEO.

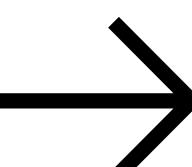
-Newsletters based on blogposts will be considered for promotional purposes. If we end up sending out newsletters we will start with Hubspots free plan to track the bounce rates and look at more heatmaps. If there is good engagement we will consider further taking a more personalized approach with funnel campaigns through mail chip. This will help segment our audience as well as develop leads.

Event Registrations

-If an ambassador decides to host an event to get referrals this will be tracked manually. There will be a clipboard given to each ambassador with a form to get names/emails of those who attend. Each of the individual forms will be printed with the ambassadors name on it. They can then use those emails to reach out and include their personalized links. They may also include any blog posts they may have created so we can analyze with heatmaps.

Referral Codes

Referrals will be tracked by name mentions and referral codes created by Wordpress. Each ambassador will have the option to make a promo like: RACHEL20, VANESSA20 or JEN20 to help them get leads. All promotions must first be discussed with Kelston.



Analytics Tools & Value

Keywords

-Keywords will be tracked to be sure we are staying on top of trends with the ambassadors content. We will do this through Wordtracker, Google Trends and the Moz free keyword research tool. These are great free alternatives rather than paying for SEMRush.

-The value to this is making sure SEO content is able to trend and remain in the public eye. It also allows us to look at the SERP and keyword difficulty. (Free Keyword Research Tool From Wordtracker, n.d.)

Instagram & LI Conversions/Engagement

-Instagram and LinkedIn data will be analyzed to make sure that the posts used by ambassadors are getting engagement. As Kelston has most activity on these two sites, ambassadors will be responsible for posting valuable content on there that leads to traffic on the pages mentioned earlier.

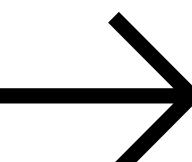
-The two tools being used will be Instagram Insights and LinkedIn campaign manager. There will also be some paid ads running with Kelston to coincide with the ambassador initiatives to help with leads.

-Using Instagram Insights and LinkedIn campaign manager engagement rate, peak audience times, and views will be analyzed. Also it will be used for competitive analysis.

Customer Experience

-Customers will be given random surveys from Survey Monkey by Kelston that can be sent through email, social or in person on their experience with the ambassador. This will help to make sure the ambassadors are acting ethically, not too pushy, and see what amazing traits each individual has.

-Customers may also be asked about the UX from the website, social media stance or other natures in the funnel. These may be given out either in person, through email, or social media.



Goals Optimization

Each of the metrics in this presentation contribute to four main goals: see leads, traffic, conversions and ROI. Through using specific analytical tools and a clear timeline it leads to clear results. The ambassador is given many different ways they are able to go about the campaign but ultimately the goal remains the same, increase conversions. On the 4th quarter data will be fully compiled and methods used will be discussed to find the way that worked best for this program. I have attached the timeline again for reference as well as the tools.

Tools:

- Bitly
- Google Analytics
- Hotjar/Crazy Egg
- Excel
- Wordpress Insights

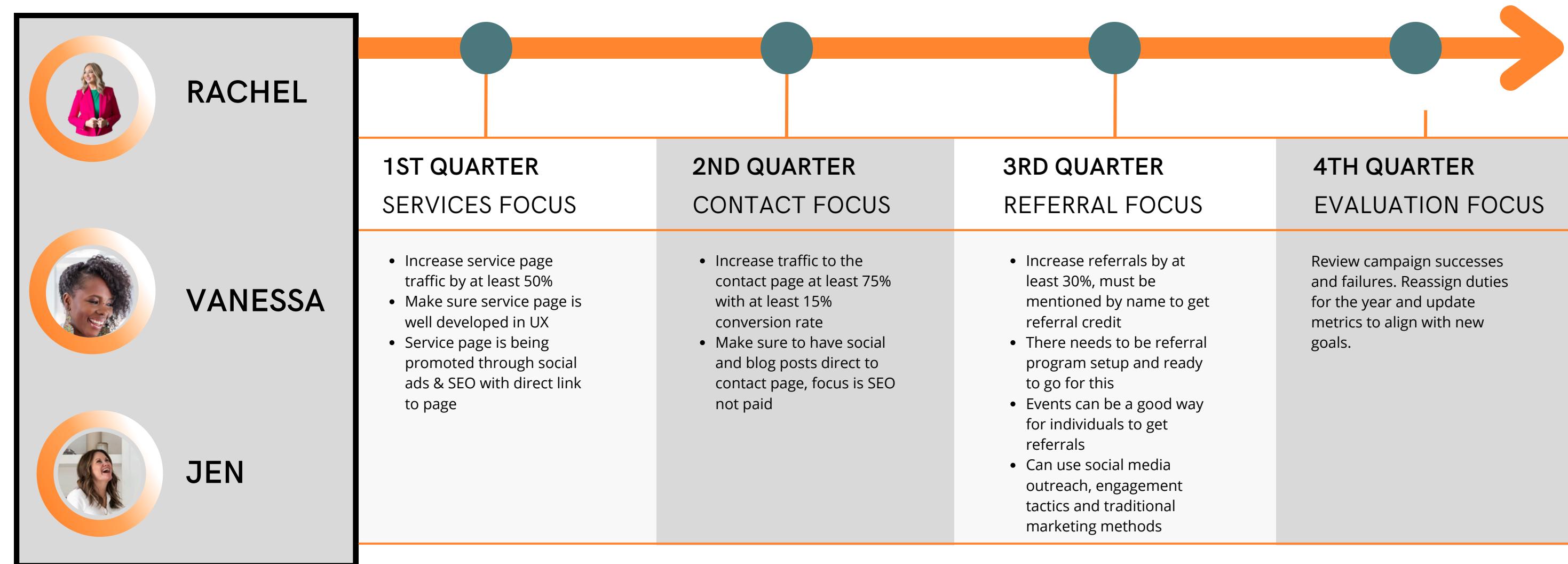
- Hubspot Free
- Mailchimp
- Manual: Clipboard Email Collection
- Referral Codes (Wordpress)
- Wordtracker

- Google Trends
- Moz Free Keyword Research Tool

- Instagram Insights

- LinkedIn Campaign Manager

- Surveys (Survey Monkey which can be used on Email, Social, or Printed)



Citations:

- Bitly, Inc. (2025, May 6). URL Shortener - Short URLs & Custom free link shortener | Bitly. Bitly. https://bitly.com/pages/landing/bringing-us-all-a-bit-closer?gad_source=1&gad_campaignid=9222821473&gbraid=0AAAAAC3Maq5qT2ikPkxO-BkFW4JIUxzFE&gclid=Cj0KCQjwyIPDBhDBARIIsAHJyyVg_sBp11PrrjTOhS0pxnIWRN1U62UYwd8dqUgCGw8AnqTWOIJeJBCgaAqzpEALw_wcB
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- Watson, M. (n.d.). 6 ways to see ROI on your Ambassador Marketing Strategy. <https://www.brandbassador.com/en-gb/resources/6-ways-to-see-roi-on-your-ambassador-marketing-strategy>

Disclaimer: OpenAI helped develop some of the ideas in this presentation. (OpenAI, 2025).