

KELSTON MARKETING

# BRAND AMBASSADOR PLAN

This presentation will outline a structured plan for Kelston Marketing's brand ambassador program. Selected ambassadors will be actual fans and clients of the brand, not influencers. The presentation will begin by reviewing Kelston's SMART goals, internal buy-in strategy, and program management approach. It will then detail the incentives and exclusive benefits offered to ambassadors. Finally, the presentation will cover the program's launch plan, including communication strategies, outreach methods, and the core brand story ambassadors will help share.

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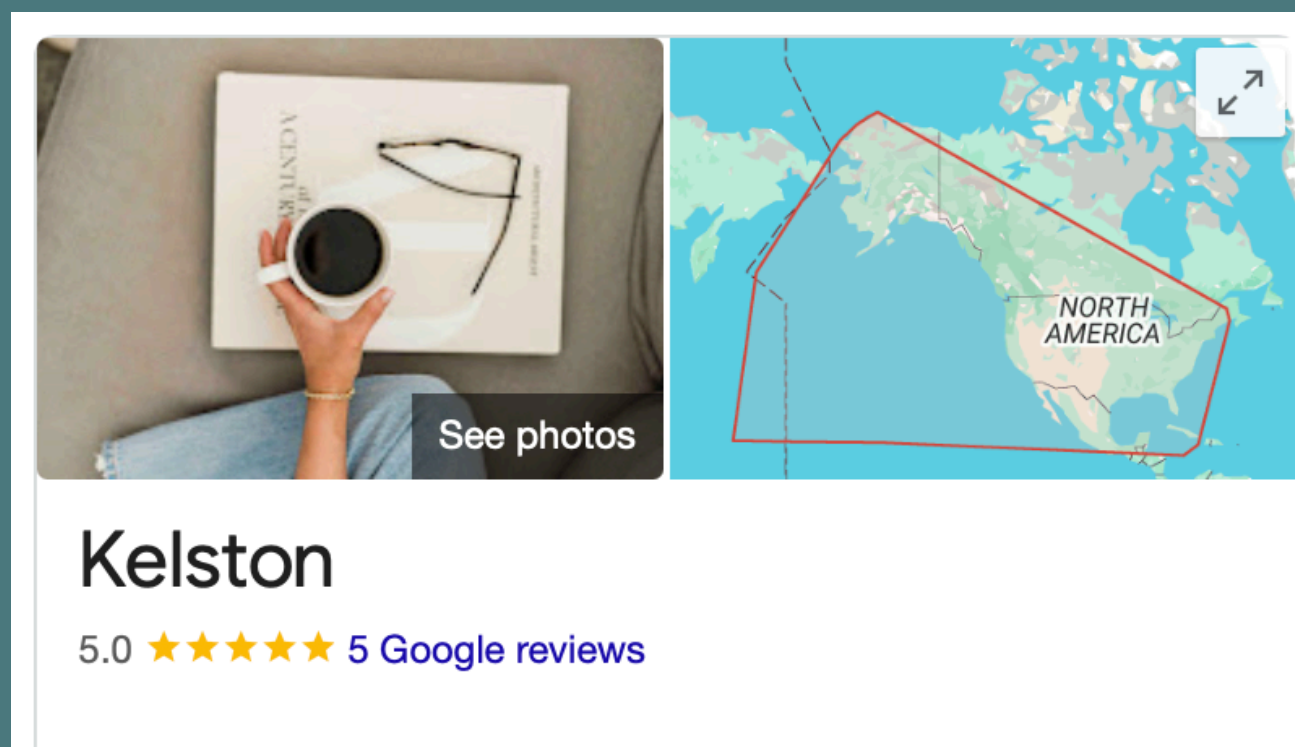
*Professor: Vidal Fonseca*

*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.*



## INTRODUCTION

Kelston Marketing is an creative marketing agency based in Southlake, TX founded by award winning brand marketer Stephanie Cross. The target audience is entrepreneurs and businesses. The audience is both nationwide and in Dallas, TX. Primarily ages are 24–38. This proposal outlines a brand ambassador program designed to deepen community engagement, expand brand awareness, and drive long-term business growth through organic, fan-driven advocacy.



(Google Search, n.d.)



## It's not business, it's personal.

Kelston was founded in 2020 by Stephanie Cross, an award-winning brand marketer with over 15 years of experience working with luxury and lifestyle brands like St. Regis, W Hotels, The Luxury Collection, and Michael Kors. With deep roots in hospitality, she ensures every idea is both compelling *and* operationally executable.

With a rare blend of creativity and business acumen, she uncovers what truly moves people, crafting strategies that go beyond aesthetics to build lasting loyalty. At Kelston, every project is an opportunity to shape a brand narrative that resonates, endures, and drives real impact.



(Kelston Marketing, n.d.)



# SMART GOALS

*Here are three SMART Goals for Kelston: (With a three tier program)*

- **Get more people visiting the services page**  
-Increase traffic by at least 50%  
-Marketing Funnel: Awareness & Consideration

This campaign goal supports Kelston’s business objective of increasing service inquiries. Using brand ambassador user-generated content (UGC) is beneficial as the brand expands its organic reach within the ambassadors’ networks, creating authentic awareness and driving more traffic to the Services page. This reduces reliance on paid ads (especially since Kelston is focused on organic work,) and helps capture interest from prospective clients earlier in the funnel. (Four Months)

- **Get Leads that convert**  
-Increase traffic to the contact page at least 75%, at least 15% need to convert  
-Marketing Funnel: Consideration & Conversion

This goal aligns with Kelston’s aim to generate leads and improve conversion rates. By activating brand ambassadors to share personal success stories and recommendations, the campaign builds trust with prospective clients, increasing the likelihood they’ll visit the Contact page and book consultations. Authentic referrals from satisfied clients often convert better than cold traffic, supporting revenue growth without proportionally increasing ad spend. (Four Months)

- **Get converted customers to spread word**  
-Increase referrals by at least 30%  
-Marketing Funnel: Conversion & Loyalty

Word-of-mouth referrals from existing clients are one of the most cost-effective forms of marketing. By establishing a brand ambassador program composed of happy clients, Kelston amplifies positive sentiment and peer-to-peer recommendations. The brand ambassador will work to raise awareness of the brand through reaching out to people and getting them to participate in a referral program. This increases new client acquisition while enhancing brand loyalty and customer lifetime value. It also reduces customer acquisition costs since referred leads typically require less marketing effort to convert. (Four Months)



UGC

Personal  
Success  
Stories

Word of  
Mouth



## AUDIENCE



Kelston Marketing's target audience falls into two primary categories: entrepreneurs and CEOs of small to mid-sized businesses. As a B2B-focused branding studio, Kelston typically engages with professionals between the ages of 24 and 38 who are actively growing their businesses and seeking strategic marketing support. Many within this audience hold advanced degrees, such as a Master's in Business Administration (MBA) or a Bachelor's in Business Administration (BBA), reflecting their focus on leadership and business development. Geographically, Kelston works with clients nationwide, though a significant concentration of its clientele resides within the Dallas-Fort Worth (DFW) metro area. Beyond professional ambitions, many of these individuals share personal goals such as traveling more and achieving a balanced, empowered lifestyle — values that align with Kelston's brand philosophy. As they want to travel more, that is where Kelston fits in, doing marketing services to free up time that can allow them to travel.



# TIME TABLE

THE FOLLOWING IS A TIME TABLE INDICATING HOW THE BRAND AMBASSADOR PROGRAM WILL WORK. IT WILL BE A THREE TIER PROGRAM BROKEN INTO FOUR MONTH PERIODS FOR A TOTAL OF ONE YEAR CONTRACT. AFTER THE YEAR IS COMPLETED KELSTON WILL REVIEW TO ACCESS RENEWAL OF THE CONTRACT:

1

INCREASE SERVICES PAGE TRAFFIC THROUGH AMBASSADOR UGC BY 50%  
**JULY-OCTOBER 2025**

2

BOOST CONTACT PAGE VISITS BY 75% & 15% CONVERTING TO CONSULTATIONS. AMBASSADORS WILL POST PERSONAL EXPERIENCES AND ENDORSEMENTS, BUILDING TRUST AND ENCOURAGING INQUIRIES. REFERRALS VIA AMBASSADORS' NETWORKS WILL INCREASE CONVERSIONS COMPARED TO COLD TRAFFIC.  
**NOVEMBER 2025-FEBRUARY 2026**

3

INCREASE REFERRALS BY 30% BY EMPOWERING HAPPY CLIENTS-TURNED-AMBASSADORS TO ACTIVELY PROMOTE THE BRAND THROUGH PEER RECOMMENDATIONS AND A REFERRAL PROGRAM. THIS EXPANDS AWARENESS AND LOYALTY WHILE LOWERING CUSTOMER ACQUISITION COSTS.  
**MARCH-JUNE 2026**



## BUY IN

Kelston will try to get buy in for this program internally by getting the higher ups in Kelston involved at a coffee event that will have photo ops such as that with Stephanie Cross. There will be free coffee provided. Demonstrated will be savings company can get, well illustrated roles of those involved and alternative ways of also getting money to help create the program.

Example: This program could raise up to 50% on traffic on the services page leading to conversions that pay for the ambassador themselves. Also we are targeting 15% conversions on stage two of this program. Alternative means of funding can also be a kickstarter campaign online offering Kelston swag for different levels of donations.



## MANAGEMENT

Program Lead: Stephanie Cross (Founder) as she is intimately familiar with Kelston's values, trusted by clients, skilled in relationship building

Ambassador Liaison: Marketing Coordinator

They will onboard ambassadors, distribute campaign materials, monitor social listening tools, track participation, and feedback

### **Metric Monitoring Schedule:**

Weekly check-ins during the first 3 months

Quarterly ambassador feedback surveys

Monthly Brand24 sentiment reports



*Stephanie Cross, Kelstons Founder  
(Kelston Marketing, n.d.)*





# PROGRAM INCENTIVE

- Base contract agreement for pay

- Free Project for their company

This will hype them up and also help them learn the programs for the company use as well as their own brand/personal use.

- Mentorship or feedback from your marketing/creative team

They are being taught and helped so they can be successful.

- Gift cards or service exchanges

Gift cards are fun to receive as a thank you present or as an incentive that you are doing a great job and you are a great addition to the team!

- Event invites (IRL or virtual)

Meeting speakers, asking questions and being able to experience the work they are doing is an amazing reward for your student brand ambassadors!

- Curated Swag & Brand Kits
- Recognition & Social Elevation
- Exclusive Content & Resources
- First-look & VIP Access





# PROGRAM LAUNCH

Launch an exclusive brunch event in September 2025 for selected ambassadors  
Present program goals, expectations, and engagement opportunities  
Provide welcome kits and conduct content creation workshop

Private Facebook Group for ambassadors  
Monthly Zoom calls for updates, brainstorming, and recognition  
Encourage UGC challenges with themed prompts (e.g. #MyKelstonStory)

Monthly check-ins via surveys  
Ambassador of the Month recognition  
Direct message response policy within 48 hours  
Quarterly in-person ambassador meetups

Weekly Brand24 alerts  
Daily Instagram and Facebook story mentions scan  
Review Google feedback weekl





## CITATIONS

- About Kelston Marketing | Dallas Marketing and Branding Studio — Kelston | Marketing and Branding Studio in Southlake, TX. (n.d.-b). Kelston | Marketing and Branding Studio in Southlake, TX. <https://www.kelstonmarketing.com/about>
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