



SHAREFLO'S

HOW TO START A CAMPUS AMBASSADOR PROGRAM

GROWTH COURSE

COURSE OVERVIEW

PEOPLE

Identify your target audience.

OFFICE

Build your team.

CULTURE

Get out there!

1. KNOW YOUR MARKET

Understand the Who & the Why

- Identify your Target Audience
- Understand what Engages them
- Take Advantage of NYC



\$417B

This figure represents the spending power for college students.

SHAREFLO EXAMPLE

Target Audience: College Students

- Top Universities in NYC
- Great Startup Community
- College Students Everywhere!

2. BUILD YOUR TEAM

CAMPUS AMBASSADORS

A team of passionate individuals who are ideally college students that strive to promote your business around their campus in a variety of ways.

DO IT STEP BY STEP

WHO

Understand WHO you want to represent your brand.

HOW

Determine how you'll get the team you want & need.

ENGAGE

Figure out how you'll keep your team engaged and passionate!

JOB POSTING

LOOKSHARP

Posting on multiple sites is not as effective as sharing it across social media and more importantly across campuses.

GLASSDOOR

The post itself must be gripping & exciting.

JOB-HUNT

It is crucial that the post reflects the company and position honestly and eludes the quality of work you're looking for.



CANDIDATE VETTING

TAKE TIME TO REVIEW
EACH APPLICATION

Get to know the applicants.

- Phone Interviews
- Video Chat Interviews
- Sample Projects



WITH CONTRACTS YOU CONSIDER...

PAID OR UNPAID? // HOW
LONG WILL THIS GO
FOR? // IS THERE SET
HOURS?

Utilize our Favorite Contract tool:
Hello Sign!

**3.GET OUT
THERE!**



COLLAB & STRATEGIZE



Once the team is together...

- Meet about the Mission
- Get to know Each Other
- Make sure they Know you Have Their Academic Well Being in Mind



WORKING THE CAMPUS

Determining the Right Strategy

ESSENTIAL MATERIALS

T-SHIRTS

Nothing say's "we're a team" more than matching shirts.

FLYERS

People are always on the go- have something ready for them to take.

SIGNS

Not everyone will want to ask who you are or what you represent - a sign eliminates that issue.



GRAB THEIR ATTENTION

BE CREATIVE

INDUSTRY OUTREACH

- Be apart of your Community
- Partner with like minded Companies
- Attend Mixers & Events as a Team

WE'RE HAPPY YOU JOINED US

THANK YOU!

[SHAREFLO.COM](https://www.shareflo.com)