



Turn Your Customers Into Your Army of Brand Ambassadors.

OFFICIAL PRODUCT OVERVIEW





YOUR CHALLENGE

Your Next Customers Are Online... But How Will You Reach Them?

01



The average American receives between 4,000-10,000 marketing messages per day.

Organic reach for brands has fallen 65% since 2019.

Consumers trust in advertising has fallen 23% in since 2018.

Average CPC has grown over 46% in Q2 2020.



YOUR OPPORTUNITY

The Three Keys To Success

“The winning brands in today’s digitally native paradigm are driving **engagement** and **sharing** on social media.”

“**User-generated content** builds trust, increases conversion 2x, amplifies the brand, and is an unlimited source of authentic content.”

“74% of consumers identify **word-of-mouth** as a key influencer in their purchasing decision.”



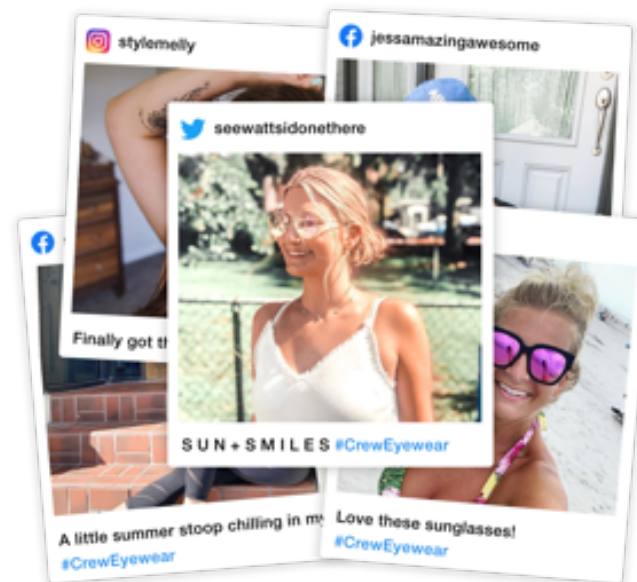


ENTER CREWFIRE

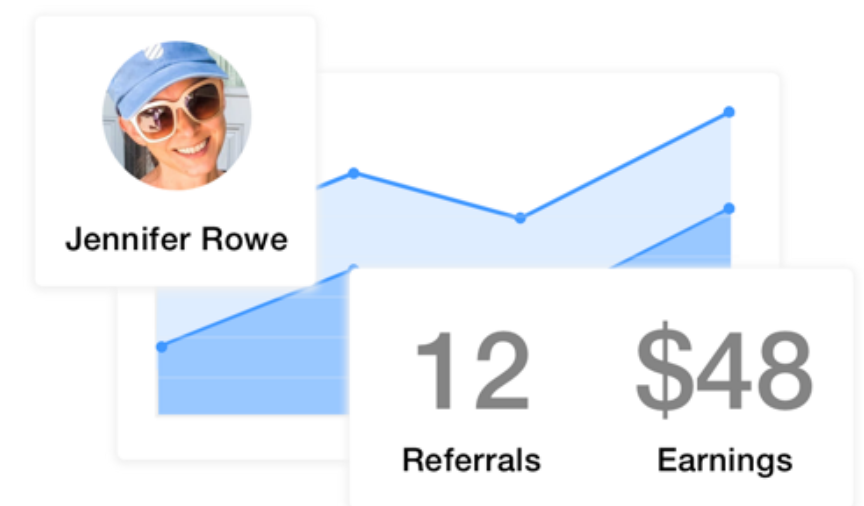
Turn Your Customers Into Your Growth Army.



Drive **Engagement & Shares** on Social Media.



Drive **User-Generated Content** on Social Media.



Drive **Referrals & Word-of-Mouth** on Social (and Beyond).



Activities



Share my referral code



Engage on Instagram posts

2



Share content

5



Participate in campaigns

5



Use hashtags on social media

4



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04

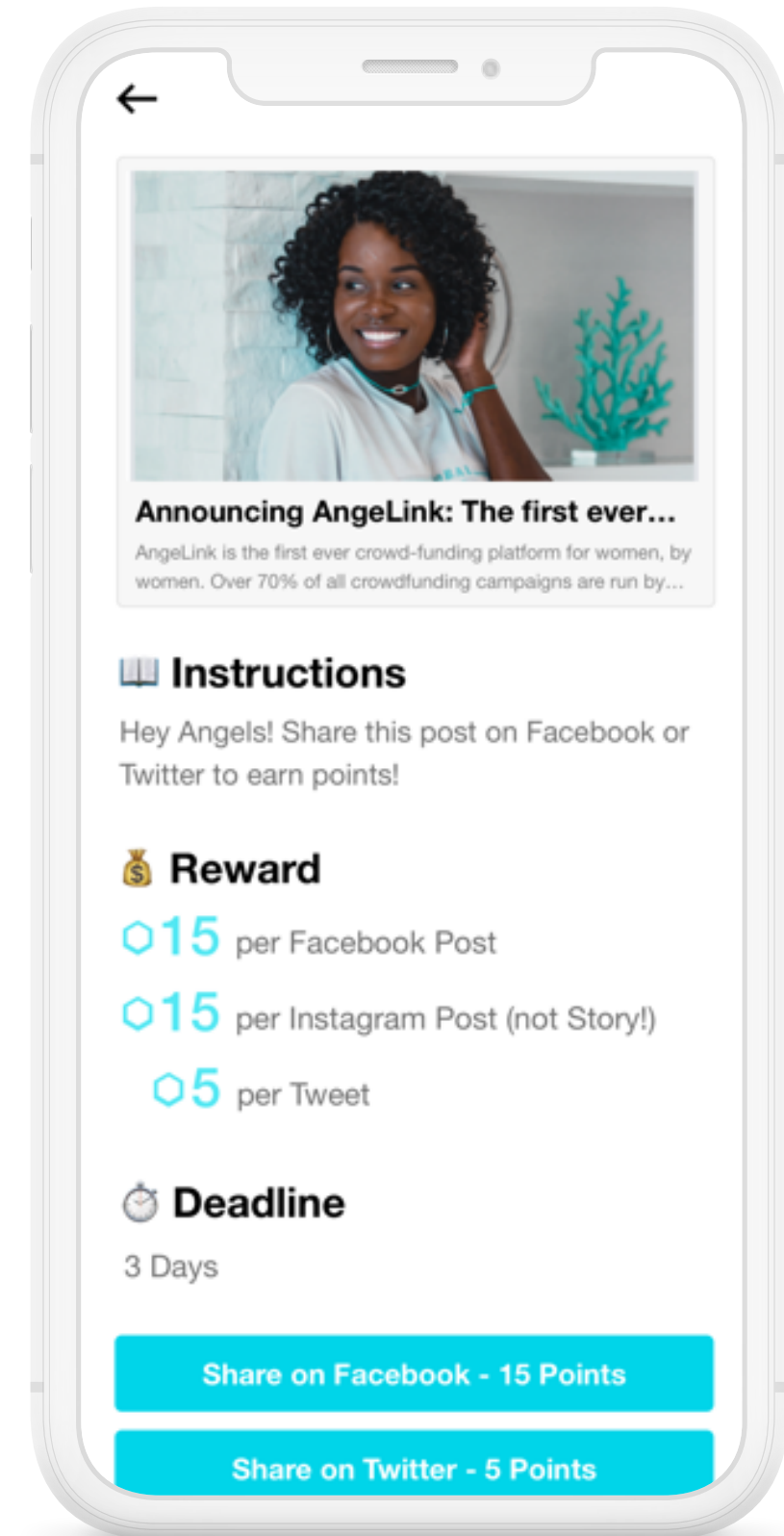




Drive Engagement & Shares on Social Media.

Connect your brands social media accounts, blog, and e-commerce site to CrewFire.

When you upload new content, products, or posts, your ambassadors will be mobilized to like, comment, or share as quickly as possible - increasing the reach and impressions for every piece of content you publish.

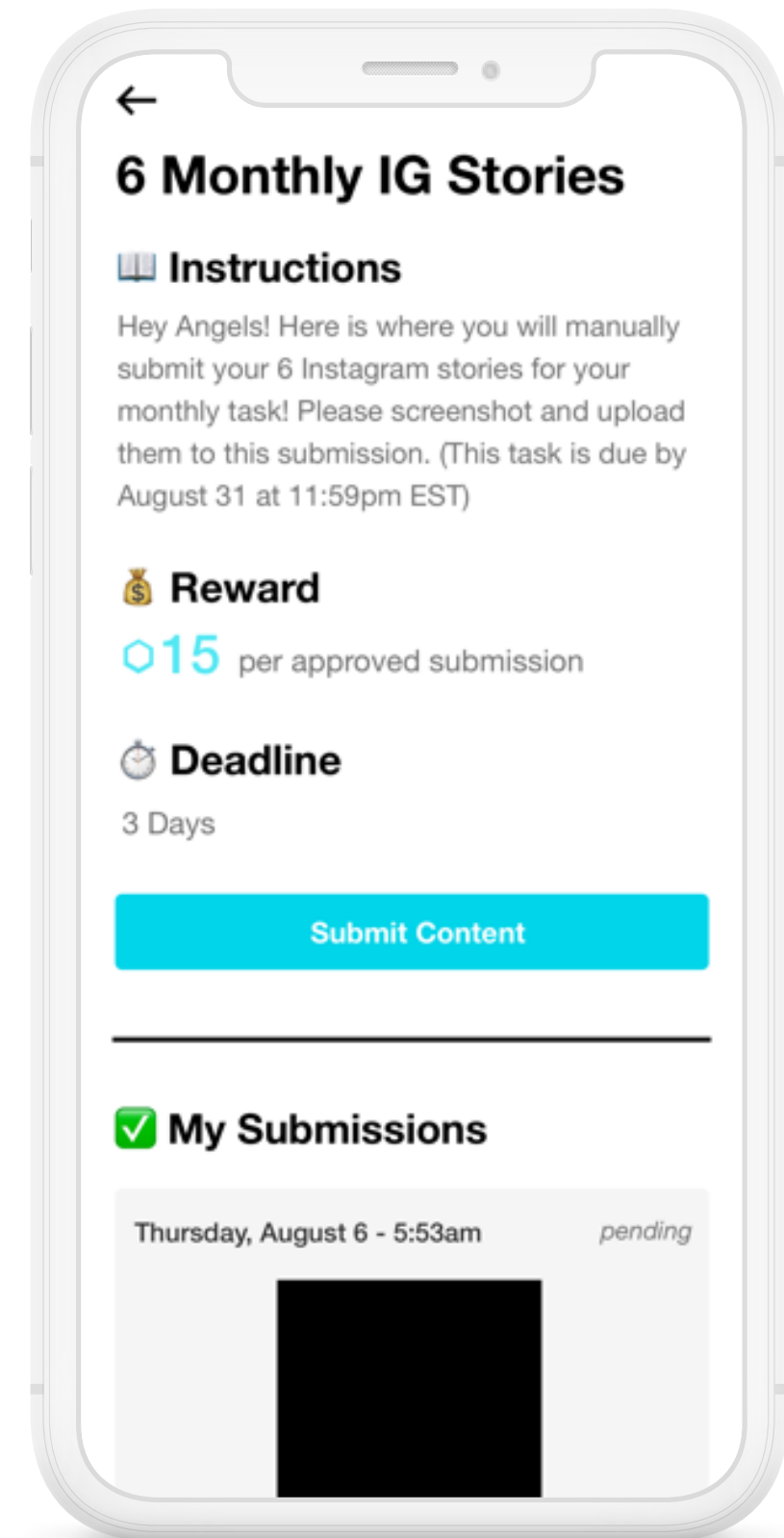




Drive User-Generated Content on Social Media.

Create UGC campaigns for your ambassadors to participate in including instructions and (optional) brand assets for them to use.

Incentivize them with points, which they can exchange for rewards (more on that later).

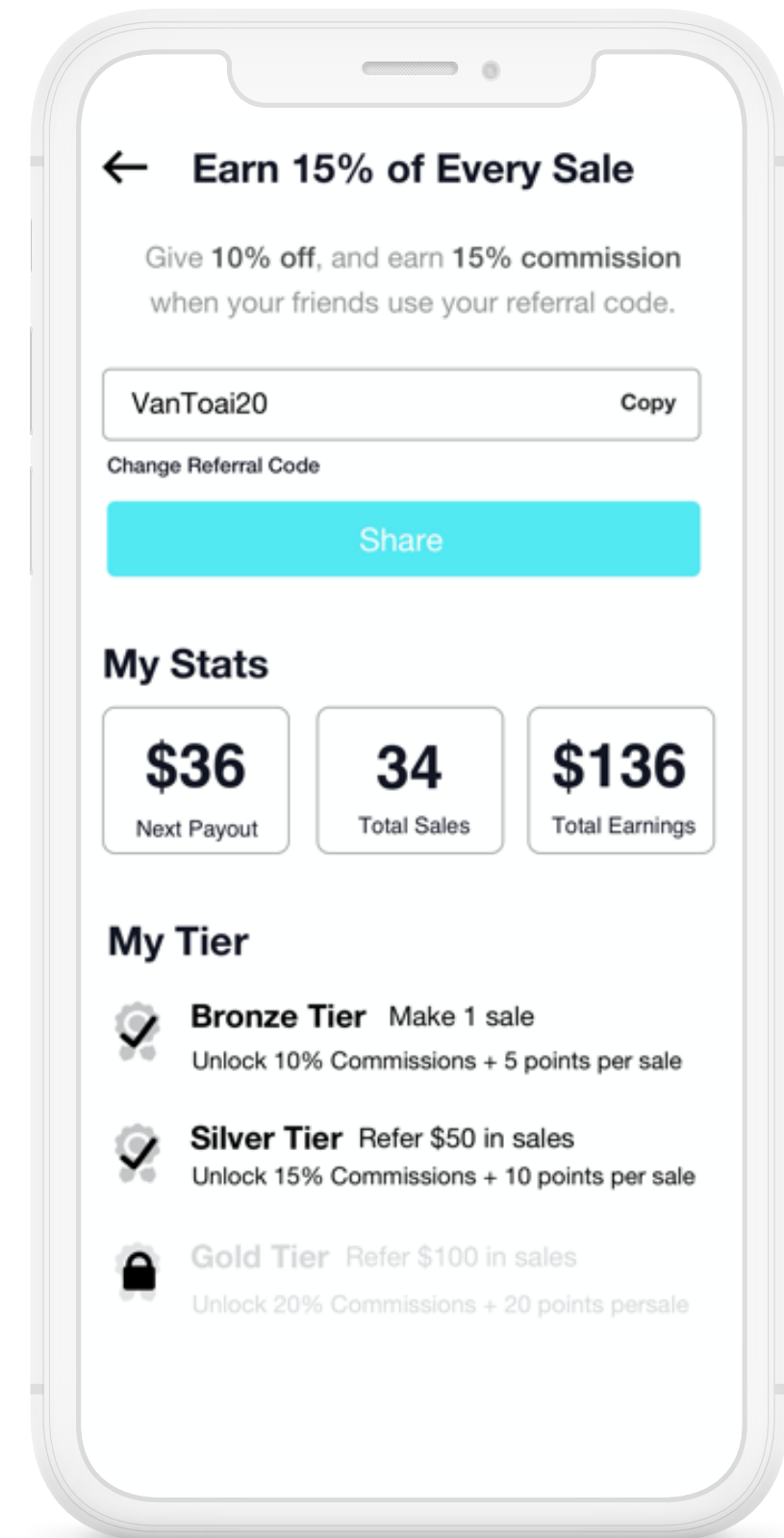




Drive Referrals and Word-of-Mouth.

Create UGC campaigns for your ambassadors to participate in including instructions and (optional) brand assets for them to use.

Incentivize them with points, which they can exchange for rewards (more on that later).





AMBASSADOR PERKS

And What's In It For Your Ambassadors?

Normal referral programs see just 2% engagement (2 out of every 100 ambassadors drive a single sale).

With CrewFire 2.0, we set out to build something even more engaging, rewarding, and exciting for your ambassadors.

Think: what are the internal triggers that will keep the ambassador coming back? Why should they using the app?





AMBASSADOR PERKS

We Designed Thoughtful, Engaging Hooks.



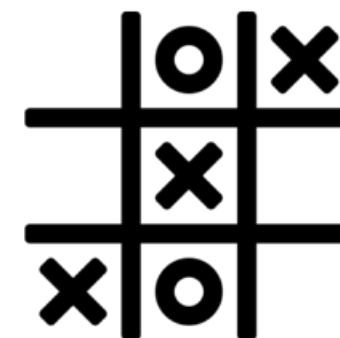
Sense of belonging & tribe



Creative inspiration



Recognition & social capital



Competition & gamification

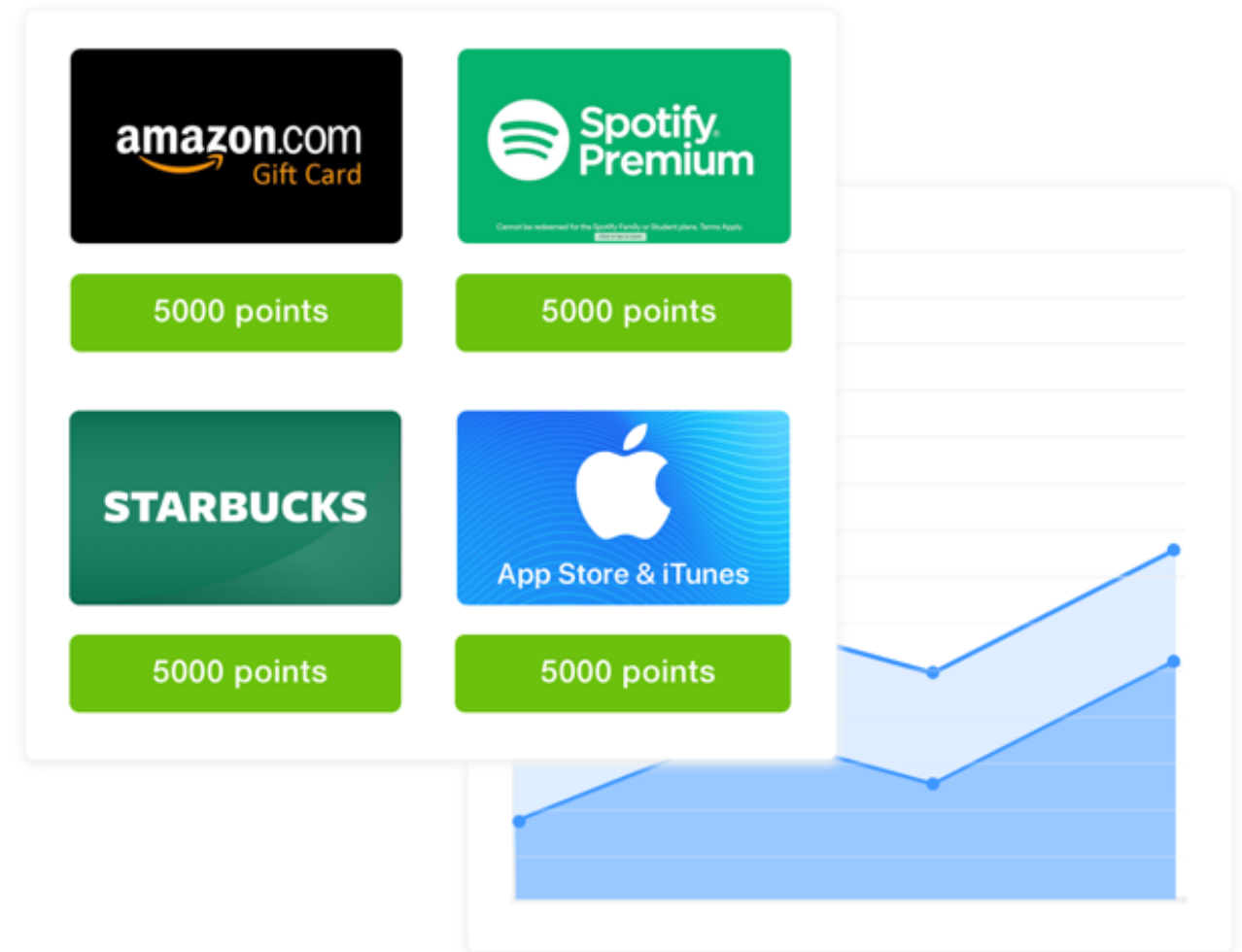




Points & Rewards

Reward your ambassadors with points for completing different actions in CrewFire.

They collect the points, which they can exchange for rewards from your brand.

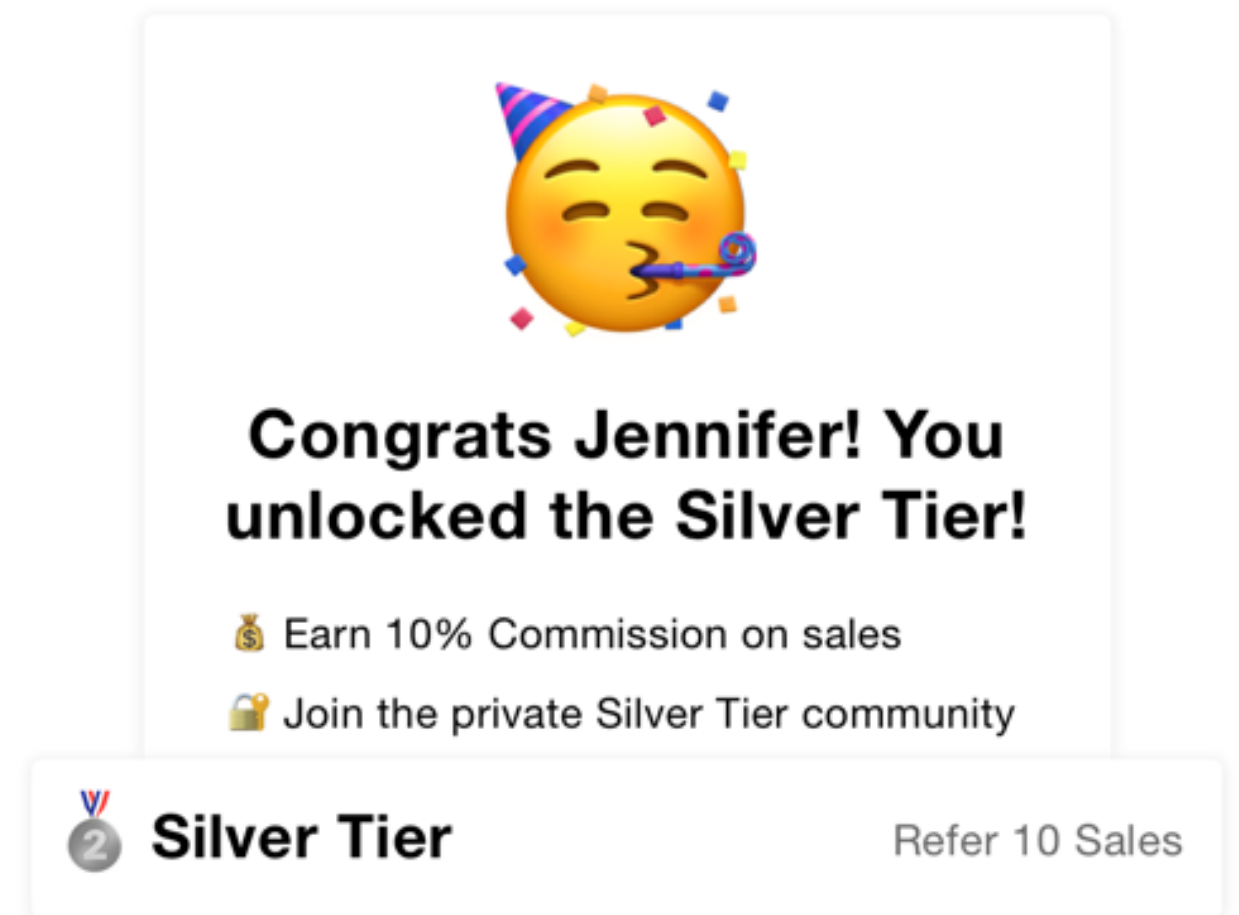




Unlockable Tiers

Make participation more rewarding & engaging by creating unlockable reward tiers.

Configure tiers that unlock based on different milestones, and that offer different benefits.

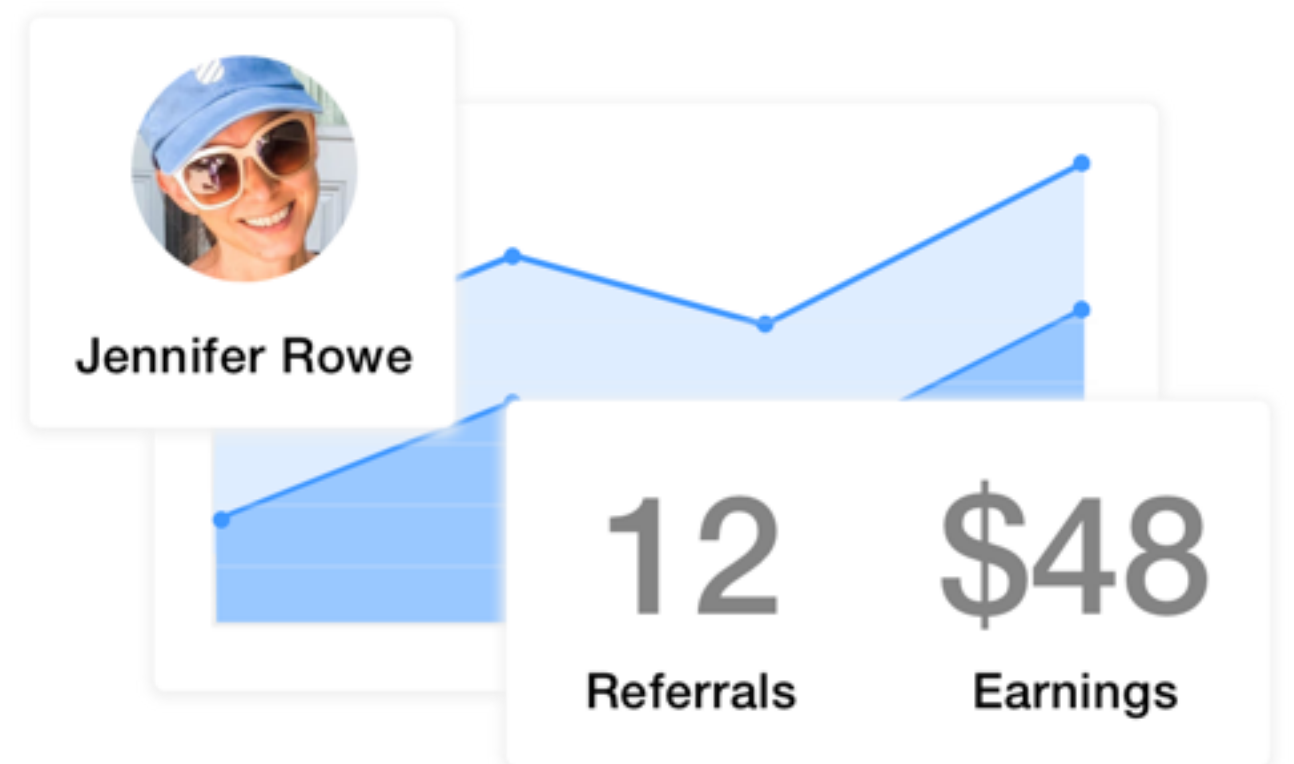




Referral Commissions

Configure referral commissions to reward your ambassadors with a percentage of every sale that they drive.

Ambassadors can track their earnings and transaction histories, and can cash out via PayPal or bank transfer, without leaving CrewFire.















Community Message Board

Your ambassador program is full of like-minded friends who haven't met yet.

The Community feature gives them a chance to connect and form relationships with one another through your ambassador program - strengthening relationships, and embedding your brand and brand ambassador program in the lives of your ambassadors.





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	What are your career goals?	62 
	Crew Eyewear Book Club	25 
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	Best time of day to post on Instagram?	62 





Ambassador Rankings

The rankings tab breathes a spirit of friendly competition through the program, motivating your ambassadors to stay active and engaged.

1		Jennifer Rowe	343 Points
2		Anne Dorman	235 Points
3		Chelsea Barnard	220 Points
4		Angelica Demarzano	184 Points
5		Lucille Tulsidin	153 Points





Get Started

Interested? I'm happy to answer any questions you might have about CrewFire, and to help you get started if you're ready.

Shoot me an email at **Alan@CrewFire.com**, and we'll discuss 🔥

