



AMBASSADOR ENGAGEMENT OVERVIEW

COMMUNICATION

- Regular Communication – Quarterly Check-ins
- Newsletter Sign-up
- Preferred Communication Vehicle:
- Yammer
- Inner Circle

CONTENT

- Stop Motion
- Gear Unboxing Video
- “What’s in The Pack” images
- AR / VR assets
- “Product in the Wild” images / video
- 3D Product Pictures
- Website Content:
 - Complete Web Profile
 - Featured Story – July / Mongolia
 - Workshop Schedule Published
 - We Are f-stop
 - Gear Corner Story
 - Geo Map Permission
- Educational Series
 - Webinars
 - Podcasts
 - Live Series
- Translation Support
 - Newsletter
 - B2B assets
 - f-stop web content





DIGITAL

- Instagram:
- Facebook
- Twitter
- Youtube
- Blog
- Tag @fstopgear as sponsor in bio
- Tag posts with hashtags:
 - #WeArefstop
 - #fstopgear
 - #fstopcommunity
 - #fstop247
 - #RoadRulz
 - #PhotoCrawl
 - #EliteKit
- Live Stream from Events or Workshops
- Join and participate in Instagram Pod
- Email signature personal logo
- Affiliate Program
- Sharing f-stop campaigns on social

IRL COMMUNITY

- Workshops
 - Share discount codes with workshop participants
 - Product Education
 - Workshop Schedule shared on f-stop website
- Trade Shows
- Pro Hangouts
- Photo Crawls
- Representing f-stop at Local Events





RELATIONSHIPS AND INTRODUCTIONS

- B2B Partners
 - Introductions
 - Content Translation
 - Local Event Support
 - Product Training
- Media & Exposure Partners
 - Introductions
 - Micro Campaigns
 - Content Translation
 - Product Review / Opportunity Notification
- Industry
 - Introductions
 - Micro Campaigns

PRODUCT

- Alpha / Beta Testing
- New Product
- Product Webinar
- Product Feedback
- Tech Rep
- Help with RMA in Ad Hock situations
- Reviews:
 - Amazon
 - Google
 - f-stop web
 - Personal Blog / Website



MICRO CAMPAIGNS

- Feature Story
- Contest
- Brand & Media Partners

PERSONALIZED GEAR

- Laptop Sleeves
- ICU's
- T-Shirts
- Prints (Wood and Metal)
- Lens Clothes
- CF Wallets
- Sticker Packs
- Jigsaw Puzzles
- Klava / Buff

