

The Complete PrintingCenterUSA Brand Ambassador Program

A Partnership Built on Creativity and Collaboration

Welcome, Creative Minds, Innovators and Storytellers!

Are you ready to elevate your creative journey and join a community where your passion for print becomes a pathway to rewards, recognition, and collaboration?

The PrintingCenterUSA Brand Ambassador Program is designed for creatives who love print and want to share that passion with the world. Here's everything you need to know about how the program works, what we expect from you, and all the amazing benefits you'll receive in return.

Who is a Brand Ambassador?

Customers with a network in a niche that is applicable to our printing services, who also have a solid social media presence and following. These individuals are influencers within their networks, capable of effectively promoting PrintingCenterUSA through various means.

What are the requirements and offerings?

Requirements for Brand Ambassadors:

- Regular Social media posts promoting PrintingCenterUSA.
- Unboxing videos of print projects.
- Video testimonials sharing their positive experiences.
- Case study blog posts detailing their projects and outcomes.
- Actively recommending PrintingCenterUSA for printing needs within their network.
- Distributing flyers or postcards to their network.

Offerings to Brand Ambassadors:

- A cash referral bonus of \$50 for each successful referral.
- We'll create you a custom referral code and landing page for tracking and convenience.
- 25% discount off print orders for new prospects using your referral code.
- Free hard copy proofs on each new print order for all brand ambassadors.
- Product showcasing on PrintingCenterUSA's marketing channels for added exposure.
- Free digital flipbooks.
- Provision of flyers or postcards for further promotion.

How Does it Work? Here's the Details:

Ambassador Expectations: Your Commitment

As part of our community, your role is pivotal. Here's what we're looking for:

Regular Posting:

- **Social Media Shares:** Post about PrintingCenterUSA at least twice a month on your preferred social media platforms and mention PrintingCenterUSA and tag (Instagram, Facebook, Twitter, LinkedIn).
- **Content Creation:** Produce at least one unboxing video and at least one video testimonial per quarter, showcasing your latest print project with us; 1 of each per quarter or per new print project.
- **Blogging and Success Stories:** Contribute to our Success Series blog with at least one post every six months, sharing your journey, tips, or a case study of how our products have made a difference in your work.
- **Active Recommendations:** Use every opportunity to

recommend PrintingCenterUSA within your network, whether it's through direct referrals, mailing out flyers, or handing them out at events.

Engagement and Networking:

- **Flyer Distribution:** Distribute provided flyers and postcards within your network, at events, or at local businesses relevant to our niche, aiming for at least one distribution event or mailing per quarter.
- **Feedback and Insights:** Provide regular feedback on our products and services, and participate in at least one product development session or survey per year to help us serve you better.

PrintingCenterUSA's Offerings & Commitment to You

We're here to support your journey and ensure your efforts are rewarded

Financial Incentives and Discounts:

- **Cash for Referrals:** Earn \$50 for each new customer who places an order using your referral code.
- **Incremental Discounts:** Enjoy increasing discounts on your print orders, starting at 25% for Bronze Level and climbing up to 35% for Gold Level ambassadors.
- **Special Sponsorships:** Got a special project? Inquire directly to pitch a proposal to us!

Marketing and Exposure:

- **Newsletter and Website Features:** Get spotlighted in our newsletter and in our marketing, starting with an introductory success series article and moving up to in-depth stories and event highlights.
- **Product Showcasing:** See your print projects featured across our marketing channels, providing you with significant exposure.

- **Free Digital Flipbooks:** Convert your print projects into digital flipbooks for wider sharing, available for all ambassadors.

Tools and Support:

- **Custom Referral Program:** We build you a custom landing page for your referrals.
- **Free Hard Copy Proofs:** Ensure your print projects are perfect with free hard copy proofs for your orders
- **Promotional Materials:** Receive flyers, postcards, and other materials to help you share your enthusiasm for PrintingCenterUSA with the world.
- **Custom Sample Packs:** Got a lead that needs more details and options before they buy? We can send a custom sample pack to them, just let us know!

Tiers and Benefits Details

The PrintingCenterUSA Brand Ambassador Program is designed to reward our ambassadors right from the start. With tiers structured to provide increasing value and recognition, every ambassador is set up for success and growth. Here's how we're making the Silver Level an appealing entry point:

Bronze Level (Entry: 1-4 Referrals)

- **Immediate Welcome Offer:** Upon joining, Bronze Level ambassadors are immediately rewarded with a **25% discount on every order**, signaling our appreciation for their commitment from day one. (Max. Discount \$300 per order)
- **\$50 cash for each referral:** Ambassadors begin earning right away, with a \$50 cash reward for each successful referral, motivating them to share their experiences and our brand with their network.
- **Feature in Our Newsletter:** New ambassadors get an introduction feature in our newsletter. This spotlight not only celebrates their joining but also highlights their potential impact

and the exciting journey ahead.

Sliver Level (5-10 Referrals)

- **All Bronze benefits.**
- **30% personal discount on orders:** To further reward engagement, the personal discount increases, offering significant savings and encouraging ambassadors to use and showcase our products. (Max. Discount \$350 per order)
- **Enhanced Newsletter Feature:** Building on the introductory spotlight, Silver ambassadors receive more detailed features that journey deeper into their projects, experiences, and successes.

Gold Level (11+ Referrals)

- **All Silver benefits.**
- **35% personal discount on orders:** The highest discount tier rewards our most dedicated ambassadors, making their personal and referral-driven orders even more rewarding. (Max. Discount \$400 per order)
- **Priority Feature in Our Newsletter and Website:** Gold Level ambassadors receive premium coverage, with comprehensive features that showcase their contributions, insights, and events.

Let's Create Magic Together

We're more than just a printing company; we're a community of dreamers, creators, and innovators. And we want you on our team. By joining the PrintingCenterUSA Brand Ambassador Program, you're not just earning rewards; you're becoming part of a community that values creativity, collaboration, and mutual growth. Your voice will help shape the future of print, and together, we'll bring innovative ideas to life. Let's make magic happen, one print at a time.

Join us today and turn your creativity into rewards.

