





Embassy Social Messaging Guide

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At the heart of any company's brand is a message – and the key to a strong message is consistency. This guide is designed to identify Embassy Social's messages and use them to help establish an internal and external identity.

How to Use This Guide

The boilerplate and key message are your external-facing messages. The boilerplate should be used in marketing and PR collateral, such as press releases, blogs, website content, sales letters, advertisements, etc., and shouldn't be changed (excerpts can be used when needed).

The three key messages should be reinforced in everything you say, write, or do, including sales conversations, website content, articles, newsletters, emails, discussions, etc. Provided with each key message are talking points, which are specific phrases your team should use on a regular basis.

Finally, the differentiator section is what we recommend as a foundation for your business development strategy as an overall marketing/promotional approach. These differentiators should also be incorporated into website content and outward-facing collateral through the key messages described in this document.

Boilerplate

Embassy Social is making social media worthwhile by rewarding users when they create content promoting their favorite brands. The service helps any user become a social media influencer and grow their own personal online presence in exchange for rewards, and helps any brand generate more engagements, more awareness, and more content for a fraction of the cost. The result: social media that means something, for brands and fans alike. At Embassy Social, we're creating a social world where everyone wins.





Three Key Messages

On average, a customer can only remember up to three broad themes about a brand. These key messages form the foundation for every communication the brand makes to its target audience. While a brand may come up with more than three messages, it should not stray from these three core tenets.

Creating Grassroots Influencer Marketing

- With Embassy Social, anyone can become an influencer.
- Embassy Social is the first social media marketing service that gives everyday users the power to promote their favorite brands - and get rewarded for it.
- Embassy Social: Where fans have the voice.
- With Embassy Social, brand followers can promote their favorite brands and get rewarded for every engagement they create.
- Social Ambassadors are users who use their online presence to promote their favorite brands.
- Embassy Social is the world's only grassroots influencer network.
- Social media influencing from the ground up.
- Embassy Social creates crowd-sourced social media influence.

Making Social Media Marketing Worthwhile for Brands

- Embassy Social creates a world where brands can track how well their social media marketing campaign is working.
- Generate more engagements at a lower cost per engagement than the industry average.
- It can be hard to justify the cost of social media marketing for brands. What are you getting for your money?
- Embassy Social makes social media worthwhile for brands.
- Know exactly what you're paying for.
- The most genuine social media advertising in the market.
- Social media advertising with Embassy Social gets genuine engagement from followers - engagement that means something.
- Embassy Social is the best way to spread the word about a brand via social media.
- With Embassy Social, social media marketing isn't a waste - it's an investment.
- Embassy Social generates user-created content for brands.

Getting More Engagements that Actually Matter

- We create social media engagement that means something.
 - Embassy Social: Authentic creativity and meaningful engagement.
 - Engagement doesn't mean anything unless it's genuine.
 - Embassy Social generates grassroots engagements that spread the word organically.
 - User-created content is the only content that works on social media.
 - Crowd-sourced content outperforms brand-sourced content.
 - Engage authentically with your favorite brands. Become a Social Ambassador.
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Differentiators

A review of Embassy Social's competitors - and the discussion at the messaging exercise - reveals several key advantages Embassy Social possesses.

One key advantage is the fact that Embassy Social is a **bottom-up, grassroots influencer** platform, instead of a top-down, brand-driven platform.

Embassy Social also lets brands benefit from **user-generated content**, which performs better than brand-generated content on social media.

Users are more likely to interact with brands and Embassy Social due to your **unique rewards system**, which positions Embassy Social as a leading innovator in the field.

Additionally, Embassy Social generates engagements at 75% of the industry-average cost per engagement, providing a way for brands to **get more exposure for a lower cost**.

Focusing on the differentiators above will help set Embassy Social apart from its competition.

Sample Social Posts

"How can I know my social media advertising is actually working?" Do you ask yourself this question a lot? If you're like most social media managers, you do. Here's how you can find the right answer: [\[Link\]](#)

If you're depending on brand-created content to drive success on social media, you're doing it wrong. Here's why: [\[Link\]](#)

User-created content on social media performs better than brand-created content, but it can be notoriously difficult to get. Here's how you can tap into this valuable resource: [\[Link\]](#)

No one likes inauthentic social media content. But that's all brands know how to do. Want to bring more authenticity into your social media marketing campaign? Here's how: [\[Link\]](#)

Want to be a social media influencer? It's easier than you think. Here's how to create social media content for brands - and get rewarded for it. [\[Link\]](#)

Your content deserves to be seen. With Embassy Social, you can show off your unique content YOU created and get rewarded by your favorite brands. Interested? Learn how: [\[Link\]](#)

Please thoroughly review the guide with your entire team and provide edits / changes as needed. After the review process, we will provide you with a final copy for your use and distribution.

If you have any questions, please contact Nicole at nicole@uptickmarketing.com or 205-393-8170.

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