
K-Notes: Ambassador Agreement

from **Wisdom Essentials, LLC**

Communitate with Client

Many current agreements use words and phrases that are confusing, in conflict, or both. Have the client explain the marketing plan they are trying to implement, and you can draft an agreement that will help them achieve their goals.

KEY TAKEAWAYS

- **Very Similar to Affiliate Marketing Agreement**

Explain to your client how their current ambassador agreement might be a dressed-up affiliate marketing agreement. And, you can show how a hybrid model may be better for the client and the influencer.

- **One-Side Termination Clause**

If you are representing the ambassador or influencer, make sure the termination clause does not require your client to take all the risk, both time, money, and reputational. Enabling the company to end the relationship at any time can leave your client hanging.

- **Tracked Conversion-based = Bad**

Successful influencers may insert the brand into their marketing empire, but they rarely use unique-URL-driven ads for their clients. The only influencers that will accept unique- URL trackable ads are newer, less well-known influencers.

- **Hybrid Model for Mutual Benefits**

The company could pay the influencer a percentage for some pre-sale work, like posts, tweets, videos, appearances, and other marketing. While the influencer could receive an additional percentage of sales. Without this hybrid model, the compensation clause is simply an affiliate marketing agreement.

“You are looking for broad language that lets you present your authentic self that you have already developed with your followers.”



Shelia Huggins

Attorney

“This is why this sort of environment has been referred to as Wild Wild West because people are just sort of throwing these engagement relationships out there. And when you pick up the contract and look at it, it’s very skimpy.”