

# The Brand Advocate Service Intake Framework

2026

<https://get.stokedhq.com>

This is the exact framework  
we use to turn customers  
into growth engines.





# Strategy & Soul (The "Why")

**Focus: Defining the mission and the role of the advocate.**

- 1. The Bigger Mission:** What is the core message or "cause" that your advocates should embody? (e.g., sustainability, family safety, entrepreneurial health).
- 2. Success Definition:** What does a "win" look like for this program in 12 months? (e.g., specific ROI, community size, or content volume).
- 3. The Advocate Persona:** What types of people are you inviting? (e.g., loyal customers, outdoor experts, professional peers).
- 4. Tone of Voice:** How should advocates represent the brand? (e.g., bold, supportive, premium, or irreverent).

# The Advocate Journey (Recruitment & Retention)

**Focus:** How the customer moves through the program.

- 1. The Application Filter:** What specific information or "proof of passion" do you need from an advocate before they are accepted?
- 2. Elite Status:** What does "going all-in" look like in your program? Are there multiple tiers (e.g., Newbie vs. All-Star)?
- 3. The Welcome Experience:** What materials, kits, or digital "handshakes" do you send to new advocates to make them feel like part of the team?
- 4. Recruitment Timing:** How long after a purchase should a customer be invited to join the program?



# Perks, Rewards & Recognition

**Focus: The value exchange between brand and customer.**

- 1. Status Over Cash:** What non-monetary experiences can you offer? (e.g., product unveilings, direct feedback loops with the founder, insider info).
- 2. Reward Structure:** What specific actions will be rewarded? (e.g., referral sales, local event hosting, or high-quality UGC).
- 3. Spotlight Strategy:** How will you publicly recognize your top advocates? (e.g., website features, newsletter spotlights, or social media takeovers).



# Community & Activation

**Focus: Keeping the squad active and connected.**

- 1. Monthly Missions:** What themed prompts or challenges would you like advocates to tackle? (e.g., "Product in the Wild" photos or "How-To" videos).
- 2. Local Events:** What kinds of in-person experiences should advocates host? (e.g., neighborhood block parties, group commutes, or local meetups).
- 3. Peer-to-Peer Connection:** Do you want your advocates to find and connect with each other? (e.g., through a private map, Discord, or Slack).

# Management, Tech & Legal

**Focus: The infrastructure and protection of the brand.**

- 1. Human Ownership:** Who is the internal team member or Community Manager responsible for nurturing the advocates?
- 2. Content Ownership:** Who owns the photos and videos created by advocates, and how do you plan to reuse them in paid ads or socials?
- 3. Compliance & Disclosure:** How will you ensure advocates clearly disclose their relationship with the brand (e.g., using #ad or #ambassador)?
- 4. Platform Integration:** What are your primary tech stacks (e.g., Shopify, HubSpot, Klaviyo) that need to sync with your advocacy data?

Ready to systematize your advocacy?

Book a strategy call with Stoked.

Contact Us

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