

Performance Feedback for Brand Ambassador

Date: [Insert Date]

To: [Brand Ambassador's Name]

From: [Your Name/Position]

Dear [Brand Ambassador's Name],

We appreciate your contributions as a brand ambassador for [Brand Name]. This feedback aims to highlight your performance and areas for potential growth.

Strengths:

- Exceptional communication skills demonstrated in [specific instance].
- Ability to engage with the audience effectively via [social media/at events].
- Strong understanding of [brand values/products].

Areas for Improvement:

- Consider increasing your outreach through [suggestions].
- Focus on consistency in messaging across all platforms.

Goals Moving Forward:

- Increase your engagement rate by [specific percentage] by [specific date].
- Attend [number] of events in the upcoming quarter to boost brand visibility.

We look forward to seeing your continued growth as a vital part of our team. If you have any questions or would like to discuss this feedback further, please feel free to reach out.

Best regards,

[Your Name]

[Your Position]

[Company Name]