Advocate Program

Welcome to our Advocate Program! We greatly appreciate your enthusiasm and support for Your Day Group Ltd t/a Your Utilities. As an advocate, you play a vital role in spreading the word about our products/services and helping us connect with a wider audience. To ensure a clear understanding of your responsibilities and the benefits you'll receive as an advocate, please review the following program wording:

Role and Responsibilities:

1. As an advocate, your primary responsibilities include:
    - Sharing positive experiences and feedback about our brand, products, or services through your social media channels, blog posts, or other platforms.
    - Referring potential customers to us by providing them with a personalised LinkedIn or email introduction.
    - Engaging with our content, such as liking, commenting, and sharing posts, to increase visibility and reach.
    - Participating in surveys, providing feedback, and suggesting improvements to enhance our offerings.
    - Remaining knowledgeable about our brand, products, or services to accurately represent them in your advocacy efforts.

Compensation and Benefits:

2. As a valued advocate, you will receive::
    - Discounts or special offers on our products or services.
    - Invitations to participate in events, webinars, or workshops related to Clubhouse Communications..
    - Opportunities to earn commission for business generated from leads. A commission of 20% of the profit will be allocated to your Advocate account for either a one of sale or a service contract.
    - Commissions will be paid quarterly in arrears by BACS or can be taken as goods or service.

Ethical Guidelines:

3. While we appreciate your enthusiasm, we kindly request that you adhere to the following ethical guidelines:
    - Clearly disclose your relationship as an advocate when promoting our brand, products, or services to maintain transparency.
    - Ensure that your advocacy efforts align with our brand values, mission, and target audience.
    - Refrain from engaging in any form of misleading or deceptive practices while advocating for us.

Termination of Advocate Status:

4. We reserve the right to terminate your advocate status if:
    - You engage in activities that violate our ethics.
    - You misrepresent our brand, products, or services.
    - You fail to actively participate in the advocate program or consistently meet the program's expectations.

Confidentiality:

5. As an advocate, you may gain access to confidential information about our upcoming products, promotions, or marketing strategies. We trust you to maintain the confidentiality of such information and refrain from sharing it with any third parties.

Changes to the Advocate program

6. We may alter the terms and policies of the Advocate program and commissions at any time on either an individual and global basis by providing written notice of such changes via email 10 business days before any changes are due to be implemented.

By participating in our Advocate Program, you acknowledge that you have read and understood the above guidelines and agree to abide by them. We value your dedication and look forward to a mutually beneficial partnership. Thank you for being an advocate for Your Utilities.

01/02/2025

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