



# Guide to the activity of Promoter / Account Manager

*Updated to the Platform **APS 8.0***  
**Vers. 1.5**

[WWW.STARPLAN.IT](http://WWW.STARPLAN.IT)

## Activity presentation

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This Guide has been drawn up in order to offer technical and practical support for the professional activity of STARPLAN **Independent Promoter / Account Manager**, with particular attention to requests, and to specific tasks and limits in the activity.

Engaging in the activity of **Promoter / Account Manager** represents a great opportunity to enhance one's experiences and professional skills in the field of activities in the communication and public relations sector.

Thanks to the smart working methods, the **Promoter / Account Manager** carries out an independent professional activity by deciding in full autonomy his working hours, the work program, as well as the operating methods, starting with the communication tools used (telephone, sms, whatsapp, blogs and social networks, and other contact channels).

The activity is therefore suitable for anyone who already works in the world of communication (influencers, bloggers, journalists, PR, etc.) and/or for those who want to become part of it as protagonists, putting themselves to the test without constraints and investments.

## STARPLAN presentation - innovative start-up

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The start-up **STARPLAN** creates management software, accessible directly online, which respond to specific needs of different customer groups - users, starting with private users up to profit and non-profit organizations.

As a rule, each user accesses the different Web platforms through their own private account, which they can open in a totally free "free" version, or by signing up for specific subscriptions, depending on the levels of services required.

The following management software are currently available online:



**E- CV (Digital Curriculum Vitae):** drafting, certification and accounting evaluation of the information published on your CV



**E-CP (Digital Company Profile):** drafting, certification and accounting evaluation of the Company Profile information



**APS (Asset Point Suite):** management of accounting registration, evaluation and certification of tangible, intangible and financial assets

## Network of independent **STARPLAN** collaborators

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The **STARPLAN** start-up promotes its products and services, and carries out PR and market research activities through an exclusive international network of independent collaborators, recruited and trained directly by STARPLAN.

The same professional network is also made available to STARPLAN corporate clients, offering new earning opportunities to all collaborators.

The professional figure of the **Promoter / Account Manager** plays the main role in the company organization chart, and offers everyone the opportunity to start a simple public relations activity that immediately guarantees an additional monthly income.

The **Promoters / Account Managers** sign an occasional autonomous service contract without subordination constraints with Starplan.

STARPLAN, as an "innovative start-up with a social vocation", offers everyone the opportunity to benefit from the advantages of its online platforms, thanks to simple sharing rules.

## **Exclusive professional Public Relations activity**

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The activity of **Promoter / Account Manager** represents a great opportunity to test one's skills in PR, and to develop one's reputation in the sector, thanks to an independent, well-paid professional activity and above all always full of new opportunities for personal growth and relational at an international level.

*IMPORTANT: all purely commercial activities are reserved for commercial employees, while the **Promoters** and **Account Managers** carry out exclusively communication and public relations activities, not having any sales assignment.*

Most of the activities are carried out in smart working: with professional growth and career advancement in the company organization chart, the Starplan **Account Managers** accrue the opportunity to receive assignments with specific contracts of Marketing Manager, PR Manager, Resp.Customer Satisfaction etc. also on behalf of third-party companies.

## Independent professional activity

The activity of the **Promoter / Account Manager** is developed in an absolutely independent and autonomous way, and thanks to the operating methods in "smart working" it can be managed totally remotely and at the times and times preferred by each employee.

It can therefore represent an excellent complementary activity, which with a few hours a week, guarantees an additional monthly income, but also becomes one's main activity with great economic and professional satisfaction.

Each employee independently manages his own customer portfolio, which represents an exclusive "intangible" asset that has grown over the years.

The digital affiliation technologies adopted by STARPLAN certify and guarantee each employee the rights acquired on their customer portfolio, in terms of bonuses and remuneration.

# Methods of Recruitment and professional career

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Starting the activity of **Promoter/Account Manager** is very simple (<https://ecommerce.starplan.it/>) and offers access to a professional career of personal growth and great success: each subsequent career advancement, as in any organization chart company, involves an increase in responsibilities, in the professional level of activity and consequently in monthly remuneration and bonuses.

Regardless of school education and / or previous professional experience, STARPLAN guarantees all its collaborators continuous professional training, through digital media (video courses / Guidelines) published on **STARPLAN ACADEMY**.

Career advancements are directly linked to professional results: the first step in the role of **Junior Account Manager** allows you to increase your follower portfolio and therefore earnings, thanks to the management of new Corporate and institutional clients.

Reaching the professional figures of the **Senior Account Manager**, the **Team Account Manager** and the **Country Account Manager** guarantee access to new tasks and activities up to the responsibility of entire promotional campaigns.

## Coordination and monitoring of activities

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All **Promoters / Account Managers**, even if they carry out their activities independently, are required to diligently comply with the operating procedures of each promotional campaign, in addition to the service standards set by STARPLAN and its partners: the quality and quantity of professional services of each independent collaborator is monitored thanks to the use of modern digital tracking technologies, which at the same time offer indispensable professional support for the activity.

Each employee then decides in full autonomy his own work program and the related bonus budget, which will be automatically monitored by the dedicated management software.

The coordination of the network activity is managed by the international network of **Team Account Managers**, who guarantee the necessary support where necessary to achieve the set objectives.



## Professional performance certification

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STARPLAN records through its **APS INDEX platform** the level of professional performance of each **Promoter / Account Manager**, with an attached assessment of the new intangible assets acquired: each collaborator therefore, in addition to monitoring in real time the impact of their collaboration activities with STARPLAN, will be able to also certify them through their **e-CV** to third parties.

STARPLAN independent collaborators are not subject to any exclusivity constraint, therefore they can simultaneously carry out any other work activity provided that it is not in direct competition or causes damage to STARPLAN.

Exclusively for **Team / Country Managers** with specific management assignments conferred by STARPLAN with specific agreements, an adequate notice period is required in case they decide to leave the business, in order to allow STARPLAN to reorganize the network.

# Types of Public Relation Activities

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The activities carried out by the **Promoters / Account Managers** are exclusively PR activities, and can easily be represented among those commonly carried out by:

1. *Influencer & Digital blogger*
2. *Merchandising Manager*
3. *Brand Manager*
4. *Digital Manager*
5. *Interviewer Market surveys:*
6. *Event Manager*
7. *Customer service manager*
8. *Recruiter*

For each type of activity STARPLAN offers adequate training and operational support: all tasks must be carried out in accordance with company directives and properly reported.

## Activity List

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On the page <https://ecommerce.starplan.it/> the list of PR / Promo campaigns currently in progress is published, which also include those for third parties, and which are carried out with the following activities:

1. *Sending invitation messages to the network (email, sms, whatsapp, etc.)*
2. *Sending promotional messages*
3. *Interviews / market surveys*
4. *Publication of reviews / market tests*
5. *Publication of posts / informative / promotional articles*
6. *PR / event organization / invitation management*
7. *Merchandising and management of gift sending campaigns*
8. *Recruitment and collateral activities*

# Activity remuneration

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The key points of the **Promoter / Account Manager's** professional activity are:

1. No direct sales and / or resale of products / services: **Promoters/ Account Managers** are absolutely prohibited from marketing and / or purchasing to resell products and services distributed by STARPLAN.
2. The remuneration / bonus is calculated based on the reports of the promotional activity carried out, with the following methods:
  - A. Bonus Points Counter: each PR activity carried out is monitored, and rewarded with the credit of Bonus Points, accumulated directly on the relevant **Promoter/Account Manager** accounts. With this system it is possible to use a single method of counting and payment even if related to different activities and campaigns. At the request of the employee, the related activity bonus is paid (see **Target Bonus Point Table**) in reference to the target Bonus Points reached.
  - B. Profit Bonus count: STARPLAN shares a part of the profits generated with its network of collaborators through Profit Bonuses: depending on the activity, Profit Bonuses worth up to 20% of the turnover relating to the **Promoter/Account Manager's** customer portfolio are credited

# Bonus Points Table - Professional Qualification

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In addition to the amount of the remuneration bonus, the target reached in the **Bonus Points table** also determines the recognition of the professional qualification within the STARPLAN professional network, regardless of seniority and past experience.

Career advancement is accompanied by related professional training, and offers each employee the opportunity to manage higher-level PR activities, while increasing the level of rewards and bonus points.

To maintain your professional qualification and therefore the advantages acquired, it is sufficient to confirm / reach the corresponding target at least once a year. Currently, the organization chart of the Marketing & Communication Department includes the following qualifications:

1. **Country Account Manager (\*\*\*\*)**
2. **Team Account Manager (\*\*\*)**
3. **Senior Account Manager (\*\*)**
4. **Junior Account Manager (\*)**
5. **Promoter**

# Bonus Points Table

Target Bonus Point	Bonus Euros	Target Qualifica
1000	€ 80	Promoter
2000	€ 170	
3000	€ 265	
4000	€ 365	
5000	€ 470	
6000	€ 580	
7000	€ 695	
8000	€ 815	
9000	€ 940	
10000	€ 1070	Junior Account Manager
11000	€ 1205	
12000	€ 1345	
13000	€ 1490	Senior Account Manager
14000	€ 1640	
15000	€ 1795	
16000	€ 1955	Team Account Manager
17000	€ 2120	
18000	€ 2290	
19000	€ 2465	
20000	€ 2645	Country Account Manager

# Bonus Points Counter Regulations

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The Bonus Points System guarantees the **Promoter/Account Manager** a monthly income by rewarding each promotional activity with a share of Bonus Points, which are counted directly into the BP Counter of each **Promoter/Account Manager**.

Upon reaching the predetermined Target, the **Promoter/Account Manager** requires the corresponding award to be credited: there are no time limits to accumulate **Bonus Points** to reach new subsequent goals and increase their income.

At each request for payment of the Bonus, the **Bonus Point Counter** is reset, allowing immediately a new collection of Bonus Points!

The table with all the prizes is available on the page <https://assetpointsuite.com/user/#/promoter/target-assets-points>.

# Electronic wallet of the Promoter account

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The account's electronic wallet can be used:

- to pay STARPLAN products and services directly also on behalf of third parties (e.g. **e-CV / e-CP** Subscription plans, **Recharge Credit Coupon**)
- to pay directly for products and services of partner companies
- to request bank transfers\* of the amounts credited directly to your current account at any time.

\* STARPLAN Srl at the time of the transfer will issue a regular accounting document relating to the transfers in compliance with the different tax and currency regulations of each country. For bank transfer requests of at least € 150.00 Starplan will NOT charge any accounting costs except for bank transfer costs and any legal withholding taxes and / or tax taxes.



## Customer portfolio: an exclusive asset

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Each **Promoter/Account Manager** manages their own customer portfolio: each contact / follower is registered exclusively in the database of the relevant promoter, and therefore their success in the activity is directly linked to the extent of the affiliate contacts.

To coordinate the management of the network and avoid overlapping and multiple contacts on the same followers, the dedicated STARPLAN software manages the input registration from 4 main sources, taking care to report in real time if the contact has not already been registered in the list of a colleague.

1. *Click on referral link via SMS / Whatapps / Social Network*
2. *Click on affiliate link via SMS / Whatapps / Social Network*
3. *Registration contacts / followers on Registration contact / followers list,*
4. *Contact lists assigned to the Promoter directly by STARPLAN*

## **Promoter activity: sending Referral Link (Bonus Points Counter)**

The Promoter sends the Referral Links he finds on his dashboard directly to his own relational network via any means and social channel, sms, emails,

With each click of new contacts, the Promoter will immediately see the related new affiliates registered in his exclusive list and according to the subsequent actions by the contact, the Bonus Points will be credited even without any purchase,

The following promotional activities are currently available, always updated and listed in real time on the Promoter Dashboard:

- a. Opening e-CV / e-CP Free account with use of the specific Referral Link (12 BP / for each new "free" account opened).
- b. Opening an e-CV Recruiter account using the specific Recruiter Link (12BP / for each new Recruiter who opens his e-CV account in the Free version).
- c. Opening Journalist / Blogger e-CV account using the specific Press Link (12 BP / for each new Journalist / Blogger who opens his e-CV account Free version)

## Promoter activity: sending affiliate links "pay per sale"

This **Promoter Activity** consists in the simple direct sending through any means and social channel, sms, Coupon email with Affiliate Link to your own relational network.

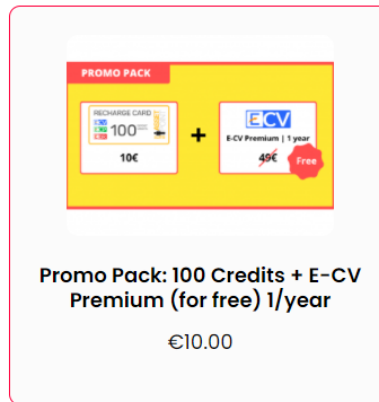
With each click of new contacts, the **Promoter** will immediately see the new contacts registered in his own exclusive list of affiliates: therefore at the time of purchase (as long as within the following 60 days) the relative Profit Bonus will be credited on the Electronic Wallet in the **Promoter Dashboard**.

The Profit Bonus promotional campaigns are listed on the page <https://ecommerce.starplan.it> with relative Coupon Promo and % of profit sharing, ranging from 3% to 20%: the **Promoter** decides which campaigns to promote and to whom to send the relative Coupons.

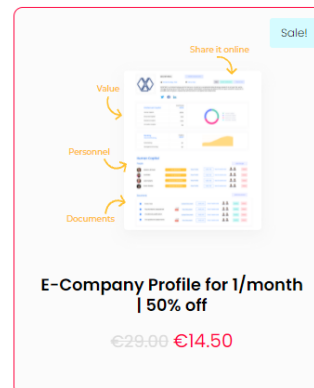
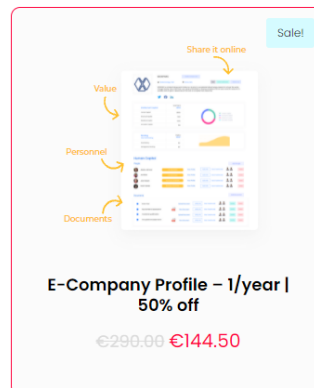
*Important: to improve the monitoring of the Promoter's activity, real-time statistics relating to the activities carried out are published on the dashboard.*

## Coupon promo affiliate program pay per sale / Profit Bonus

**Coupon Promo Pack:** 100 Deposit Credits + 1 year di **E-CV Premium** for free



**Coupon E-Company Profile:** **50% discount** on monthly/annual subscriptions



## **Promoter / Account Manager:** how to increase your earnings

Starplan provides its network of Promoters with all the means and strategies to improve their business: Products/services such as the **Electronic Curriculum Vitae**, the **Electronic Company Profile** and the **Asset Point Suite platform** are easy to promote because they meet the needs of a large number of customers.

The **Promo Coupons** that are provided by STARPLAN are an excellent "topic" for new contacts.

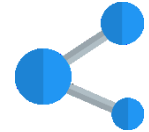
Starting immediately with friends, relatives and simple followers of social networks, invited to join your **Affiliate list** via Affiliate link, allows you to secure your wallet

Any spamming activity that involves mass sending to unknown contacts is prohibited.

The **Promoter/Account Manager** can carry out its activity in smart working and / or on any occasion of contact with its network and / or public such as participation in events, public events, radio / TV broadcasts, newspaper articles, clubs and ceremonies, social networks , provided that the rules of conduct are respected.

## **Promoter/Account Manager:** means of communication tools

- Any communication tool the **Promoter/Account Manager** decides to use, it is essential that it is aimed at specific and referenced customer targets.
- Publications, on-line newspapers, blogs and websites are the ideal support for presenting yourself as a **Promoter/Account Manager** and promoting STARPLAN services and products to potential contacts.



The **Promoter/Account Manager's** daily promotion activities are very simple:

- Promotion spreads the word among friends of friends: just send referral links combined with simple whatsapp / email messages and ask contacts to share it
- Inserting referral and affiliate links in videos, articles, posts on the web.
- Creation of forum spaces with sharing of referral and affiliation links
- Participation in web forums that can generate new followers