

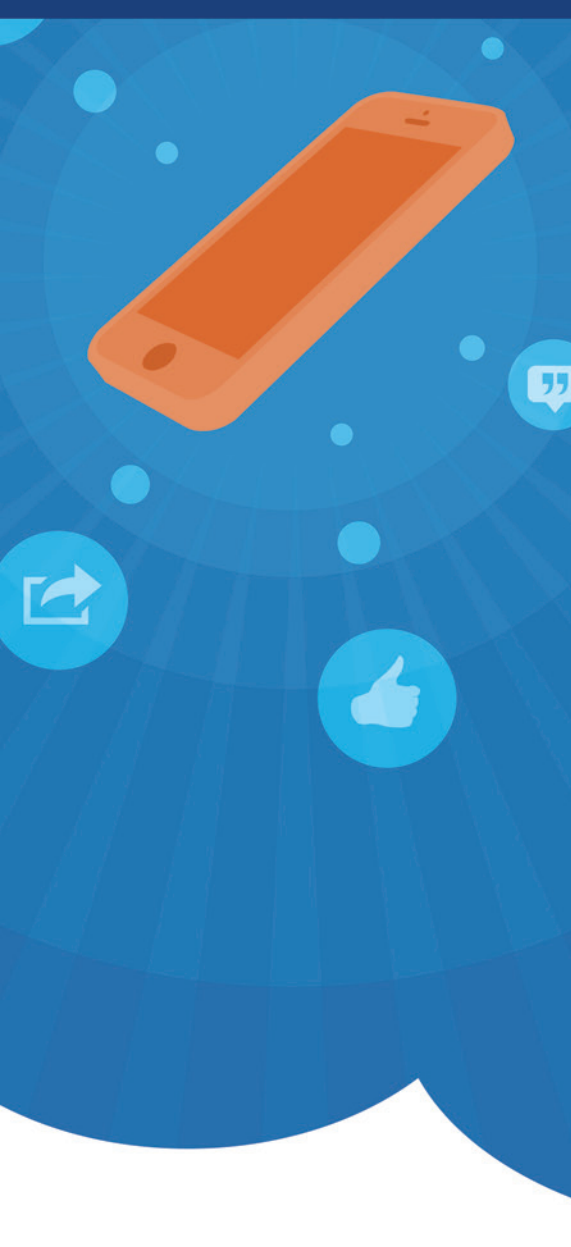
An Introduction to

EMPLOYEE ADVOCACY

Presented by  DYNAMIC SIGNAL



What is Employee Advocacy?



Imagine all of the employees in your company sending out positive messages and attracting new customers. Everyday, employees are singing the praises of your brand: generating referrals, recruiting great hires, and effectively messaging your brand's goals.

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Jane Duncan



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What if your company's most engaged employees - the ones as committed to your brand's success as you are - were also on the front line of your marketing efforts? What if they were reaching out to their social networks and spreading your brand's message, organically and exponentially? Sound far-fetched? It really isn't.

Employee Advocacy is about channeling the passion and knowledge of employees so they can reach out to their social networks and amplify your brand's goals. It's a low risk, cost effective approach to overcome marketing constraints that can drive leads, revenue, and profitability for your company.

41%

of people believe that a company's employees rank higher in public trust than a firm's PR department, CEO or founder

Source: Edelman's 2014 Trust Barometer

Why Use Employee Advocacy?



When you provide employees with a brand advocacy solution, you create concentric circles of trust: your employees trust you, their social networks trust them, so your company's message is authentically reaching new people. You already have invested tremendous resources in your employees: partner with them by recognizing and rewarding those who are most active in helping your company succeed.

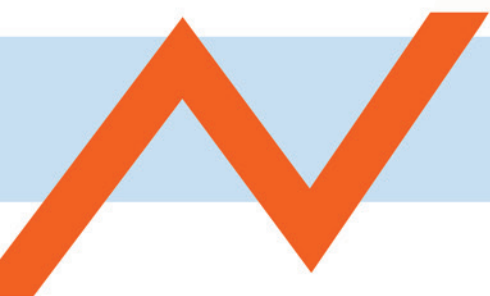


Employee Advocacy can have tremendous impact across many parts of an organization, be it lead generation for sales, reaching more customers for marketing or simply sharing that your company has made the top 100 places to work, which HR would appreciate. For every 1,000 employees, companies can easily gain over one million dollars in earned media value, \$500,000 in recruiting cost savings and millions in incremental sales per year

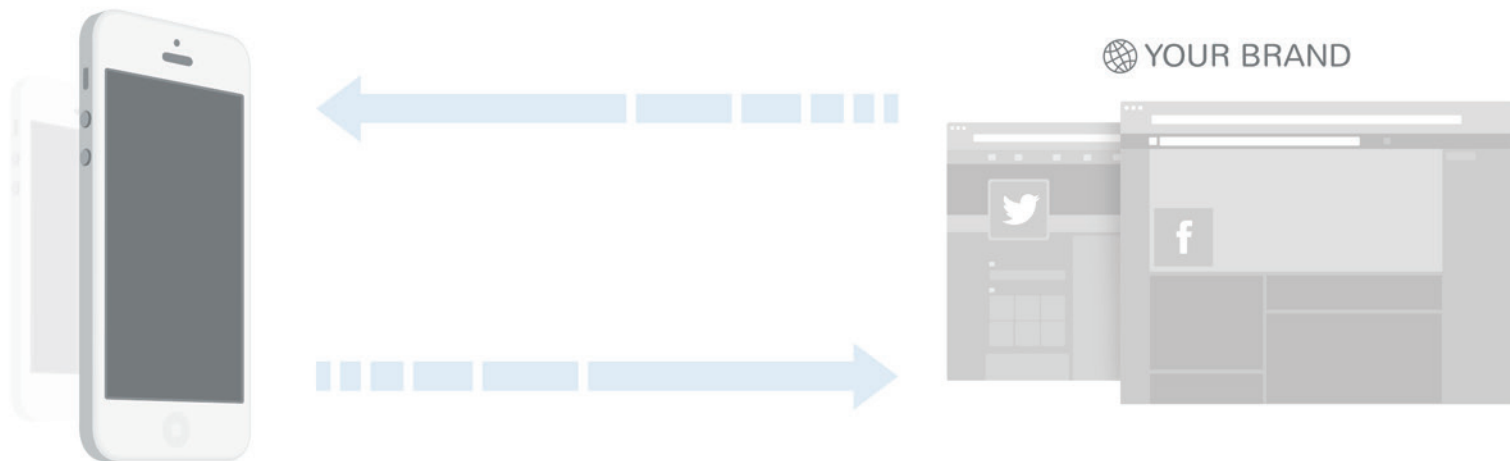
Companies with engaged employees
outperform those without by up to

202%

Source: Gallup



How To Get Started



You want to make it easy and incentivize employees to communicate about your brand with their trusted networks. You also want to consider how to balance this with ensuring that the content being shared is brand safe, on message and relevant.

Any brand considering an employee advocacy solution should take these 3 factors into account:



CONVENIENCE

- How do I make it easy for administrators to setup, manage and support?
- How do I make it easy for employees to join, discover and share content?



COMPLIANCE

- How do I ensure that what is being shared by employees is brand safe, on message, or legal?
- What controls, work flows and approvals should I put in place?



CREDIT

- How do I recognize and reward individuals for their contribution of content & what they've shared?
- How can I measure and track positive outcomes like new sales, hires and earned media value at an individual level and aggregate level?

Brand Safe Content Sharing



Your company should also have a social media policy. Make your policy accessible and understandable to allow for brand safe content sharing. Remember that employees often WANT to share, but don't always KNOW what's appropriate ...so make it easy for them!



Explicitly tell your employees what you want them to share and why. Start simple, such as a recent press release or company video. And then, be sure to reward and recognize people for their efforts. You know your employees best. Determine what motivates them – be it intrinsic, extrinsic or explicit levers – and then offer it to them.

 COMPANY'S SOCIAL MEDIA POLICY



How To Measure Employee Advocacy?

Kudos! Now you're really thinking outside of traditional marketing restraints and you realize the potential in your own backyard. But you're wondering, "How can I show ROI on employee advocacy programs?" There are actually a number of ways of doing so.

According to the McKinsey Quarterly,

The Consumer Decision Journey, Marketing and Sales Practice, McKinsey Quarterly, June 2009, Number 3, pg. 2.

"When marketers understand this journey [that consumers undertake] and direct their spending and messaging to the moments of maximum influence, they stand a much greater chance of reaching consumers in the right place at the right time with the right message."

Companies can maximize their reach by empowering their employees to communicate with consumers at pivotal points in the buying cycle.

Reviews, recommendations, case studies, purchase history, coupon redemption, and ecommerce traffic all measure how well employee advocacy is working. Blog participation and loyalty studies also reveal the extent to which employees are being advocates.

78%

of salespeople using social media outsell their peers.

Social Media and Sales Quota Report



Summary

While the concept of employee advocacy isn't new, the means to do so and the opportunity to effectively leverage employee advocacy has never been easier. Technology has dramatically reduced the barriers to helping employees and managers quickly implement a brand advocacy program.

A great advocacy program should begin with Employees first. They are, after all, your best brand ambassadors!



FOR MORE ON EMPLOYEE ADVOCACY VISIT: WWW.DYNAMICSIGNAL.COM

