



EMPLOYEE ADVOCATE MARKETING

- Three simple steps to better recruitment.

EMPLOYEE ADVOCATE MARKETING



YOUR EMPLOYEE'S ARE NOW ONE OF YOUR MOST POWERFUL ASSETS. THE WORLD OF BUSINESS IS CHANGING FAST, PROVIDING GREATER ACCESS TO INFORMATION, OPINIONS AND COMMUNITIES THAN EVER BEFORE..

As this change takes place, the role of the employee is becoming vital to companies correctly getting the right message to the right people at the right time. Employees often have large networks making them perfectly placed to help promote the company brand out to the world at scale. This is where Employee Advocate Marketing comes into play.

It's all about your people

It's easy to jump in blindly and get your employees sharing everything but is this really the best route to take for your business? When asking employees to share on the company's behalf it is firstly important to think about the following. Remember, employees are free to add their own spin and opinions.

- Does this represent my brand in the right way?
- Is it genuinely worth sharing?
- Will it add value to both them and me?

When thinking about how to best engage your employees it is also important to think about who can be most valuable. Think about:

- Who best represents your values and vision?
- Who is most passionate about what they do?
- Who has the widest reach and biggest influence?

These are the people you want to represent your brand, people and culture. You might find (and likely will) that not all your employees fit this criteria so

be selective and set clear KPIs so everyone can be measured and incentivised to work together. It is a privilege to represent the company, not a right.

Making Employee Advocate Marketing work for you

We know the power of using employees to market for your company and the key questions to ask but how can you make this work for you? The following steps are designed to give you a high level overview of the steps you need to take.

1. Establish your advocates

This is the key to successful Employee Advocate Marketing, so much so it has its own section above. Get this right and you are on the highway to success so spend the time making sure you are selecting the right people. If in doubt, don't include them yet.

You should be able to trust your advocates to work autonomously without constantly checking what they're doing.

EMPLOYEE ADVOCATE MARKETING



2. Guidelines and measures

Before letting your employees loose, it's always a good idea to make sure they 100% understand what is expected of them, how they will be measured and what constitutes "on brand" content. This can take the form of an informal sit down session or a more formal social contract. Whichever route you take be sure to leave your employees feeling empowered and trusted to represent you.

Posting guidelines might include:

- Frequency of sharing, per day/week
- Tone of voice
- Rich media inclusion
- Best times of day to post
- Sharing in groups vs our whole network

3. The right tools for the job

If you're asking employees to become your biggest and most active advocates, you need to make their jobs easy – they have a day job to do as well. There are loads of tools out there which can help make Employee Advocate Marketing easy. Here we have included some of the best posting and discovery tools currently available to the market.

Content posting

- [Hootsuite](#)
- [Buffer](#)
- [Crowdboost](#)
- [SproutSocial](#)
- [SocialOomph](#)

Content discovery

- [LinkedIn Pulse](#)
- [BuzzSumo](#)
- [Buffer](#)
- [Nuzzel](#)
- [Sharebloc](#)

4. Reporting

Establish early on how the success of your Employee Advocate Marketing efforts is going to be reported at a board level. Your company advocates should be aware of this. Measures can include:

- Increase in followers across social channels
- Increase in site traffic
- Brand perception
- How many employees are now advocates
- Audience size reached on a weekly/monthly basis
- Change in follower demographic – do you have more followers in target markets
- Number of placements (before/after)

EMPLOYEE ADVOCATE MARKETING



5. Measure, analyse and improve

As with all marketing (and business activity) you should always be looking to improve. One of the most effective ways of doing this is through 'Kaizen'. Kaizen is a business methodology, simply meaning 'Change for the better'. The system of continuous improvement focusses on:

- **Quality** – is the quality of output as good as it should be? How can this be better and add more value?
- **Technology** – are the right tools being used for the job? What was the best yesterday might not be today. Do not get stuck using sub-par tools or outdated technology.
- **Processes** – why do we do things the way we do? Can these be optimised to help employees share better and more effectively?
- **Company culture** – how effective are our advocates? Are we hiring the right people? Does our culture breed the behaviors we are looking for?
- **Productivity** – are we being the most 'productive' we can be?
- **Safety** – what is the risk of sharing what we share?
- **Leadership** – are the right people in the business leading from the front to make an impact? Buy in at every level should be given as the choices made now could have lasting effect on the long term success of the business.





BUILD | ENGAGE | RECRUIT

**EVERY ONE OF YOUR EMPLOYEES HAS A
STORY TO TELL, GO AND FIND THEM AND GET
THEM TO START SHARING!**

- Three simple steps to better recruitment.