



Dun & Bradstreet Connects with Influencers and Empowers Employee Thought Leadership with LinkedIn Elevate

“Corporate accounts don’t drive as much traffic as people think they do. People interact with people. Driving traffic is going to happen through people, not the corporate brand.”

**Dustin Luther**

Brand and Influencer Engagement Director
at Dun & Bradstreet

Building Thought Leadership Throughout the Organization

For nearly two centuries, Dun & Bradstreet has helped companies build trust with each other, fostering relationship building through data. Their D&B D-U-N-S Number® helps maintain accurate and timely credit information on over 280 million business records worldwide. As the company continues to expand into sales and marketing solutions, their core mission remains to help companies grow.

Dun & Bradstreet started their employee advocacy program as a way to encourage senior executives to be more active on social media. “We wanted to make sure we got a lot of traffic and engagement to our executives’ posts,” says Dustin Luther, Brand and Influencer Engagement Director. “We knew if we could drive interest in our executive content, they would be more likely to be engaged in creating content.”

Once the company began their pilot program with LinkedIn Elevate, however, Luther saw the potential for thought leadership across the organization, not just at the top of the org chart. “Once our team started to think a bit larger, we realized this could be a great unifier. It’s one tool everybody can point to and build their own thought leadership,” he says.

Luther credits the success of Dun & Bradstreet’s pilot

Challenge

- Encourage C-suite activity on social media
- Boost thought leadership
- Foster engagement with industry influencers

Solution

Use LinkedIn Elevate to promote thought leadership throughout the organization, sharing curated content that includes target influencers.

Results

Employees are sharing **14X more than before**, leading to:

- Over **2% engagement rate** on employee-shared content
- **8X more** Company Page views
- **Over \$500k** annualized earned media value (expected)
- **12X** more employee profile views

“We were able to get 20% growth week-over-week throughout the first 12 weeks. I got emails from our CMO and other senior executives saying how cool it was, how they were getting more comments and loving the engagement.”

program to their focus on employees. “Our whole approach has been building up employees, helping them engage with thought leaders in the field,” he says. “The a-ha moment is when they start to see the benefits of becoming a thought leader themselves.”

A Profitable Pilot Program

To secure executive buy-in for their LinkedIn Elevate pilot, Luther set an ambitious goal: 20% growth in engagement every week through the first twelve weeks. To reach that goal, Luther used Elevate’s Smart Recruiter tool to identify the employees who were most likely to succeed with the program, and started with a small group who could prove the platform’s viability. “LinkedIn knows who our most active and engaged employees are better than we do,” Luther says, “So with Smart Recruiter we were able to quickly ramp up.”

Luther and one other curator began collecting content for employees to share. A small portion of the content was Dun & Bradstreet’s own corporate content, but Luther knew that the majority of content in the queue should come from third parties. He began curating content from influencers in the industry, to help employees build relationships while becoming more active on social media. “For each topic, we have a list of influencers in that space, and we use that to source articles. We also make sure to tag each influencer,” Luther says.

Thanks to smart recruiting and curating efforts, the pilot program hit its engagement goal. “Since we hit our growth goal for the pilot, it was a no-brainer for us to become a permanent subscriber,” Luther says.

A Sustainable Program Built on Engagement

Elevate’s metrics and analytics made it easy for Luther and his team to measure specific results from employee sharing. To encourage ongoing engagement, Luther created a unique “engagement score.” “We wanted to put a huge emphasis on the employees that are generating conversations. So we built a scoring system around the behaviors we wanted to promote. Seeing the scores kept people motivated,” Luther says.

In addition to the daily and monthly emails Elevate sends, Luther also sends out a weekly email to remind employees to use the platform. The email includes tips for how to turn shares into conversation-starters, and has links to some of the best conversations generated in the previous week.

As the program expands, Luther has promoted some of his top performers to the curation team. With over 15 curators on the squad, it’s easy to keep the queue filled with fresh content for each topic.

Thanks to the program’s ongoing success, Luther has become a thought leader in his own right--and the senior executives at Dun & Bradstreet are taking notice. “I get emails from our CMO and other executives saying how cool it is, how they’re getting more comments and loving the engagement,” Luther says. “Everyone has been sharing how cool the program is, how much it’s growing. It’s become a real success story for the marketing department.”

Quick Employee Advocacy Tips from Dun & Bradstreet

- Focus on the benefits for employees. Build them up as thought leaders to get them excited in an organic way.
- Promote your top users — the most active whose posts get the most engagement — to your curation team.
- Curate content from influencers in your industry. It’s a great way to start a relationship for future content co-creation.

Visit business.linkedin.com/elevate to learn how others have successfully launched an employee advocacy program.