With Employee Advocacy, CEB drives quality engagement with their brand and positions their employees as thought leaders

"It's hard to build a brand when you're a global company. Speaking in one voice is key in helping us effectively market, sell and hire. Elevate has helped us tell a clear and concise story across the globe, as one company, one CEB."

Zehra Zaidi
Senior Marketing Communications Manager
CEB

Creating marketers out of salespeople

CEB is a best practice insight and technology company with more than 30 years of experience equipping senior leaders with the intelligence they need to more effectively manage their talent, customers, and operations to exceed business objectives.

Zehra Zaidi, Senior Marketing Communications Manager, launched CEB's social-selling program in October 2014 to help business development and account management reps prospect and find the right contacts at their accounts. She realized early on that sales reps needed to share quality content to help position themselves and CEB as valuable partners. "But sales reps were laser-focused on selling, not sharing content on social networks," says Zaidi. "We needed to find an easy way for them to find and share brand-appropriate content across their social networks."

Challenge

- Drive awareness of brand at global scale
- Increase employee social sharing
- Position salespeople as partners

Solution

- Empowering employees to share quality content with LinkedIn Elevate

Results

- Employees are sharing **5x more** than before, resulting in:
  - **3x more** Company Page views
  - **2.5x more** Company Page followers
  - **21% increase** in SSI
  - **4x more** connections on LinkedIn

"Elevate is filling a void by helping our teams share relevant and interesting content with their connections, which helps increase awareness of CEB and showcases the firm as a great place to work."

That's when she discovered Elevate, a tool that made it easy for employees to find and share quality content that had been curated by experts at CEB. "What makes Elevate such an effective tool for building brand equity with our target audiences is how easy it is to use for employees," says Zaidi. "Shortly after we deployed it, more and more employees wanted to use it."

Driving awareness of the company brand

With employees sharing 5x more than before, CEB is able to reach more of their audience with their messages, and create authentic connections through employees' voices. In fact, since using LinkedIn Elevate, employees have influenced 2.5x more Company Page followers than before.

"We know that people trust those in their networks more than they do a company. Elevate has helped us spread our brand mission and vision to groups of people who otherwise would not have been paying attention to what we are doing as a company," says Zaidi.

Showcasing employees' social success

Elevate doesn't just track employees' engagement; it also provides rich demographic data regarding who they've reached, including job title, location, and company.

Employees themselves can receive notifications when content they shared receives a large number of likes, comments, or shares, or is re-shared by an influential person in their network. Business professionals can see how their social shares are impacting profile views and business network growth. Employees are able to strengthen their professional brand, while still speaking with the unified voice of the company.

CEB's results speak for themselves: employees using Elevate are sharing 5x more than before, and as a result are influencing 3x more Company Page views. Employees are also growing their connections on LinkedIn 4x more than before. But most importantly to Zaidi, CEB's employees are speaking with one voice.

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Visit **business.linkedin.com/elevate** to learn how other marketers have built successful employee activation programs.