



# GE Creates Social Sellers and Drives Traffic with LinkedIn Elevate

*“When we arm employees with the right content, they do the rest. They are infinitely more effective at sharing brand messages than we ever could be at the corporate level.”*



**Alaynah Tombridge**  
Communications Specialist  
GE

## Creating social sellers

GE calls itself “the world’s digital industrial company,” and given the wealth of innovation and products coming from its labs and factories, it’s no wonder that GE employees, and especially the sales organization, are excited to share news about the company. However, hesitation about social sharing was holding them back. “Employees were confused about what they should say, and whether content had been approved,” explains Alaynah Tombridge, Communications Specialist at GE. “We wanted to change the hesitancy around social, and encourage employees to be out there talking about what they do.”

GE didn’t have a company-wide employee advocacy program - some business units sent sharable content via emails, while in other groups there wasn’t any organized effort. Even for the teams that were sending content, there was no way to track the efficacy of employee sharing. “There might be emails from marketers asking salespeople to tweet something, but we’d have no idea if anyone actually did it, and what the impact was,” says Steven Pepe, Global Leader of Commercial Marketing at GE.

## Challenge

- Establish a consistent platform for sharing content across business units
- Increase employees’ confidence in social sharing
- Help sales teams share relevant brand messages with customers

## Solution

- Raise awareness of brand messages and build relationships with customers, using LinkedIn Elevate

## Results

- Employees are sharing **4x more frequently** than before, resulting in:
  - **2x more** Company Page followers
  - **3x faster** employee connection growth
  - **~2% average** engagement rate on employee-shared content

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**Steven Pepe**  
Global Leader of Commercial Marketing  
GE

## Choosing an easy to use and data-driven platform

Since LinkedIn was one of GE’s main sources of leads and website traffic, Pepe saw Elevate as the best platform to help salespeople strengthen their relationships with customers by becoming more confident social sharers. GE also wanted to make it easy for their sales teams to find and share content that could help them tell the right stories about the brand.

Elevate’s analytics and easy content-sharing features also appealed to GE. “It’s surprising how easy it was to get started using Elevate,” Pepe says. “It allowed us to set up an employee advocacy program without a lot of hand-holding – and it was a light ask of our employees.”

GE began using Elevate with a pilot group of 500 users. “Our LinkedIn customer success manager helped us ramp up the program quickly,” Pepe says. “LinkedIn provided us with a list of our social stars – employees who were already social sharers and would easily adopt Elevate. From there, we picked business units where we knew we’d find good content and curators.”

## Measuring the impact of employee advocacy

Since GE began using Elevate, salespeople have been sharing content 4x more often than they did before and their networks are responding. The average engagement rate on GE employee shares via Elevate is almost 2%! There are other benefits as well - salespeople using Elevate are seeing their networks grow 3x faster and are influencing 2x more new Company Page followers than before they began using the platform. A benefit GE wasn’t expecting was the impact on hires: the increase in sharing has influenced 2x more job applications than before.

A key benefit for GE is knowing the specific audiences salespeople are reaching as a result of their sharing. GE is also able to see the impact Elevate shares have on traffic to their sites. “It’s very effective to be able to view analytics on one part of the business, like GE Power, and the traffic that employee advocacy drives back to the website from specific topics and even specific curators,” Pepe says.

### Tips for launching a successful employee advocacy program

- Don’t make the content all about your company. Strive for a 75% versus 25% mix of thought leadership content versus company-specific content. The mix of content ensures that employees are engaged and are building credibility with their networks.
- When reporting on program success metrics to company leaders, compare engagement and outreach to the value of paid advertising. The numbers will help prove ROI for your employee advocacy program.
- To overcome employees’ hesitancy to share content, start with a small group of people who are already actively engaging on social networks. Their enthusiasm for advocacy will show other employees the benefits of stepping up to social sharing themselves.

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