



## Procore Drives Sales and Increases Brand Awareness with LinkedIn Elevate

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**Carey Larson**  
Social Marketing Manager  
Procore

### Highlighting software innovation

For Procore, a construction project management software company, increasing brand awareness isn’t just about highlighting the company’s construction management software. “We want the construction industry to be seen as an adopter of cutting-edge technology,” explains Carey Larson, Procore’s Social Marketing Manager. “That’s not often the way that construction is viewed, but we’re working to change this by developing really cool and innovative products.”

With a robust in-house content development team, and employees who were enthusiastic about sharing news about Procore’s value, Larson focused on finding a platform for employee advocacy. “We wanted a tool for employees to easily find and share content across their social channels – and something they’d feel comfortable using,” he says. Some employees were using free social media automation tools to share content, but these tools didn’t allow Larson to track overall engagement, nor did they offer a way to globally curate and suggest content.

### Challenge

- Raise awareness of innovative software solutions for construction
- Gain a wider audience for thought leadership content
- Allow employees to easily and safely share content with social connections

### Solution

- Encourage employees to share content and reach prospective customers, using LinkedIn Elevate

### Results

- Elevate users share **4x more frequently** than before, resulting in:
  - **3x faster** LinkedIn network growth
  - **2x more** employee profile views
  - **2x more** Company Page views and followers

## Engagement yields insights for sales

Since Procore's sales team previously adopted LinkedIn Sales Navigator for social selling, Larson saw a natural fit with Elevate: "We felt it would be the perfect match with the tools we're already using." Elevate, Larson adds, would also allow Procore's marketing and sales teams to benefit from their unique strengths: development of thoughtful industry content, and relationship-building with sales prospects.

Now that sales teams can see who's engaging with the content they share, salespeople can reach out to prospects with focused follow-ups. "Let's say a salesperson shares content about our drawing tool, and sees that there's been engagement on this post," Larson says. "That gives the salesperson an 'in' to reach out to a prospect who's expressed interest."

The Elevate dashboard also gives Larson a high-level view of engagement and content-sharing trends. "We add tracking codes to our content so we can see the full impact of advocacy - from the initial touchpoint all the way through the sales cycle," Larson says. He's attributed several closed deals to employee advocacy via Elevate. "When salespeople see that this platform is actually making money for their colleagues, they hop right on board," Larson says.

## Employee advocacy drives value

Since Procore began using Elevate, employees are sharing content 4X as often as they did before. Their sharing is influencing 2X more Company Page views and personal profile views. Employees are also seeing 3X the growth rate in their connections. In addition, their sharing is influencing 2X as many views of job listings. "We know that in one recent month, Elevate content influenced two new engineering hires," Larson says.

"Month after month, we've seen incredible value from Elevate - we've increased engagement, driven traffic to the Procore website, and closed more sales deals," Larson says. "That value comes from employees finding Elevate easy to adopt and use."

## Tips for launching a successful employee advocacy program

- Create a home for curators to talk about content-sharing strategies. At Procore, Larson created a Slack channel to highlight most-shared content as well as top employee advocates. "It helps keep the fire going," Larson says. "We want to give people the thumbs-up when we see a good amount of engagement."
- Get company leaders on board with employee advocacy, and then ask them to share their enthusiasm. Larson got buy-in early on from Bassem Hamdy, Procore's Executive Vice President of Marketing and Enterprise Strategy. "Everyone looks up to him as a technology leader and guru," so employees listen when Hamdy talks about the value of Elevate, Larson says.
- "Think about who your thought leaders are, and get them on the platform first," Larson advises. He's a believer in word of mouth as a key driver of employee participation in an advocacy program: "It's the organic approach - word of mouth from influencers will fuel employees to become social thought leaders."

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