



# DocuSign Triples Impressions and Engagements with LinkedIn Elevate

*“We could look at our metrics in partnership with the Elevate team and see how many more employees were engaged and distributing content, and how they were expanding our reach and having a measurable impact.”*



**Gregor Perotto**

Senior Director, Global Corporate Marketing & Communications, DocuSign, Inc.

## A Scalable and Efficient Way to Empower Employees

As the pioneer and global standard for Digital Transaction Management (DTM) and eSignature, DocuSign is changing how business gets done by empowering more than 300,000 companies and more than 200 million users in 188 countries to send, sign and manage agreements digitally. DocuSign eliminates printing, faxing, scanning and overnighting paper documents to transact business online quickly, easily and securely – anytime, anywhere, on any device – with trust and confidence. DocuSign enables individuals and organizations of every size, industry and geography to make every agreement fully digital, keeping life and business moving forward.

To fulfill the company’s vision, DocuSign knew they needed to engage and empower their more than 2,000 employees worldwide as brand advocates. They wanted employees to share thought leadership content, information, and news with their networks to create broader visibility for the company and accelerate the sales process.

The organization’s first attempt at employee advocacy was a manual, mostly informal process. Emails included links to content and proposed social sharing messages that employees could copy and paste. There was some participation, but it wasn’t a sustainable solution. “It was not scalable, nor did it really position our employees to take thought leadership content and share it quickly and easily,” says Gregor Perotto, Senior Director, Global Corporate Marketing & Communications, DocuSign, Inc.

DocuSign elected to use LinkedIn Elevate to take employee advocacy to the next level. According to Perotto, Elevate’s flexibility and ease of use made it the perfect partner: “We liked the ability to create topic areas so employees could self-select content most interesting to them and their audiences, and enable them to share immediately across multiple social channels. Plus, Elevate makes it just as easy for us to queue up select articles for employees to amplify.”

## Challenge

- Engage employees to share content
- Raise brand awareness
- Empower sales teams to accelerate sales cycles

## Solution

Use LinkedIn Elevate to promote sharing of a wide breadth of curated content designed to promote thought leadership and assist the sales team.

## Results

Employees are sharing **4X more** than before Elevate, leading to:

- **3X more** engagements with content shared through Elevate
- **3X more** Company Page views
- **3X more** employee profile views

*“It all comes back to employees being able to share quickly and easily. Elevate’s interface is intuitive, and the mobile integration makes it even easier to share on the go.”*

## A Content-First Rollout

To get the program running, DocuSign started by choosing content curators, both marketing team members and subject matter experts throughout the company around the world. The team provided training for curators to make sure the queue would be full of share-worthy content. “You need to have great content that your people can engage with, and you need to have variety across different topics,” Perotto says.

With content in place, DocuSign started the rollout with sales leadership. They ran demos of the tool for leadership, enlisting their support to deploy it across sales. The watershed moment was including Elevate in the quarterly sales kickoff. Sales leaders promoted Elevate at the kickoff as a new part of the sales toolkit for engaging with prospects and developing new connections.

With the sales team on board and enjoying early success, it was easy to recruit new participants. “It became a virally talked-about tool with our participants, to the point where people were creating accounts without us proactively reaching out,” Perotto says.

## A Sustainable and Strategic Program

DocuSign built on the momentum of their initial success through regular reminders, reinforcements, and incentives. “We kept promoting the program through internal communications like Salesforce chatter and internal newsletters,” Perotto says. “We wanted to keep visibility and awareness up. We highlighted our employee successes to reinforce the value of participating.”

Perotto also made sure to keep the content queue fresh. “We ran an informal contest among our curators to help drive pride in the amount of activity and sharing their content generated,” Perotto says. Elevate’s data collection and reporting tools were vital in proving the effect of content and promoting continual engagement.

The switch to an efficient and scalable employee advocacy platform has seen impressive results. The 4X increase in sharing has influenced 3X more impressions and engagements. Most importantly, sales team members are seeing 2X more connection requests and 3X profile views. “We have seen more people engaging with our employees and sellers, and more people engaging with the brand. All of which is assisting our sellers in accelerating sales cycles,” Perotto says.

## Quick Employee Advocacy Tips from DocuSign

---

- Start by engaging curators: Develop a robust pool of people with diverse interests that can curate content on a variety of topics.
- Continue to segment your content into topics designed to hit different internal audiences--and appeal to their audiences, too.
- Keep content fresh--strive for content that is interesting, important, and timely - all while being genuine to your brand and audiences.

Visit [business.linkedin.com/elevate](https://business.linkedin.com/elevate) to learn how others have successfully launched an employee advocacy program.