

PHILIPS Lighting

Philips Lighting Quadruples Employee Sharing, Reinventing Their Brand

“Elevate has performed way above benchmarks. We have been so surprised in terms of engagement and downstream outcomes. And we can prove our success with Elevate’s analytics.”



Dana Hyland George

Sr. Manager, Employer Brand & Recruitment Marketing, Philips Lighting

Employee Advocates Help Tell a Brand’s Story

Philips Lighting, the global leader in lighting, is famous for providing high-quality, intelligent solutions. As the leading lighting company for the Internet of Things (IoT), they wanted to spread the word that they offer light beyond illumination.

“Everything starts with light,” says Dana Hyland George, Sr. Manager, Employer Brand & Recruitment Marketing. “Light moves cities, carries information, it does so much more than illumination. For over a century, we have continued to improve people’s lives with a steady flow of ground-breaking innovations. So even though we’re a 126-year-old company, we have that start-up entrepreneurial spirit.”

The Employer Brand & Recruitment Marketing team at Philips Lighting knew their employees could be a powerful force for establishing its new standalone identity, building brand awareness and attracting even more top talent. But the team’s first attempt was an informal, entirely manual process. A few staff members sent mass emails with links to share. Anyone wishing to participate would have to copy and paste from the list.

“We saw a gap where we could use an employee advocacy platform to help us amplify our story at scale,” Hyland George says. “We wanted to humanize our brand, tell the world who we are and what differentiates us from others.” To accomplish this goal, Philips Lighting needed a platform that could make sharing easy—and provide detailed analytics to prove the program’s effectiveness.

Challenge

- Establish new identity and raise brand awareness
- Engage and empower employees to become brand ambassadors – to share corporate vision, values, brand content and global stories on their own social networks
- Attract and hire top talent exposed to our brand through employee networks

Solution

Provide quality curated content for employees to share, using LinkedIn Elevate to track progress

Results

Employees are sharing **4X more than before**, resulting in:

- **2X** increase in Company Page views and 26% increase in Company Page followers
- Over **10M** people reached
- Over **\$375K** (annualized) in earned media value
- **Large %** of all new hires directly influenced by Elevate-sourced content

“LinkedIn has been phenomenal in helping us drive adoption and scale our program. We wouldn’t be where we are today without their support.”

Choosing a User-friendly, LinkedIn-integrated Platform

Philips Lighting did their homework researching employee advocacy platforms. In the end, LinkedIn Elevate made the most sense as a streamlined, user-friendly platform that was already integrated with LinkedIn. “Our team was already accustomed to and working on LinkedIn,” Hyland George says. “It was an opportunity to integrate this program in an environment where we were already working. Not only that, Elevate makes it easy for employees to share on other social platforms, too. They can share an update on Facebook, Twitter, LinkedIn and Weibo at the same time.”

To make sure their program was a success, the team started by securing buy-in from leadership. The statistics on employee advocacy and reach helped make an airtight case. “Research shows that employees have a far greater reach on social media than our company presence alone does, and they’re reaching people who are in the same industry and have the same interests as our target audience” Hyland George says.

With management on board, the team trained their highly-active “social stars,” identified using Elevate’s platform. Most importantly, Hyland George’s team stressed the benefits that participation would bring to each employee. “We talked about how to share and why. We explained that it was an easy way to grow your personal network, and own and expand your professional brand. We knew sharing would get them recognized and that their peers would take notice. In addition to the benefits for the company, it was about ‘what’s in it for them,’” Hyland George says.

As the implementation picked up steam and started to generate results, the team used Elevate’s ‘Smart Recruiter’ program to automatically send targeted and personalized

emails to invite more employees to join Elevate. Elevate was so successful with this initial group of users, that others began proactively asking for seats on the platform.

Creating a Sustainable Program with Measurable Results

To keep enthusiasm up, the team focused on curating quality content to match their employees’ interests. “If you don’t have diverse content, you’re not speaking to the broad range of your employees,” Hyland George says. The team leveraged Elevate’s sources tab to organize their existing content, and used trending content recommendations to suggest new content that would resonate with employees and their networks.

Elevate made it simple to prove the program’s effectiveness. Employees could see the engagement on their own shares, such as likes, re-shares, and comments. Philips Lighting could show leadership how that activity translated into increased brand awareness, new Company Page followers and influenced hires.

Philips Lighting has seen incredible success so far with Elevate and are continuing to expand the program. Employees are sharing 4x more than they were before. All that activity helps Philips Lighting tell their brand story to attract customers and top talent. Because Elevate is integrated with the LinkedIn platform, Philips Lighting could see that content shared on Elevate influenced over 110 new hires in less than a year, accounting for a nice percentage of new hires. Hyland George expanded, “We want the talent we are engaging with to know what our brand stands for, our mission, vision and values. It really supports us in attracting the right people who will help us continue innovating.”

Quick Employee Advocacy Tips from Philips Lighting

- Establish a high-quality training program. Set best practices and expectations to overcome employee hesitations and empower them to share.
- Build employee enthusiasm for the program by highlighting what’s in it for them: Building their personal professional brand, making valuable connections, being the public face of the company.
- Keep participation up with a diverse mix of content that employees will be inspired to share.
- Share overall performance data and analytics with employees and leadership to showcase ROI/success of employee social sharing and maintain engagement.

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