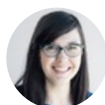




Rackspace Sees Over \$260k of Earned Media Value In 3 Months with LinkedIn Elevate

“The platform is so easy to use, and it enables employees to share across multiple social networks. And then there’s the analytics: For the first time, we can see what happens with our content after employees share it.”



Liz Jurewicz

Social Enablement Strategist at Rackspace

Enabling and Empowering Employees

Rackspace is the world’s leading managed cloud services provider. The company offers expertise and support on top of the leading cloud technologies, making sure customers get the right application running on the right technology. “Our goal is to provide expertise and Fanatical Support for our customers,” says Liz Jurewicz, Social Enablement Strategist at Rackspace. “The customer is at the heart of everything we do.”

Great customer service starts with engaged employees. Rackspace needed to empower and equip their employees to advocate on behalf of the brand. However, “We didn’t want to just push content out to them,” Jurewicz says. “We wanted to provide them with the resources they needed to easily share content and develop a professional brand.”

Rackspace had plenty of content for employees to share. But they didn’t have a process in place to make sharing compelling or easy. Before Elevate, employees had to subscribe to multiple newsletters, then manually copy-and-paste anything they wanted to share on social media.

Jurewicz knew that to maximize their employee sharing, they needed to invest in a platform.

Challenge

- Increase brand awareness
- Engage employees to share
- Reach new audiences

Solution

Provide comprehensive social media training, then use LinkedIn Elevate to make sharing easy and to track progress.

Results

Employees are sharing **6X more than before**, achieving:

- Over **\$1M** annualized earned media value
- **4X** more Company Page views
- **5X** more Company Page followers
- **6X** more employee profile views

“Elevate brings us a net new audience that already has a connection to our company through our employees. If we didn’t reach this audience through employee advocacy, we wouldn’t be able to reach them, period.”

Reaching a Net New Audience

Rackspace evaluated a number of potential platforms, but LinkedIn Elevate quickly became the frontrunner. “We already had a relationship with LinkedIn. In a B2B space like ours, LinkedIn is where we are finding our major decision makers. Elevate is the only platform that can provide data on the audiences we most want to reach,” Jurewicz says. “And Elevate also enables employees to share across LinkedIn, Twitter and Facebook. It was important to us to give our employees options.”

It was easy for Jurewicz to make the business case to leadership since they could now track engagement on employee shares. “Our focus was on the earned media value. Using our average CPE (cost per engagement) from paid media we could say, ‘this is the engagement we get through employee sharing, and here’s what that engagement would cost in paid advertising. On top of that it’s a net new audience, so if we’re not doing this, we’re not reaching these people.’”

The support staff at Elevate was another deciding factor. “The account team that we have is fabulous,” says Jurewicz. “That was another big part of it. The level of personal attention really started us off on the right foot, and their continued support is a major factor in our success with the program.”

With the platform in place, Jurewicz was quickly able to prove ROI. In just three months, employee sharing reached audiences worth \$260,000 in earned media value.

Sparkling Enthusiasm in the C-Suite

To sustain interest in the program, Jurewicz designed a steady schedule of reminders, feedback, and support:

1. A weekly email reminder with the top stories being shared on Elevate, profiles of new participants, and kudos to top performers
2. A monthly email with metrics, feedback, and Q&A
3. Weekly “office hours” where employees can have a 1-on-1 social media strategy session
4. Optional twice-a-week calendar reminders to share content

It didn’t take long for enthusiasm to build high enough that it caught upper management’s attention. “When we started our informal social media program two years ago, there wasn’t an easy way for the C-suite to get involved,” Jurewicz says. “So we were amazed when our President downloaded the Elevate app and started posting on a regular basis, without any prompting. With the President on board, word of mouth quickly spread, encouraging the majority of our C-Suite to participate.”

Through Elevate, Rackspace is boosting their brand awareness and extending their reach, while supporting and empowering employees at the same time. Employees are sharing 6x more than they were before Elevate, attracting more views to both their personal profiles and the Company Page.

“We have seen the benefits of employee advocacy incredibly quickly,” Jurewicz says. “That’s what leadership has been most excited to see.”

Quick Employee Advocacy Tips from Rackspace

- Start with training before you roll out a program. Get to know and understand your employees before you ask them to share.
- Sustain enthusiasm with email reminders, calendar reminders, and kudos to your top performers.
- Make sure management is involved with the program, too. Show employees you believe in the value of what you’re doing.

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