

# BCG

## BCG amplifies thought leadership with LinkedIn Elevate

*“Elevate is a fantastic channel through which employees can showcase our top work. Clients and employees tell us they love what they see, and we’re becoming a more social company.”*



**Ben Cobb**  
Social Media Manager  
Boston Consulting Group

### Providing a platform for passionate employees

With thousands of business strategy experts in 48 countries, Boston Consulting Group (BCG) generates a significant amount of thought leadership - its online news website “bcg.perspectives” publishes more than 300 pieces a year and each office produces countless surveys and research briefs on critical business challenges. To extend the reach of this content, and to build the thought leadership of its employees, BCG’s digital marketing team wanted to tap into their employees’ networks by encouraging employees to share content more often.

“We realized that only a fraction of BCGers were actually sharing content,” says Ben Cobb, Social Media Manager for BCG’s global digital marketing team. “The best asset any company has is a passionate employee - it affects how the brand is perceived both internally and externally.” Cobb and his colleagues tried to boost employee advocacy by emailing content directly to employees, but they couldn’t identify the best advocates or content, nor could they track results of their efforts.

### Challenge

- Extend the reach of BCG’s thought leadership
- Help employees build their personal brands
- Create a more socially engaged organization

### Solution

- Make it easy for employees to share via an intuitive platform, LinkedIn Elevate

### Results

- Employees are sharing **9x more frequently** than before, resulting in:
  - **5x more** followers of BCG’s Company Page
  - **7x more** views of BCG employees’ LinkedIn profiles
  - Average engagement rate of **1.8%** on employee-shared content

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## Curated content for valuable employee networks

At the same time the digital marketing team was promoting the value of employee advocacy, they learned about LinkedIn Elevate. “It was the perfect fit for us, because BCGers understand the value of LinkedIn,” Cobb says. “When our employees share content, they want to feel confident that what they’re sharing has been vetted.”

The ability to choose and share content with just a few clicks also generated enthusiasm from BCG employees. “People have varying levels of savviness with social sharing – but since Elevate was intuitive and simple to use, it made onboarding easy,” Cobb says.

To ensure the program was a success from the beginning, Cobb and his colleagues started with a small group of active social sharers and limited topics. “We wanted to turn small wins into larger successes,” Cobb says.

## Becoming a social company

Since BCG began using Elevate, employees are sharing content 9x more than before – resulting in a 1.8% engagement rate on employee-shared content. In addition, content sharing via Elevate has influenced 5x more Company Page views and followers. It’s also influenced 7x more employee profile views than before.

“Elevate is a fantastic channel through which employees can showcase our top work,” Cobb says. “Clients and employees tell us they love what they see, and we’re becoming a more social company.”

## Tips for launching a successful employee advocacy program

- Don’t just wing it – create a strategy for your program. “We took time to think about how we would roll out employee advocacy, including starting with a small group and getting buy-in from senior leadership,” Cobb says.
- Buy-in from leadership should be a key part of the planning process, Cobb adds. Before sending out an email to worldwide staff about Elevate and employee advocacy, Cobb got the company’s CMO to give the program the thumbs-up. “Also, ask marketing partners to endorse employee advocacy so you have support across the business,” he says.
- When building out topic areas for the program, go beyond the marketing plan. “Talk to employees and figure out what matters to them and their connections,” Cobb says. “If you only stick to what’s on the marketing agenda, you won’t get the whole picture.”

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