

# UNIT4

**LOCATION**

Utrecht Area, Netherlands

**NO. OF EMPLOYEES**

1001 – 5000

**INDUSTRY**

Software & Technology

## Unit4 Achieves 14X Increase in Employee Sharing by Elevating Its People

Unit4 is a global enterprise software provider with a strong “people focus” in B2B. Its efficiency and productivity tools are primarily marketed to universities, professional services organizations, public service entities, and non-profit organizations.

### Challenge:

With a strong culture of sales and marketing alignment already in place, Unit4 wanted to further mobilize its teams by empowering employees to share useful content to increase brand visibility and engagement across target audiences. By sharing relevant content with their networks, employees build trust that opens the door for valuable conversations.

*“Because people do business with people, our employees are an authentic voice representing Unit4 to get our message out.”*



**Roel Haanappel**

Global Head, Digital Sales Enablement, Unit4



By integrating LinkedIn’s sales, marketing, and employee advocacy solutions, Unit4 is able to improve its value to its prospects and customers authentically through a scalable, “always-on” approach.

## Solution:

With its people-first focus, it comes as no surprise that Unit4 determined that its own people were best equipped to become key conduits in the social space. After evaluating several employee advocacy platforms, the company turned to LinkedIn Elevate because of its rich functionality, in-depth analytical insights, and brand familiarity. Their approach included:

- Optimizing LinkedIn profiles to convey added value for specific prospects.
- Clearly communicating the benefits of advocacy for marketers, sales pros, and others throughout the organization.
- Developing the right mix of internal and third-party content for the sharing pipeline.
- Helping employees develop a mindset of being of value to customers by addressing their pain points. “Their success is our success,” said Haanappel.
- Aligning the employee advocacy program with existing social selling and digital marketing initiatives for harmonious syncing.

## Results:

Thanks to entrenched emphases on social selling and content marketing, Unit4 was a step ahead of the game when it came to integrating LinkedIn Elevate. After launching the new program in June of 2017, the company saw rapid traction throughout the ranks. “It’s adopted unbelievably fast, I must say,” said Haanappel.

Since the program’s inception, Unit4 has realized an audience reach of 29.7 million through Elevate. By combining this expansive brand awareness with ad delivery through Campaign Manager and efficient prospecting through Sales Navigator, Unit4 deploys a full-funnel strategy that keeps them directly in front of their sizable B2B audience on the LinkedIn platform, which is where the team has chosen to primarily focus.

“We are very lucky to live in this age that we have LinkedIn, which allows us to reach and engage our key audiences, so we don’t have to focus on too many spaces and places and networks.” Haanappel said.

**14X**

Increase in User Sharing  
Through Elevate

**29.7M**

Audience Reach Through  
Elevate Program

**2.7%**

Overall Increase in Content  
Engagement Through Elevate

*“People are enthusiastic about LinkedIn Elevate. We don’t even have to promote it within the company because people hear about it from their direct colleagues already.”*



**Savana ter Burg**  
Communications Coordinator, Unit4

Visit <https://business.linkedin.com/elevate> to get started with LinkedIn Elevate.