

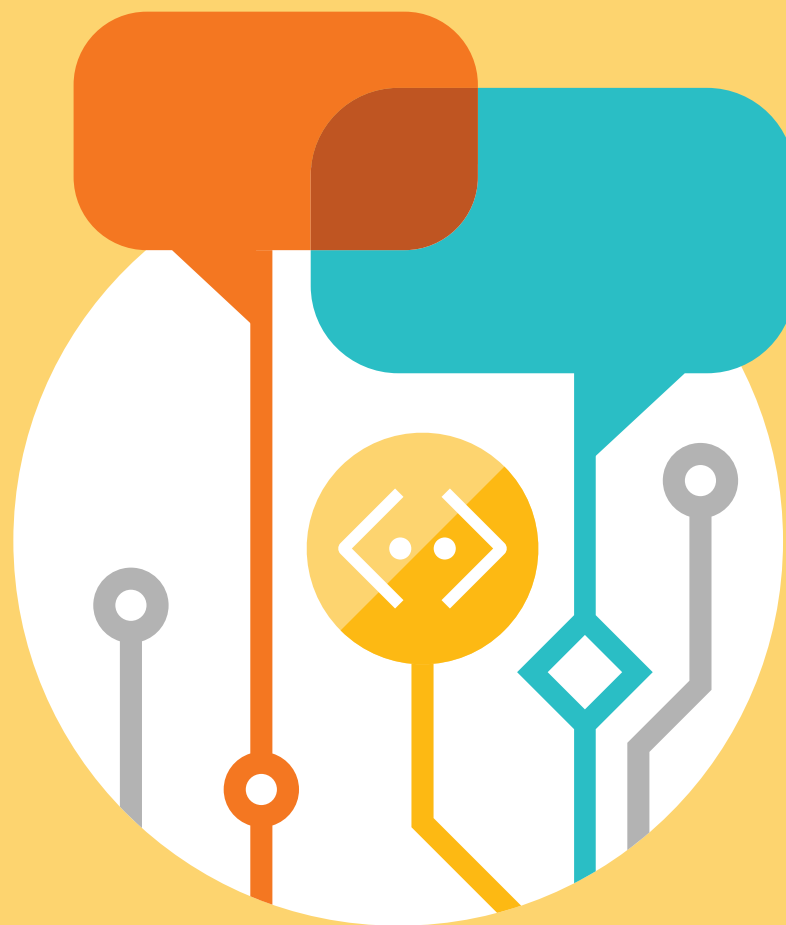


The Network Effect of Employee Advocacy

Amplify Your Brand and Content Reach

In This Guide:

Why We're Talking About Employee Advocacy	3
Harness The Influence of Employee Sharing	4
Reach Unprecedented Levels of Awareness & Engagement	6
Build Relationships Through Content & Conversation	9
Design A Strategic & Sustainable Program	14
ROI: Enjoy The Force Multiplier Effect	15
Expand Your Reach By Leaps & Bounds	17





Why We're Talking About Employee Advocacy

We live in a connected world. Digital, social, mobile and now, artificially intelligent technologies are bringing us together like never before.

The impact of this convergence is that we – as human beings - are all now the most important source of information for each other. We don't just blindly accept news and ideas from the media, politicians, or company executives, as much as we look to our friends, family, neighbors, and co-workers as the main source of what shapes our worldview.

As a result, brands are struggling to maintain their eminence. Sales people fight for customer attention. HR is waging a war for the brightest talent. And so many employees struggle to find meaning and purpose in their work.

Despite all this disruption, your employees are the key to innovation. Engaged employees deliver better customer experiences. They tell their friends why they should buy from you and why they should come work for you.

That's why we are talking about employee advocacy. **Employees are every brand's greatest asset** with the power to build your brand and attract and retain the best talent. But only when they are encouraged to share their passions and expertise within their connected worlds.

Your employees want to advocate for you. Will you help them?

Michael Brenner

CEO, Marketing Insider Group

Harness The Influence of Employee Sharing

If you seek to attract people to your company, educate potential customers, engage them emotionally, and compel action, creating great content can get you there.

But it's getting increasingly difficult for marketing messages (including valuable, content-based ones) to stand out and cut through the noise. [2,617 average media touchpoints a day](#) create confusion for buyers and decision-makers. Simply put, it's getting harder to attract and hold their attention.

You've invested all you can in organic reach, yet the impact continues to dwindle. Adoption of ad-blocking software is on the rise. Paid promotion can help, but it's only a partial solution. What you need is a strong earned solution. Something that can help you [reach 10x more people, influence 2x more company page follows, and 53% more interaction with your paid media](#). You need a new approach.

It turns out the way to get content in to your buyers' hands may be right in front of you: your employees.



Employee advocacy can help dramatically expand the reach of your message by empowering your employees to share content on your brand's behalf.

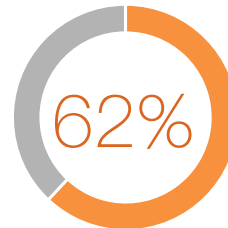


Make employee advocacy part of your content marketing strategy to:



10x

Employees have 10x more 1st degree connections than a company has followers, on average.*



The 2017 Edelman Trust Barometer report reveals that 62% of people trust a brand's social media more than its advertising.



Reach Unprecedented Levels of Awareness & Engagement

SEO and paid campaigns can help your content find an audience, but these tactics often leave a portion of your total potential audience out of reach. Ironically, hyper-targeting your marketing messages can sometimes hurt more than it helps, because you may miss connecting with key members of the buying circle.

Employee advocacy helps reach all the people involved in the average purchase these days - especially the ones a marketing team's more narrow focus might have missed. Think of it this way: The network effect describes the boost in value associated with something as more people use it. Employee advocacy works this magic on your content.

As your employees share your content with their own networks, they automatically increase its value—and its reach. That extended reach is invaluable as you connect with the total buying group more quickly and effectively than you can with narrowly focused targeting.

Did You Know?

Content shared by employees receives 2x more engagement than the same content shared by companies.*



**Internal LinkedIn Data*

Reach Unprecedented Levels of Awareness & Engagement

The power of employee sharing doesn't just come from the multiplication of reach. It's a result of the very different impact of content that comes from a human being rather than a brand.

People consider your employees a more trusted source than your company, and because of that, they are more likely to engage with your content when it comes from their network vs. yours.

"Messaging is more impactful when the individual is speaking, versus the brand. We wanted to make that human voice a differentiator for our organization."

— **Emmanuel Guinot**

Former Brand and Social Content Director,
AccorHotels



Case Study:

AccorHotels used employee advocacy with LinkedIn Elevate to reach a sophisticated executive audience. Since their program began, employees have increased sharing by 7x, helping AccorHotels gain 4x more company page followers than before and generate an annualized \$2.2 million in earned media value.



Build Relationships Through Content & Conversation: Driving Sales

When your sales team is participating in an employee advocacy program, they can easily use content to further develop relationships, establish thought leadership, and ultimately lead prospects down the purchase path to close.

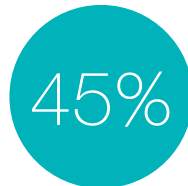
Sharing content adds tangible value to the prospect relationship. In fact, leads developed through employee activity on social media **convert 7x more frequently than other leads.**

The most successful sales reps share



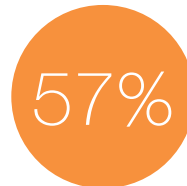
more content than the rest of the pack.*

Salespeople who regularly share content are



more likely to exceed quota.**

Salespeople who regularly share content are



more likely to generate leads.**

Your employees are primed to nurture relationships by putting your content in front of the right eyeballs and using it to spark conversations. It's important to set them up for this kind of success with a robust employee advocacy plan.

"When salespeople see that this platform is making money for their colleagues, they hop right on board"

— **Carey Larson**
Social Marketing Manager,
Procore



Case Study:

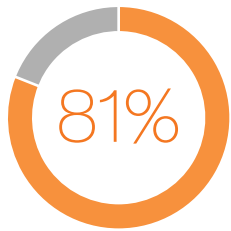
CEB uses employee advocacy to help sales representatives position themselves as valuable partners to prospects. Sharing content helped representatives develop ongoing relationships with potential customers.

On average, those participating in an employee advocacy program **shared 5x more than before**, influencing **3x more company page views** and **2.5x more company page followers**.



Build Relationships Through Content & Conversation: Driving Talent

It's not just sales who gets a leg up when employees share content; employee advocacy has a massive impact on recruitment and retention efforts as well.



Research indicates that 81% of executives anticipate a strong connection between the consumer brand and the employer brand by 2020, according to the *Universum 2020 Outlook: The State of Employer Branding*.

A strong brand has a significant impact on hiring great talent, reducing cost per hire and eventually lowering employee turnover. And what is the most cost-effective and authentic way to amplify your talent brand's reach and impact? You guessed it - your employees.

Did You Know?

Socially engaged companies are 58% more likely to attract top talent.*

58%

*Internal LinkedIn Data

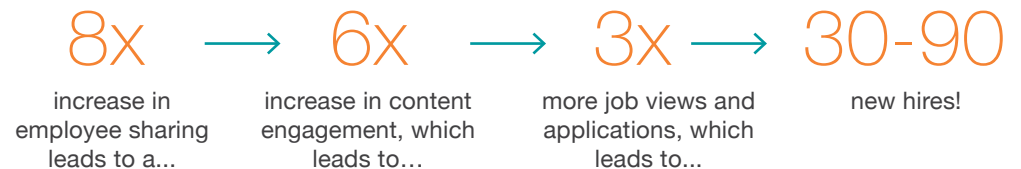




Build Relationships Through Content & Conversation: Driving Talent

When your employees share smart, quality content with their networks, your employer brand benefits directly. That's because with your employees seen as thought leaders in their space, your company is seen as a leader by association. And that exposes your brand to people who are likely to become interested in your company and apply for a job.

Breaking it down to the cold, hard numbers, here's what an employee advocacy program at a company with 500-1,000 employees can do to impact talent acquisition in just 12 months:



Design A Strategic & Sustainable Program

As with all content marketing efforts, once you earn someone's attention, it's important to follow through, providing a steady flow of quality content. So how do companies create an employee advocacy program that is both strategic and sustainable?

9-Step Checklist to Building Out Your Employee Advocacy Program

- ☐ 1. **Set Clear Goals:** Do you want to drive brand awareness? Sales? New hires?
- ☐ 2. **Kick Off Strong:** Enlist your most socially active employees to be program ambassadors.
- ☐ 3. **Have a Policy:** Make sure your social media policy allows for robust employee sharing and include it as part of the employee advocacy registration process.
- ☐ 4. **Teach The How & Why:** Set up a training portal to educate employees on the “how” & “why” of your program. Integrate this into your new-hire onboarding process.
- ☐ 5. **Identify Your Team:** Tap a core, cross-functional, long-term team that will commit to curating relevant content for the program & broadcasting it for others to share. Set up daily or weekly email and push notifications to keep your employees coming back to the platform.
- ☐ 6. **Remind Employees:** Set up daily or weekly email and push notifications to keep your employees coming back to the platform.
- ☐ 7. **Create Incentives:** Devise ways to positively incentivise regular sharing and advocacy.
- ☐ 8. **Track Metrics:** Measure employee reputation metrics affected by content sharing and make these insights readily accessible to them.
- ☐ 9. **Optimize Regularly:** Set a cadence by which you identify content that best accomplishes your goals and optimize your curation efforts in that direction.

ROI: Enjoy The Force Multiplier Effect

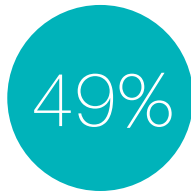
Employees at your company want to spread the good word, and equipping them to advocate for your brand exponentially increases your reach. In turn, that drives more awareness of, interest in, and engagement with your organization.

In fact, companies that empower their employees to share content are more successful than those that don't. Specifically, they are:

- 2x more likely to experience revenue growth greater than 20%*
- Able to attribute employee advocacy to attracting and developing new business (64%)
- Able to attribute employee advocacy to driving new revenue streams (45%)

Plus, your employees are already active on social. Some are even already promoting company-relevant content.

LinkedIn analysis for one global enterprise company revealed that



of employees promoted content on LinkedIn between June and August of 2017.

This resulted in a



organic boost in content engagement for the company.

Those aren't even the most compelling numbers. Companies who invest in an employee advocacy program see anywhere from **4-6x the ROI in earned media value** in the first 12 months. Imagine spending just \$100K on a program that netted your organization over a half million in earned media value. There's no quicker vehicle than valuable content shared by your own employees.

**Source: Hinge Marketing and Social Media Today Research, 2015*



Case Study:

In Q1 2017 alone, Rackspace attributed over \$260,000 worth of earned media value to their employee advocacy program. That's over **\$1M annual earned media value**. They also saw **6x more employee sharing**, **4x more connection requests** to their employees, a **2x increase in job views**, **6x increase in Company Page views**, and **5x lift in content engagement**.

Wow.



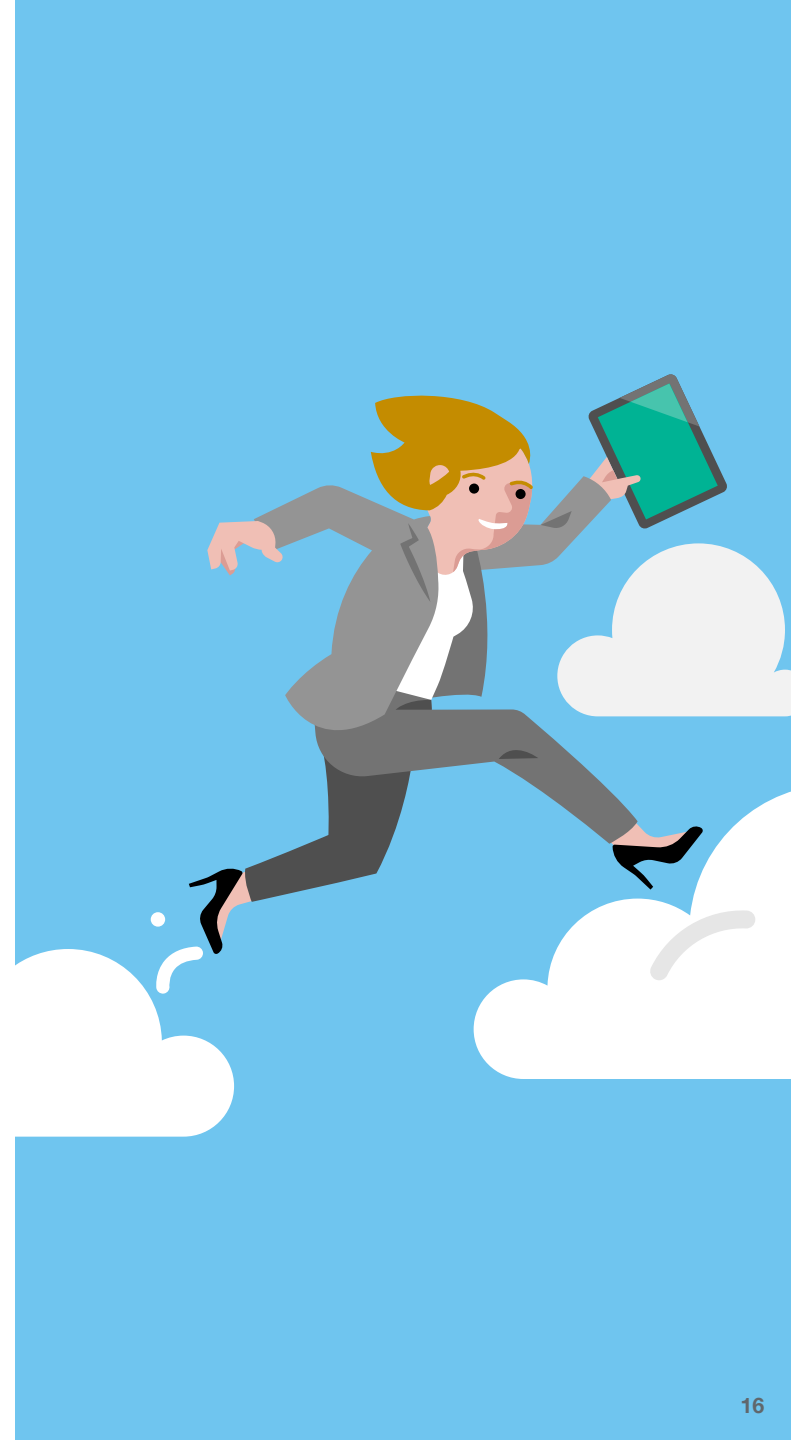
Expand Your Reach By Leaps & Bounds

Treat your advocacy program with the same strategic approach as all your marketing efforts:

- Focus on reach and trust as you build out your program
- Empower authentic voices to tell their stories
- Leverage the benefits across the organization for maximum efficiency
- Tie your program to a concrete goal and ensure its long term sustainability
- Measure the ROI based on the goal you set

To make your program more strategic, sustainable, and measurable, make sure to get on board with the right platform. LinkedIn Elevate makes it easy to drive employee adoption and engagement, curate the most shareable content, and measure and optimize your results.

Visit our site to learn more about LinkedIn Elevate.





For the first time in the history of media, you can reach the world's professionals all in one place. More than 530M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

*For more information, visit **marketing.linkedin.com***