



Aon scales employee advocacy globally with LinkedIn Elevate

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Katie Barmantje
Senior Specialist, Global Interactive Marketing
Aon

Seeking a platform with real-time sharing

At Aon, a multinational risk management company, employee advocacy started on a small scale and with manual processes. Under an employee advocacy program called The Boost, Aon’s Global Interactive Marketing team would share pre-written content via weekly emails to a pilot group of 500 employees.

“Since the program was email-based, employees would have to copy and paste the content and save images in order to upload them to their social networks,” says Katie Barmantje, Senior Specialist in Global Interactive Marketing at Aon. Also, since the content emails were sent weekly, “there was less real-time sharing of content,” she adds.

Barmantje used Bitly tracking codes in order to gauge reach of content. “That allowed us to see general trends,” Barmantje says, “but we weren’t able to see who our colleagues were reaching.”

Challenge

- Scale employee advocacy to meet the needs of a global organization
- Help employees gain confidence in finding and sharing content
- Analyze sharing to gain insights on reach of brand messages

Solution

- Increase content sharing and view analytics on audiences and shared content, using LinkedIn Elevate

Results

- Elevate users share **2x more frequently** than before, driving:
 - **4x more** engagements with content
 - **2x faster** employee connection growth
 - **2x more** Aon Company Page views

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Fine-tuned analytics, combined with ease of use

What the early program did tell Barmantje was that employees were hungry for content to share. The global interactive marketing team had other employee advocacy solutions in mind, but once they saw the unmatched analytics LinkedIn could provide, they knew Elevate was the right choice.

“What helped were the insights that Elevate could provide on the back end,” Barmantje says. “We could see which companies engaged with our brand messages, and whether they were VPs and CEOs. These insights made the program very real to us.”

Elevate’s ease of use also figured into Aon’s choice of the solution. “Employees can share content with a click of a button,” says Barmantje, instead of laborious cutting and pasting. In addition, they didn’t have to wait for the weekly email: via Elevate, Barmantje and fellow marketing colleagues can suggest content for employees to share, or employees can browse for shareable content that’s curated by various marketing and communication teams within Aon. Employees also receive automated daily emails with suggested content.

Barmantje is confident that as the employee advocacy program grows to Aon’s 120 countries and 500 global offices, Elevate can scale with them. “Some employees don’t have the confidence to share on social media, but Elevate gives them an easy way to open that door,” Barmantje says. “When we show Elevate to employees, it just clicks with them right away – they don’t need training.”

A platform that drives strategy

Since Aon began using Elevate, employees are sharing content 2x as often as they did before. Their increased sharing is influencing 2x as many Company Page views, and employees using Elevate are seeing their LinkedIn networks grow 2x faster than before. From a business standpoint, Elevate is now seen as an additional channel to help share company messages. “We see many social tools that deliver on strategy or tactics – but not both,” Barmantje says. “Elevate is one of the only platforms we’ve seen that can blend these roles, giving us the strategic approach that also changes tactics.”

Tips for launching a successful employee advocacy program

- Starting with your social employees will ensure early success. Use LinkedIn’s Social Selling Index (SSI) to identify employees who are most active on LinkedIn in terms of making connections and sharing content.
- Identify your sources of content upfront. All organizations have content, but it might take some work to find it. Reach out to key departments, such as PR, to see what articles, videos and other assets they have. You can even invite them to help curate content more formally for your program.
- Spread the word about successes. “Every month we send Elevate users a roundup of the posts that got the most engagement,” Barmantje says. “That reminds them what their networks respond well to – and also tells employees that we’re giving them high-quality content.”

Visit business.linkedin.com/elevate to discover how LinkedIn Elevate can drive results for your business.