

HRmarketer Advocacy

Promote your brandsm



#EmployeeAdvocacy

#BrandAdvocacy

Impactful.

- **Awareness and Scale:** Whether you have 10 or 10K employees, each person can help grow the visibility of and interest in your company.
- **Trust and Credibility:** People believe people before they believe a brand.
- **Engagement:** Content shared by employees receives 8 TIMES more engagement than content shared by brand channels.

Easy.

- **Create** Group
- **Invite** advocates
- **Publish** content
- **Measure** results

Bells and Whistles

- Mobile friendly
- Integration with Google analytics
- Auto-publish content from feeds
- KPI dashboard and feedback loops
- Public leaderboards and contests
- Hashtag recommendations

Cost effective.

- **Earned Media Value:** Your employees have networks — big networks — that you're not reaching through traditional brand channels. The reach you get through advocacy is pennies on the dollar compared to what you'll spend on advertising to get similar reach.

