

A background image showing a group of people's hands clasped together in a huddle, symbolizing teamwork. The image has an orange overlay at the bottom where the text is located. In the foreground, there is a water bottle, a jar of snacks, and a pen holder with pens and markers.

Department Benefits of Employee Advocacy

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All too often, employee advocacy is immediately categorized as a marketing initiative.

While marketing does have a lot to gain, many professionals miss the fact that [employee advocacy](#) benefits your organization as a whole. **Whatever department you are in, you are ultimately working towards the same thing: sales and growth.** It's important to understand how each department within your organization can benefit from employee advocacy.

In this eBook, we'll explain how marketing, sales, human resources, public relations, and internal communications are all benefactors of a successful [employee advocacy program](#).

Marketing

Increasing Reach & Awareness

We'll start with the most obvious.

Digital marketers are tasked with extending brand awareness and reaching new target audiences. Activating your employees to amplify your marketing campaigns is a no-brainer. Tapping into your workforce's network of connections opens up your brand to an entirely new audience that your corporate social accounts often miss.

Pay-to-play has taken over on social media (sponsored ads on Facebook, for example), and many brands are spending more than ever on paid promotion to achieve the same reach they had in years past. Advertising [budgets are ballooning](#) with no end in sight. Leveraging your employee networks essentially amounts to native advertising. Employee advocacy programs drive higher reach, click-through, and share rates than official brand pages or social ads.



Authentic Online Engagement

For far too long there has been a top-down approach to digital marketing.

When a new marketing campaign launches, content is published on the company website, ads are placed, posts go out on the official corporate channels and maybe a press release is distributed. But where's the humanity in that?

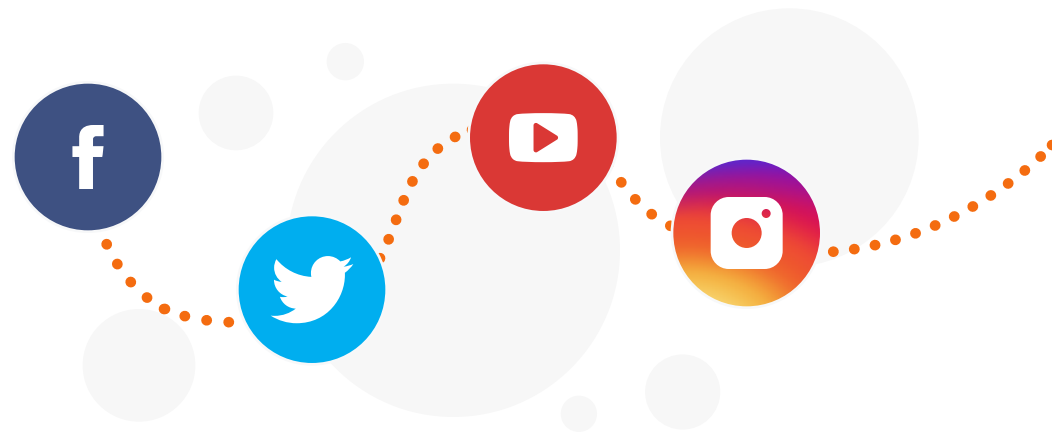
People don't connect with brands, they connect with the people that make up the brand. Isn't that really what a brand is, a collection of people? When you receive great customer service, are you connecting with a logo or a person? Your digital marketing should be thought of in the same way.

People prefer a personal connection and even more so people want to connect with someone like them, not the CEO or a corporate spokesperson. Make it easy for them to connect with real people within your company.

Native Influencer Marketing

Many organizations spend vast amounts of resources seeking out these "influencers" in their industry to work with them and incorporate them in their marketing plans.

At [GaggleAMP](#), we see influencer marketing a little differently. What if, instead of going and getting outside influencers, you nurtured and leveraged the [influencers you have within your company](#)? There is no doubt you have experts and leaders of their field right inside your own organization. These are the people your audience is looking to engage with. Let them!



Sales

Meet prospects where they live: online.

The costs of traditional cold calling and emailing continue to rise while their effectiveness falls.

Millennials currently make up the [largest segment of the workforce at 36%](#), and this hyper-connected, tech-savvy generation will grow to [half of the US workforce](#) by 2020. The ability to connect with and meet prospects online has never been easier. Where many go wrong is treating social networks like another sales channel.

Today's buyers don't respond to well to direct outreach from a salesperson. 77% of B2B buyers said they did not talk with a salesperson until after they had performed independent research. This means looking at a company's social media presence, visiting its website, reading its blogs, watching its videos, and more. This statistic can seem a little discouraging, however, there's an opportunity if done right.

By changing the objective from selling to providing value, a salesperson's job becomes less about sales and more about education. When a salesperson shows dedication to providing useful information with no agenda, that can be turned into real value when leads become interested and want to know more about your company.

Relationship Building

Your prospects are in a new generation that focuses on more than just user experience. They're looking to build a relationship with a company they choose to partner with. **Old sales tactics such as cold calling and bulk emailing come off as impersonal and, frankly, dishonest.** Users want to feel unique, and your advocates are able to develop those relationships more effectively, tending to each customer as needed.

Executive Office

Untapped Network

There are major benefits to higher up executives getting involved in your social media efforts. Company executives typically have very strong networks.

Their LinkedIn and Twitter followers usually include industry influencers, journalists, executives from other organizations, decision-makers, and consultants.

Clearly, there is great value in making an impression on these groups of people.

You want your company executives to be involved and active on social media because they're the official spokespeople of your brand, they have an authoritative voice, and they have the aforementioned strong followership. The problem is they're usually not very active.

Of course, this is not always the case, but typically executives avoid social media because they are very concerned about making a mistake on social media. Your executive office represents your brand more than any other group of employees, so the stakes are higher

if they say something they shouldn't. But this is an easy problem to solve.

The GaggleAMP approach to employee advocacy is to supply these executives with a curated feed of content with suggested captions that are approved by the marketing department. By taking this approach, your executives shouldn't have a reason to avoid social media and can leave great impressions on their strong groups of followers.

Involve Executives With Marketing

We've seen some great results from organizations that get company executives involved in their employee advocacy programs.

Many organizations don't have C-level executives involved in their general marketing efforts at all. Sure, they may speak at a conference, or have a blog or email written under their name, but it can be pretty siloed. By getting them involved in your employee advocacy program, they'll get a better understanding of marketing's initiatives and what the team is doing.

Human Resources

Employee Engagement & Culture

Company loyalty is somewhat of a touchy subject.

The days of getting a job and staying at one company for 20+ years seem to be long gone. Switching jobs every few years is the new norm, and if you've spoken with any HR professional, hiring and onboarding new employees is a huge drain on resources.

[A well managed employee advocacy program can help](#) curb this issue. Involving employees in the bigger picture provides them with a greater sense of ownership and belonging. A significant driver of employee satisfaction is how well employees understand the way their job connects to the organization's success. Knowing that they can have a real impact on business success through their online sharing and activities fosters higher internal engagement.





Recruiting & Hiring

Recruiting new employees is a time-consuming and often frustrating venture. There are many different avenues to pursue but most of them come with high costs and variable results when it comes to successful placement of long-term employees. The advent of social media opened the floodgates to a massive pool of candidates. However, the scope was also magnified hundreds of times due to the sheer volume of users on social media. So, how do you filter through this vast ocean to find the right candidates? This is where your employees can step in and assist.

According to a study from ClearCompany, employee referrals have the highest applicant-to-hire conversion rate. Even more interesting is that only 7% of applicants are via employees, but this accounts for 40% of all new hire hires. By enlisting employees to post your open positions on social media, you narrow the field, and the best candidates are attracted by people they already know. As an added bonus, your employees will feel valued knowing they are helping build great teams within your organization.

Public Relations

Media Outreach

[Public relations](#) professionals are often tasked with forming relationships with media outlets and pitching stories to them on a daily basis. This typically involves developing many angles and identifying a variety of reporters that will possibly cover their story. **Employees can really lend a hand when it comes to getting the attention of your target media outlets.**

A journalist tends to be a brand on their own. Boosting that brand can go a long way to building a lasting relationship. Having all of your employees boost one of their articles by retweeting or sharing it with their networks will help their visibility. When a few hundred employees from a certain company follow a journalist and like or comment on one of their posts, they will notice and may be [more inclined to work with your brand again for future stories](#). All of these activities are a deviation from the normal pitch and wait tactics employed by most PR professionals.

Controlling the Narrative

Generally, PR professionals aim to get the most accurate and positive news out to the consumer about their brand, but there is always an element of negative to be managed about any brand. Think about how much easier that is with all of your employees aligned and armed with the same message.

Internal Communications

Informed Employees

Many organizations use some combination of newsletters and intranets to distribute company news. It's very important to many companies that their employees are up to date on what the company is up to. Unfortunately, employees face a barrage of communications these days and an organization's efforts often get tossed in the pile with the rest of them. There's an easy way to [overcome this through employee advocacy](#).

A funny thing happens when employees are more involved in your marketing activities. **Not only do they start sharing content, but they start consuming it as well.** They read the news and articles they are sharing. They know about the latest products and what's happening in your industry. They're doing more than just coming in, getting their work done and leaving. Employees begin to truly become engaged with the work that not just they are doing but the work their company is doing as a whole. They are more connected to your company and gain a better understanding of its overall mission.



Keep Informed

Employee advocacy has many benefits to the employees of your organization no matter what department they work in. It's important to communicate the specific benefits to the employees of each department so they can make the best use of your employee advocacy program. Every department in your organization has goals they want to reach. Employee advocacy can make it easier for them to do so, and each department will value that.

To learn more about the specific ways employee advocacy can help your business, talk to one of our representatives by clicking on the link below.

Let's Talk →





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