

An aerial photograph of a mountain valley with terraced rice fields. The fields are lush green and arranged in neat, curved rows on the slopes. A river flows through the valley floor, and a road winds along the left side of the hills. The sky is filled with soft, golden light from a setting or rising sun, creating a hazy atmosphere over the distant mountains.

**Togethr**

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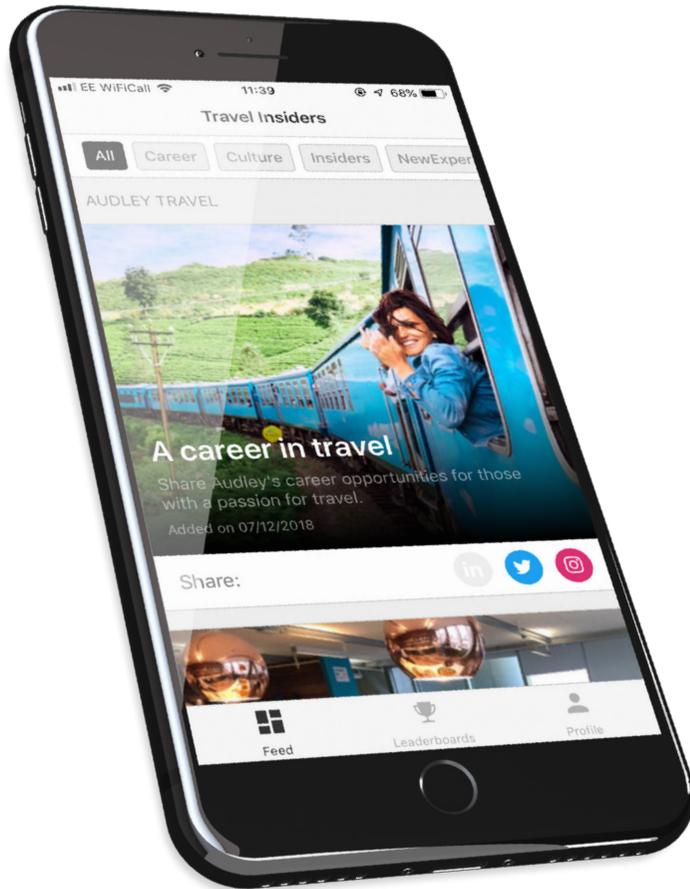
# **AUDLEY TRAVEL**

**EMPLOYEE ADVOCACY CASE STUDY  
TALENT ACQUISITION**

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[hello@wearetogethr.io](mailto:hello@wearetogethr.io) | [www.wearetogethr.io](http://www.wearetogethr.io)

# TOGETHR: EMPLOYEE ADVOCACY SOFTWARE USED BY AUDLEY TRAVEL TO ATTRACT TALENT



In the highly competitive travel recruitment marketplace –with advertising ROI declining– TOGETHR enables **Audley Travel** to empower employees to help **distribute content and generate job applications** significantly **reducing recruitment costs**.

TOGETHR IS TRUSTED BY COMPANIES & BRANDS INCLUDING:



Together App given **WORLD CLASS** Net Promoter Score (NPS) of 70 by employee users

## GENERATING APPLICATIONS AND ROI FOR AUDLEY



Audley achieved a **huge saving on recruitment costs** using employee advocacy to generate job applications in comparison with the cost of using social advertising.



# HOW DO WE DO IT?

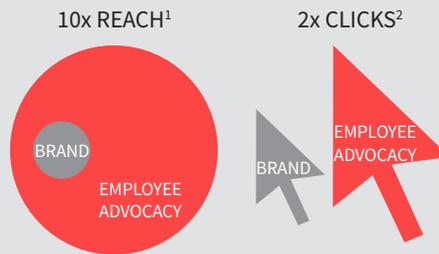
## Problem

### To build employer brand with wider audience

Showcase expertise of destination experts. One of Audley's USP's within their industry is the quality and knowledge of their experts, and the value this gives to customers. How can they showcase this in an innovative way to reach and engage a wider audience?

## Insight

### Employee advocacy delivers better results compared with brand communications:



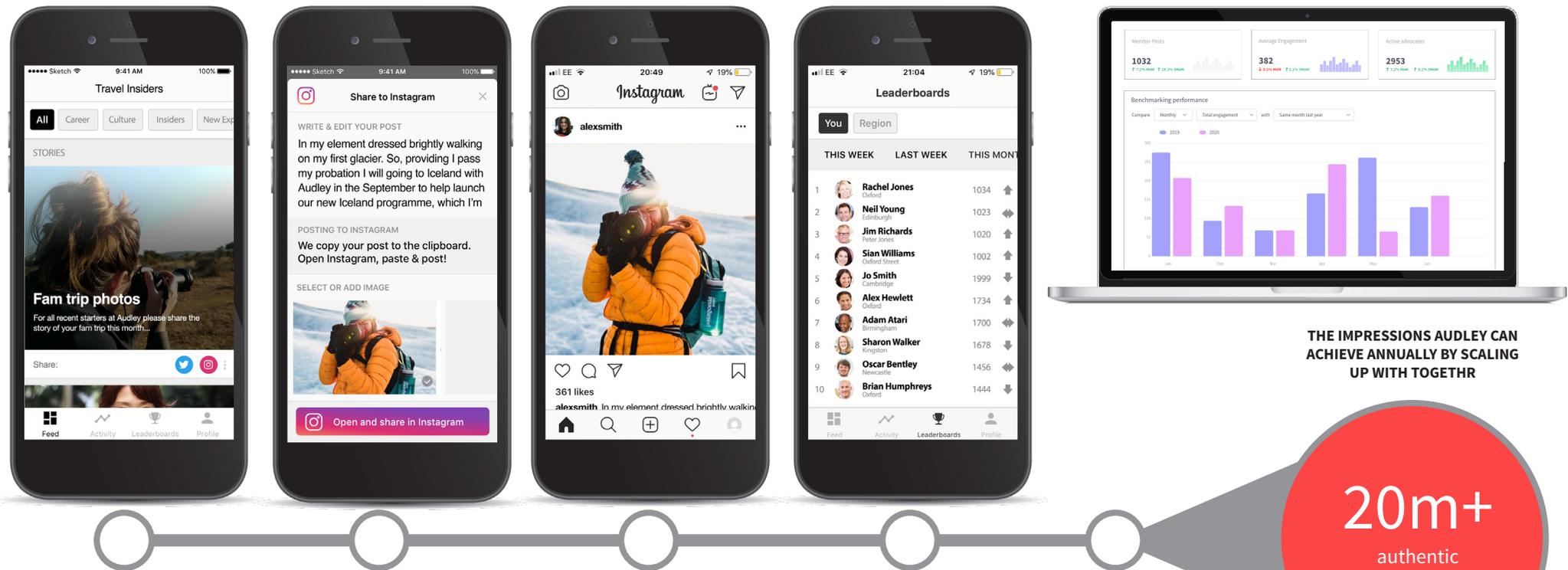
## Solution

### TOGETHR makes your organisation the one people TRUST. Employees are the best way to deliver Audley's recruitment priorities - nurturing the relationship with candidates over the long candidate journey.

Using Togethr App makes it:

- sustainable** – we have a unique methodology and gamification to keep employees sharing and referring;
- scalable** – combine the efforts of their employees to reach significant numbers of relevant people;
- measurable** – track through to hire – see return on investment and optimise performance.

# HOW DOES **TOGETHR** GENERATE APPLICATIONS FOR AUDLEY TRAVEL?



## 1. Browse

Employees browse their newsfeed on Together to find relevant content provided by Audley Travel team

## 2. Personalise

They personalise the post, connect their platform (eg Instagram & Twitter) to Together and share (incl tracked link to articles)

## 3. Share and engage

The post appears on their personal social platform. Their followers see the post and engage (or click unique link)

## 4. Reward

Employees are motivated by built in gamification (eg they earn points, badges, levels) and recognition and other rewards

## 5. Measure

Audley Travel admins can measure activity, engagement, top performers, top content in real-time on dashboard

**20m+**  
authentic impressions

THE IMPRESSIONS AUDLEY CAN ACHIEVE ANNUALLY BY SCALING UP WITH TOGETHR

# THE RESULTS



## Sharing the experience of working at Audley

Employees celebrated Audley’s great company culture sharing posts ranging from their photography competition to the London and Boston 5 year celebration.

Employees were keen to share posts about Audley being a ‘great place to work’ and asking people if they wanted to join a ‘rapidly growing, award-winning, travel team’.

### GENERATING REACH FOR AUDLEY TRAVEL CONTENT & DRIVING APPLICATIONS: FROM THE PEOPLE PROSPECTIVE CANDIDATES TRUST MOST

3 MONTH SNAPSHOT FROM PILOT



SHARES



ENGAGEMENT



3.7m

IMPRESSIONS

### SUPPORTING THE CANDIDATE JOURNEY

AWARENESS

CONSIDERATION

INTEREST

APPLICATION

SELECTION

HIRE

Employees shared job opportunities

Employees shared work experiences (eg Fam trips) and company culture

Followers ask questions about jobs



Audley tracked referrer through to hire

57% SAVING COMPARED WITH SOCIAL ADVERTISING COSTS

68% SAVING COMPARED WITH CURRENT COST OF HIRE

# FEEDBACK FROM OTHER **TOGETHR** CLIENTS:

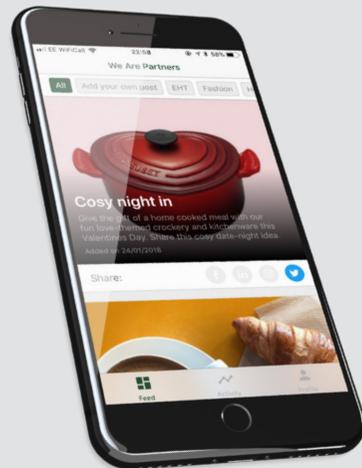


Featured in:  
**campaign**

**John Lewis to put its marketing in the hands of staff**

John Lewis is developing social media content that its staff (who are all partners in the business) can personalise and share through their own accounts.

**John Lewis MD Paula Nickolds:** believes it's



in partners' 'personal interest' to be brand ambassadors

The brand carried out a trial before Christmas across six stores, involving around 100 partners, who shared specially created content predominantly on Instagram and Twitter, using the hashtag #wearepartners.

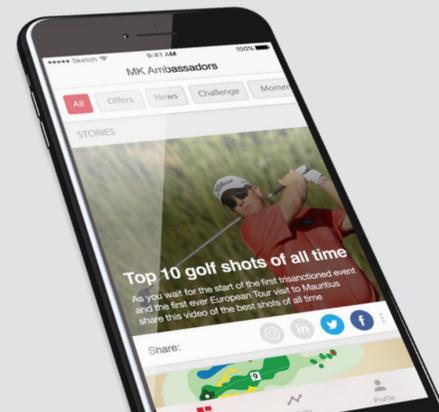
Nickolds said the three-month trial generated nine million impressions and the retailer is now aiming to involve colleagues across the business.



**Changing the face of sponsorship through social advocacy**

“The response has been beyond expectation – Togethr enabled us to place Air Mauritius’ sponsorship of the Afrasia golf event in front of a targeted global audience unachievable with existing marketing – a reach of over 6 million in 12 days.”

**Doris Ah Kay Mun,** Marketing



**"Many of our members have told us Togethr is the best marketing activity we do."**

**“Togethr enabled us to reduce advertising spend, while increasing brand endorsements by over 27,000 in three years, resulting in hundreds of new business leads. A totally transformational marketing tool”**

**Harpreet Panesar,** Business Manager

**“With direct brand reach getting so much harder on social media and people turning off traditional advertising, Togethr helps us cut through the noise to make a bigger business impact.”**

**Nigel Hastilow,** Director, Enterprise