

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

Nigel Hastilow, Director, Enterprise, ICAEW

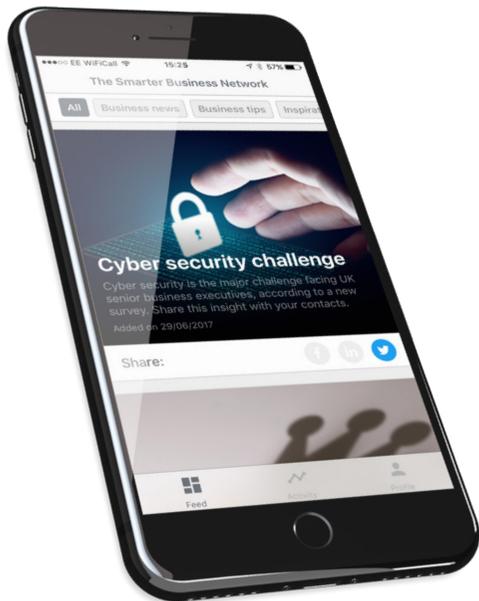
Togethr

INSTITUTE OF CHARTERED ACCOUNTANTS (ICAEW)

EMPLOYEE ADVOCACY CASE STUDY

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TOGETHR: ADVOCACY SOFTWARE USED BY THE INSTITUTE OF CHARTERED ACCOUNTANTS (ICAEW) TO REACH PROSPECTS



In the highly competitive market for business services –with advertising ROI declining– TOGETHR enables the **Institute of Chartered Accountants in England & Wales (ICAEW)** to empower members, customers and employees to help **distribute content and build brand reach** significantly **reducing marketing costs.**

It supports members to build up their own personal brand and drive business leads.

FEEDBACK FROM ICAEW'S SMARTER BUSINESS NETWORK MEMBERS

“The ICAEW Smarter Business Network has allowed us to grow our social media footprint with minimal effort. It’s also given us access to some great information for our business to use. I would recommend it to anyone.”

Dave Wood, Founder and Director, Metanoeo CIC

Dave was shortlisted as one of IPSE’s ten most inspirational freelance professionals in UK 2015: Won Graduate Elevator Business Award and UnLtd Spark Award. Metanoeo listed in 100 top UK businesses in The Pitch competition and one of three best UK start-ups in the Grad Factor.

“Before using Together, we struggled to find decent content on a daily basis for our Twitter feed. Thanks to Together this is a problem no more! A fantastic service to ensure that our social media output is both useful and relevant to our followers.”

Sharon Edwards F.C.A. MAPUS-SMITH & LEMMON LLP

"Together (Smarter Business Network) has allowed us to grow our brand presence significantly and generate more business leads. It's an innovative and critical part of our social media marketing. Highly recommended"

Thomas Dodds, Managing Director, PrintUK.com

“It’s been a very useful platform, increasing levels of engagement with our brand on twitter and ensuring a consistent flow of relevant content to our followers. I look forward to moving up to the next level soon!”

Shaun Nichols, Marketing Co-ordinator, PEM Corporate Finance

TOGETHR IS TRUSTED BY COMPANIES & BRANDS INCLUDING:

tmp.worldwide JOHN LEWIS & PARTNERS

WAITROSE & PARTNERS SUZUKI



Together App given Net Promoter Score (NPS) of 70 by advocate users (world class)



ICAEW was runner up in International Content Marketing Awards 2016

HOW DO WE DO IT?

Problem

The high-value content created by ICAEW wasn't reaching prospective clients through advertising

Customers are increasingly try to avoid advertising - eg huge growth in use of ad blockers.

Trust in advertising and influencer advertising is declining.

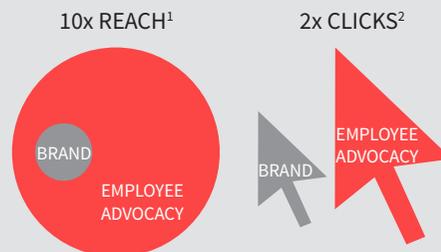
There is a declining return on investment (ROI) from advertising and organic social media as social platform algorithms change.

Insight

Clients trust employees /members & customers most

Employees and members have a high degree of trust in their individual networks and are able to talk with integrity and authenticity about BAS.

Employee advocacy delivers better results compared with brand communications:



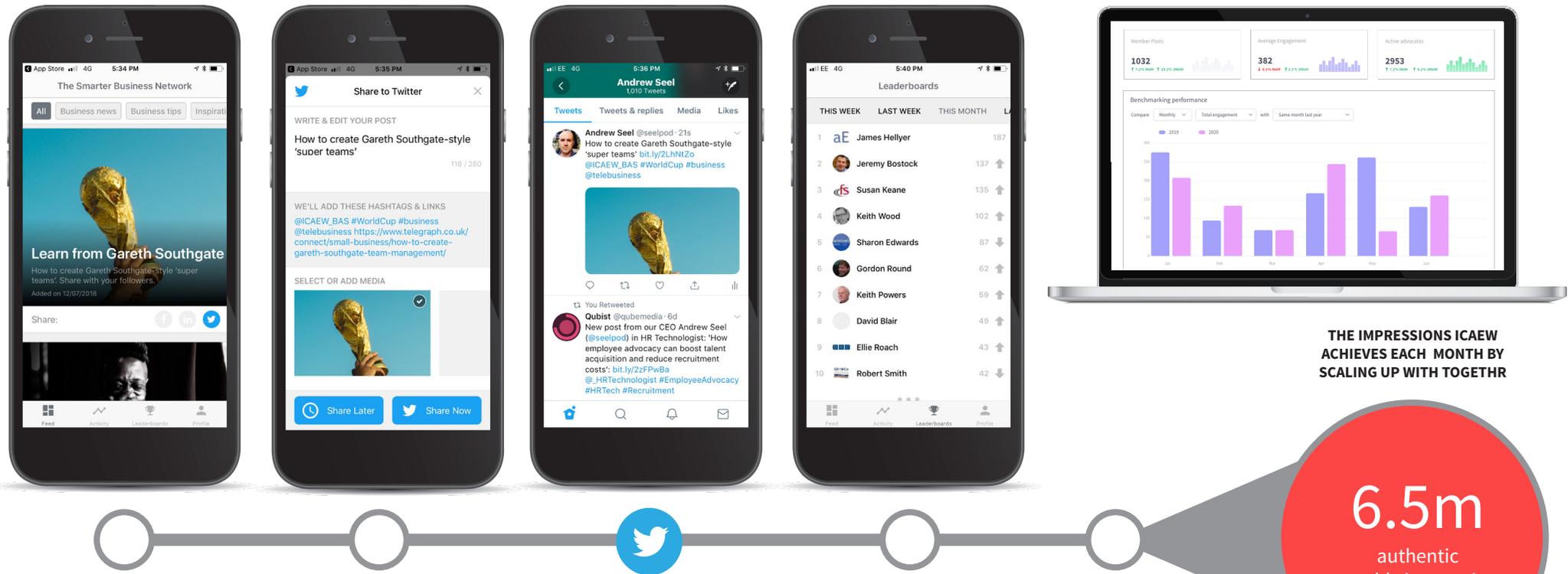
Solution

Togethr increases brand reach for ICAEW by empowering your members and customers – the people projects trust the most – to share high value ICAEW business content with their own networks on social media

Using Togethr software makes it:

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

HOW DOES TOGETHR GENERATE REACH FOR ICAEW?



THE IMPRESSIONS ICAEW ACHIEVES EACH MONTH BY SCALING UP WITH TOGETHR

6.5m
authentic
monthly impressions

1. Browse
Customers, Members and employees browse their newsfeed on ICAEW on Together to find relevant content provided by ICAEW team

2. Personalise
They personalise the post, connect their platform (eg LinkedIn & 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
Users are motivated by built in gamification (eg they earn points, badges, levels) and recognition and other rewards

5. Measure
Admins can measure activity, engagement, top performers, top content in real-time on dashboard

THE RESULTS

FEEDBACK FROM ICAEW TEAM

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

Nigel Hastilow, Director, Enterprise, ICAEW

"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."

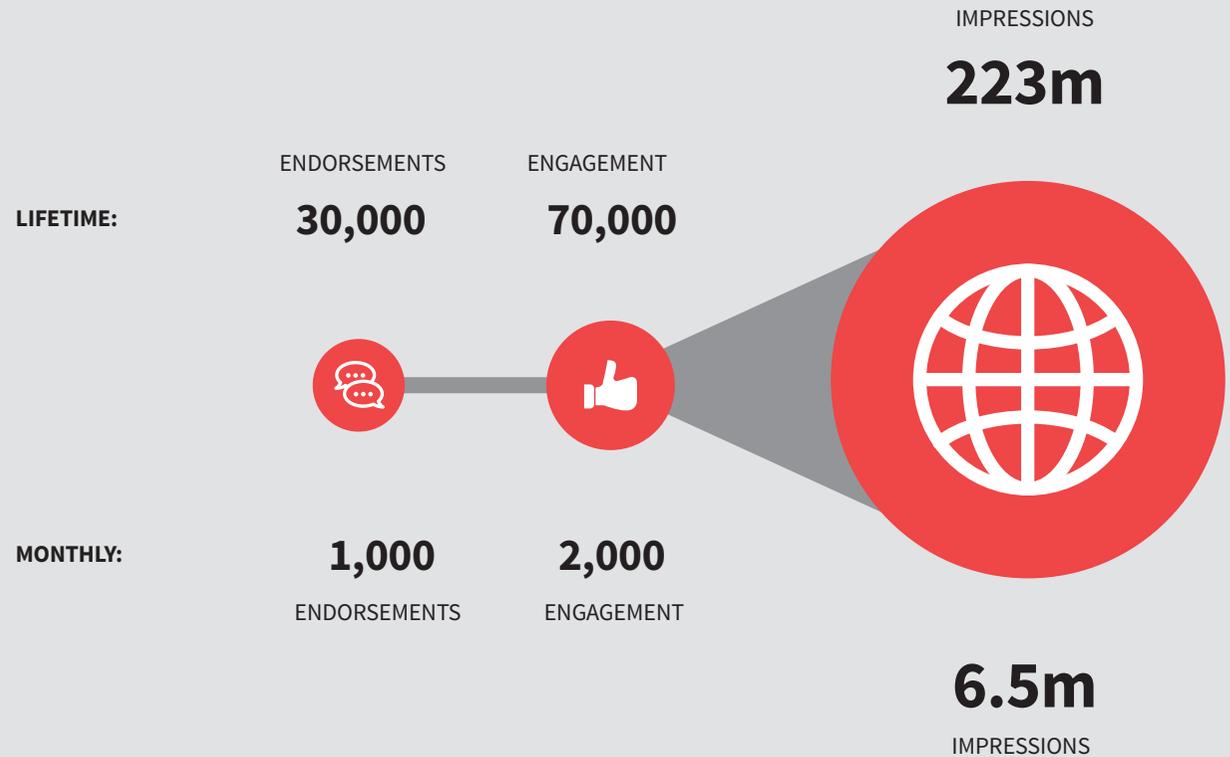
Nigel Hastilow, Director, Enterprise, ICAEW

"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



GENERATING REACH FOR ICAEW CONTENT & DRIVING TRAFFIC: FROM THE PEOPLE PROSPECTIVE ICAEW CLIENTS TRUST MOST



SMARTER BUSINESS NETWORK LAUNCHED ON TOGETHR IN SEPT 2015

FEEDBACK FROM OTHER **TOGETHR** CLIENTS:

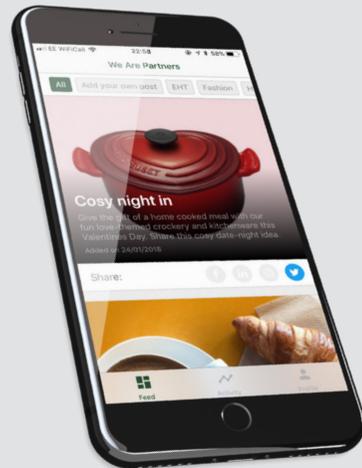


Featured in: **campaign**

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.

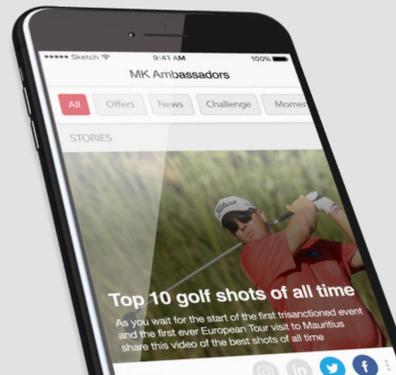
Nickolds said The three-month trial generated nine million impressions and the retailer is now aiming to involve colleagues across the business.



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



tmp.worldwide

Global Talent Acquisition marketing agency
TOGETHR partner

“Our clients at TMP Worldwide are showing a real appetite for employee advocacy programmes to better showcase the employee experience and ensure that the best candidates choose them. We’re working with Togethr to launch employee advocacy programmes across a number of enterprise clients.”

