



Togethr

Getting buy-in for employee advocacy:
COMMON OBJECTIONS

Work together to Share your brand to Grow your business

Together is the one stop shop for employee advocacy.

The **Together Hub** provides resources, how-to guides and templates. The **Together App** is a high performance advocacy platform. Together has been created by the UK's most experienced employee advocacy team.

Together Hub wearetogethr.io/togethrhub

PREPARE toolkits

Intro to employee advocacy
Employee advocacy advance check

Business case builder

LAUNCH toolkits

Recruiting and onboarding
Content and comms planner
Motivation and rewards
Reporting and measurement

SCALE toolkits

Scale an employee advocacy programme
Convert from manual to tech
Create a power user programme

Together App wearetogethr.io/togethrapp



Employees

Share quickly and easily on behalf of your company
Work together to create impact
Build your skills with sharing tips
See your impact with personal feedback

Advocate manager

Target activity to different segments
Optimise performance with ready to use report templates
Automate common actions based on different triggers



How to overcome objections to employee advocacy

This guide will help you answer the most common objections when socialising the idea of an employee advocacy programme within your organisation.

Getting buy-in

Senior stakeholder

When you're looking to get buy-in to employee advocacy, you need to have support at the top of the company - look for a senior stakeholder who can support the programme at Exec and Board level.

Exec Team

Advocacy is about building a culture of engagement. If the company has a strong purpose and brand, and a large number of customer-facing staff, employee advocacy has fast become the best way to build brand credibility and awareness on social media.

Employees

To bring employees on board with the idea of sharing content about the company on their own social media feeds, you need to focus on what's in it for them, including:

90%

of companies surveyed are pursuing or have plans to pursue an employee advocacy programme.¹

¹ <https://www.prophet.com/download/social-media-employee-advocacy/>

- Opportunities to build their personal brand
- Build reach and credibility across their network
- Improve career opportunities
- Sharing content that showcases their expertise
- Training in social media

Along the way you will meet objections. Here are a few common objections and how to respond.

It's not the right time for us to do this right now

More people are browsing on the web (up 70%) and social media (up 63%) since the start of lockdown in 2020, according to a survey by Kantar² during Covid-19 lockdown. Your audience is more present on social than ever before, increasing your reach and engagement is critical to being seen and remaining relevant.

As remote working becomes the new normal, your employees can boost your employer brand by talking in an authentic way about what it's like to work at the company. People will already be talking about your company on sites such as Glassdoor. Employee advocacy gives you the opportunity to own your employer brand and culture.

Brands that invest in marketing now will win a greater share of voice as competitors dial down their advertising and activity³.

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² <https://www.kantar.com/campaigns/covid-19-barometer/>

³ Marketing in the time of Covid, Mark Ritson

It's interesting but it's a nice to have at the moment

Employee advocacy has been incorporated into marketing, talent acquisition and social selling strategies of leading brands. Employee advocacy increases brand awareness and engagement, builds trust, highlights brand purpose and improves employee engagement. Employee advocacy delivers strong ROI against paid media.

People trust people like themselves and they want authentic, relevant content. Employee generated content achieves 24x the engagement of brand content.

Platform algorithms have prioritised meaningful content shared by friends over owned brand content. Employees drive 10x greater reach than organic brand content and are able to engage with wider network of people than you have immediate access to as a brand.

10x

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⁴ LinkedIn

What's the ROI?

Using an advocacy tech platform allows you to measure impressions, engagements, clicks.

If you have 3000 advocates active in your programme, Togethr client data shows advocates are driving 40m potential reach and 153K potential engagements monthly. Advocacy programmes* can deliver savings of 50-80% on paid media and recruitment costs. *(based on Togethr client data)

“The passion and knowledge of our Partners (employees) is very powerful and inspiring. Giving them a way in which to connect personally with customers online provides a deeper more meaningful relationship. The #WeArePartners programme is already delivering some great results. We have seen a direct correlation between the activity on the Togethr app and appointments in-store such as with our Personal Stylists.”
- John Lewis & Partners

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I don't think our colleagues would use it / why would they join?

Feedback from advocates is they place high value on being part of an advocacy programme, contributing to the voice of the brand, creating impact at national and local level.

The more you are able to inspire your employees to generate their own content, the higher the level of engagement in the programme. Rewards including leaderboards, badges and points drives healthy competition and fun and help to motivate advocates to build a sustainable programme in the long term.

Target content to different groups of advocates to ensure that what they share is relevant to their role.

“Partners across the business see the potential in the programme so we have had a good level of interest and uptake from all levels. We were able to showcase the success from the pilot to demonstrate the potential value and enable the business to drive scale.” - John Lewis & Partners

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