

A photograph of three people sitting around a wooden table in a meeting. On the left, a man with dark hair and a beard is looking towards the center. In the middle, a woman with curly hair is looking towards the right. On the right, a man wearing a black hat and glasses is looking towards the center. They are all holding pens and looking at papers or a laptop. The table has coffee cups, salt and pepper shakers, and a laptop. The background is a white brick wall with a plant.

**Together**

Introduction to employee advocacy in the  
**MARKETING MIX**

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**Work together to Share your brand to Grow your business**



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## 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](http://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](http://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



## Employee advocacy in the marketing mix

How to incorporate employee advocacy into the wider marketing mix is one of the most frequently asked questions. In this reference guide, you'll get insights into how employee advocacy fits alongside press, celebrity influencer and micro-influencer marketing, paid media, PR and Corporate comms.

Employee advocacy is increasingly valued by brands as a key part of their earned media strategy. Advocacy drives social influence by activating conversations across the business, building trust with customers and communities in new ways, and aligning employees with business purpose.

Employee advocates, already aligned to the brand purpose, drive higher levels of engagement and authenticity. Engagement rates are higher with micro-influencers than with top tier influencers. As such, more and more companies are training their best employee advocates to become brand ambassadors.

“The pandemic will scan and reveal the hidden structure of brands and people will surely remember them once this is over. The ones that pass this test successfully are the ones who will sit in people’s hearts forever, and no doubt that this will work to influence the philosophy of future brands too.”

Farshad Kazemian, The Ethical Butcher

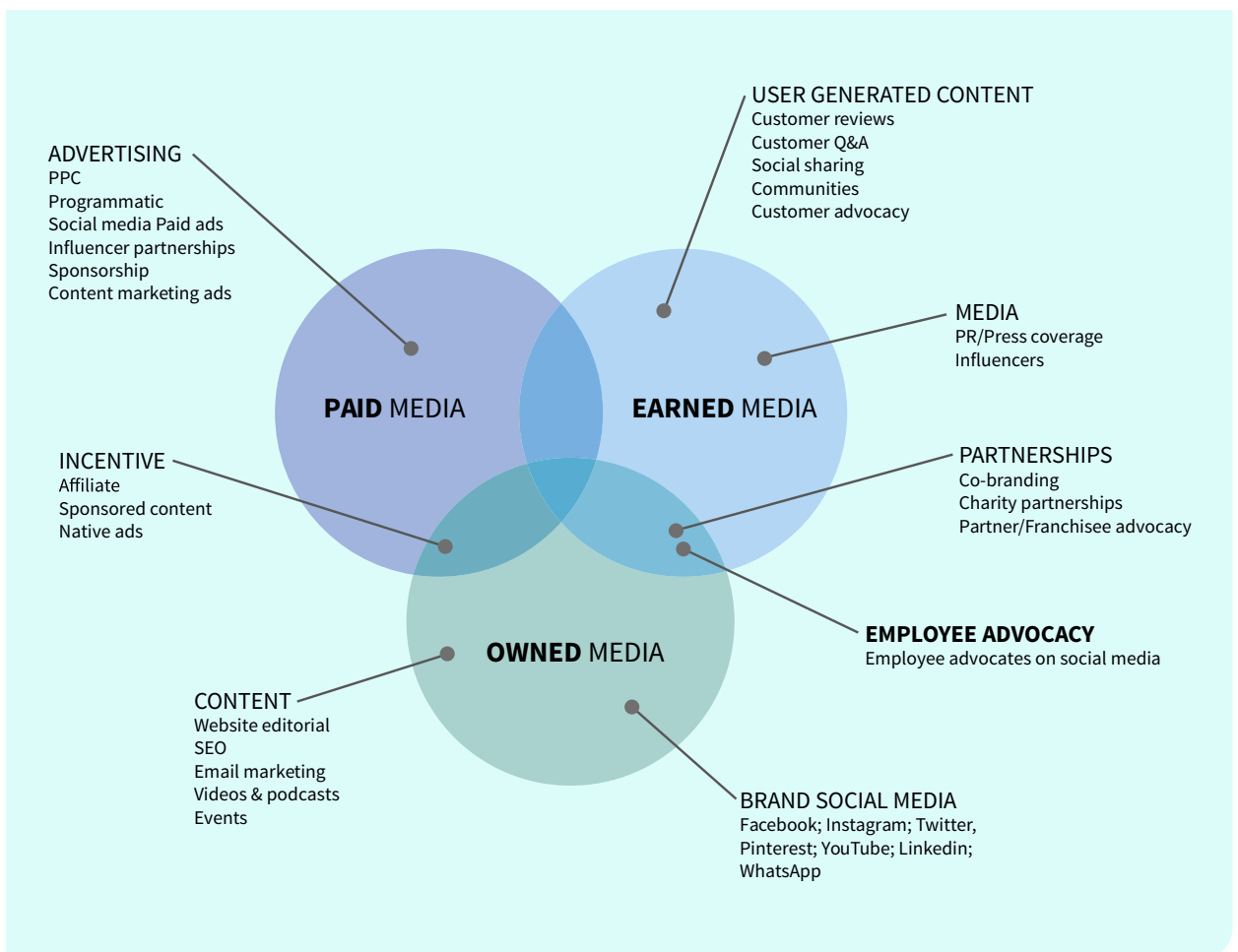
78%

of consumers want brands to use social to bring them together.<sup>1</sup>

<sup>1</sup> <https://sproutsocial.com/insights/data/social-media-connection/>

# The media model

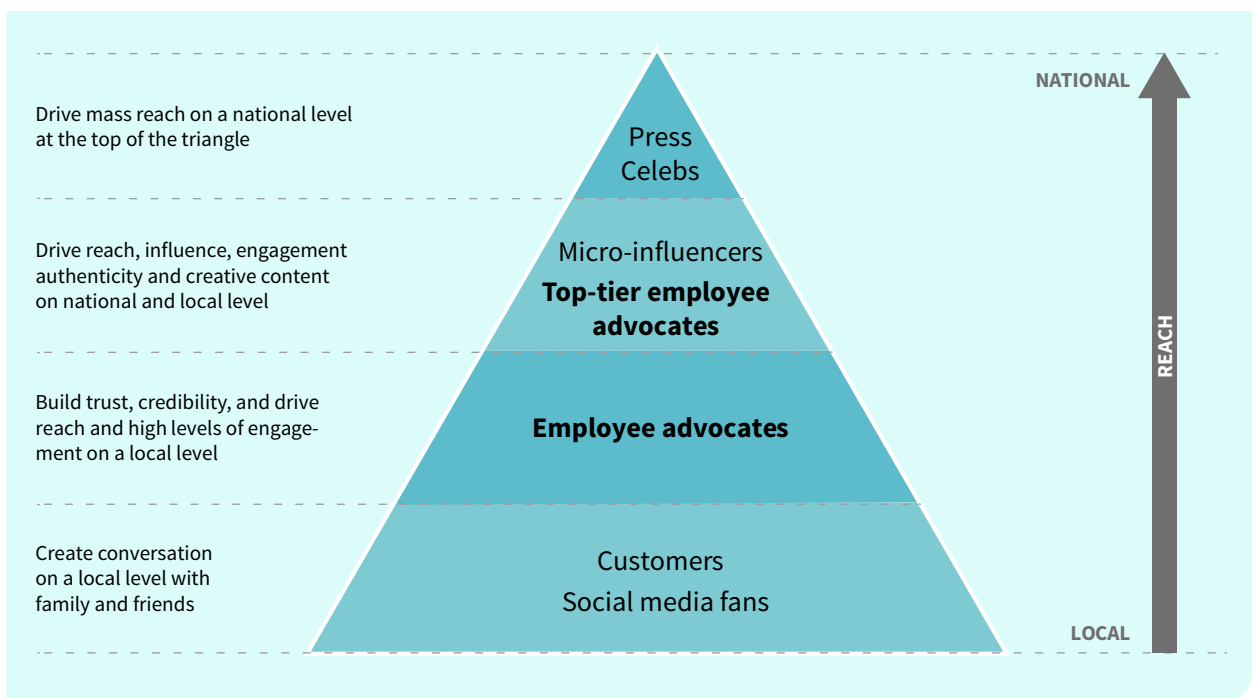
Employee advocacy sits at the heart of Earned and Owned media. According to Nielsen<sup>2</sup>, earned media, or word of mouth, is the most powerful form of advertising. The media model below shows how to integrate advocacy into your marketing mix alongside Paid and other Owned activity.



<sup>2</sup> <https://www.nielsen.com/id/en/press-releases/2015/word-of-mouth-recommendations-remain-the-most-credible/>

# How it fits with other advocacy and influence

The social influence triangle shows how advocacy fits with the wider earned media, influence framework.



## Aligning earned media with customer journey

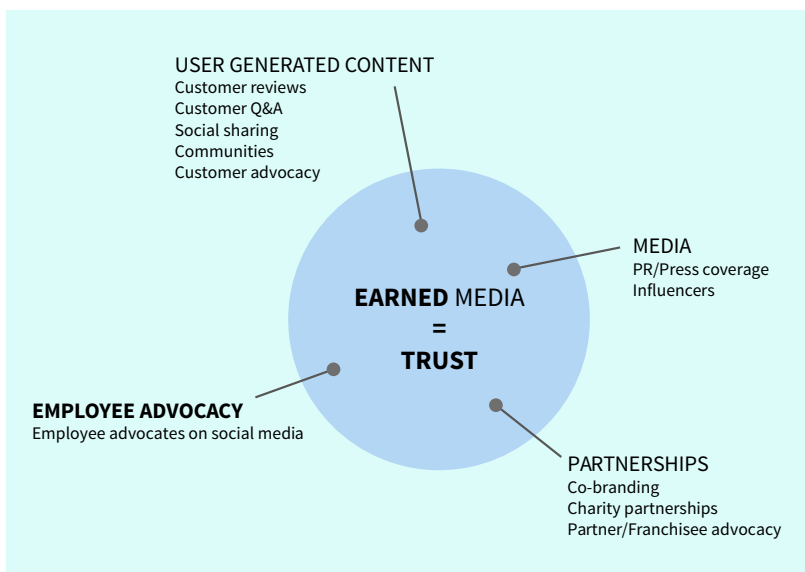
Good content consists of understanding what stories you want different groups of employees to tell and how this relates to the wider brand message.

Align employee advocacy with your wider earned media strategy and customer journey. Identify different groups of people for each stage - awareness, interested/consideration, and decision making. See diagram overleaf on page 7.

**Aligning earned media with the customer journey**

CUSTOMER JOURNEY STAGE	AWARENESS	INTERESTED	DECISION
OBJECTIVE	GENERATE AWARENESS	CREATE PRODUCT DESIRABILITY	OBTAIN RECOMMENDATIONS
INFLUENCER	MICRO-INFLUENCERS <b>EMPLOYEES ADVOCATES</b> CUSTOMER ADVOCATES	LIFESTYLE MICRO-INFLUENCERS <b>EMPLOYEE EXPERTS</b>	SPECIALIST MICRO-INFLUENCERS CUSTOMERS
OUTPUT	#MENTIONS UGC	PRODUCT IMAGES PRODUCT INFO PRODUCT DEMOS	EXPERT VIEWPOINTS TRUST PILOT REVIEWS
OUTCOME	VISIBILITY	DESIRABILITY	CREDIBILITY

For example, if Awareness is the goal, identify who is best placed to share content to generate awareness and visibility - eg micro influencers, employee advocates. And then look at what content they should share.







## Insight: responding to Covid-19

**In the early stages of lockdown We are Social posted this in their weekly newsletter, highlighting how brands are re-strategising to adapt to the new customer behaviours and increase in activity on social media.**

The outbreak has caused major disruption for marketers, and brands have had to very quickly re-strategise. In this sense, social media has really had its time to shine. With added hours of scrolling providing more time to make an impact, brands have an opportunity to showcase a proactive, innovative and heartfelt response. This might seem obvious, but at a time of such high emotion, the right messages and posts will really resonate. And the brands who get it right are likely to be the ones remembered for it.

Getting marketing campaigns right is what can really set brands apart. When we asked if brands should carry on advertising as normal, just over 1 in 2 agree they should, but a staggering 82% said they should be running advertising campaigns showing how they're responding to the crisis. Many brands are using social media feeds to showcase this too. Lidl UK is a great example of a brand that has been showing its support for its shoppers; it's been posting reassuring updates, vowing to feed frontline staff, and working with NSPCC to support children at this time.

Marketing doesn't all need to be serious. Many are on the lookout for entertaining content in their feeds too; a third want more funny content, memes and how-to videos.

“Continuing to spend on advertising during a recession is a shrewd move because it guarantees a higher share of voice at a time when the competition is likely to be cutting back.”

Mark Ritson<sup>3</sup>

<sup>3</sup> <https://www.metrixlab.com/whitepaper-advertising-during-the-covid-19-crisis/>



