



Togethr

Employee advocacy
USE CASES

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

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

Employee advocacy usecases

By activating conversations across the business, and aligning employees with the business purpose, you build trust with customers, communities and new audiences through meaningful, relevant and timely conversations.

Employee advocacy use cases

Marketing	HR
Employee advocacy Grow brand awareness and engagement, build trust through employee advocacy	Talent Acquisition Recruit and retain the best talent and cut recruitment costs with employee advocacy
Distributed marketing	Sales
Distributed marketing Distribute quality content and consistent messaging on social media through your local partner/franchisee networks	Social selling Generate leads and accelerate sales cycle. Reach prospects, by sharing expertise and thought leadership

83%

of consumers say they either completely or somewhat trust recommendations from family, colleagues, and friends about products and services – making these recommendations the highest ranked source for trustworthiness.

Nielsen¹

¹ <https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/global-trust-in-advertising-report-sept-2015-1.pdf>

Marketing

Overview

Create a set of trusted brand ambassadors who can talk confidently about the brand and products. Increase brand awareness and engagement, build trust and connect with new audiences.

Benefits

- Employees have a high degree of trust in their individual networks and are able to talk authentically about a brand, their products and services.
- Employee generated content enables brands to reach customers to build a more engaged relationship.

CASE STUDY

John Lewis & Partners

Building positive engagement with customers online

John Lewis & Partners run a series of experiments to identify their core network of social media Partner (employee) ambassadors who they train ongoing to create positive engagement with customers on social media and drive sales of JL products and services.

Earned Media equivalent value is higher than paid media, due to higher levels of authenticity/trust:

For many sectors Earned Media has a value of \$7.04 for every dollar of Paid Media. for trustworthiness.

TapInfluence

Talent acquisition

Overview

Enable colleagues to confidently share career stories and company culture/purpose.

Benefits

- Increase employee referrals
- Reduce hiring costs - recruiting through social media is cost effective
- Build credibility and trust - employees are seen as 3x more credible than a CEO when talking about working culture²

CASE STUDY

Audley

Sharing the experience of working at Audley

Employees celebrated Audley's great company culture by sharing content and generating job applications significantly reducing recruitment costs by 68%³.

80%

of HR leaders say employer branding has a significant impact on their ability to attract talent

LinkedIn

² Edelman Trust Barometer
³ Togethr data

Social selling

Overview

Generate leads and accelerate sales cycle by positioning yourself as a subject matter expert and building credibility.

Benefits

- Engage and support sales teams to become thought leaders
- Be present where customers are researching online
- Generate nurture and support leads through pipeline

CASE STUDY

Dell

Showcasing employee expertise at heart of company to attract customers

Dell puts its employees' expertise at the heart of the conversation online. Employees are encouraged to share thought leadership content that is helpful, relevant and interesting to their customers.

72%

of the B2B salespeople who use social media report that they outperformed their sales peers, and more than half of them indicated they closed deals as a direct result of social media.

HBR⁴

⁴ <https://hbr.org/2016/11/84-of-b2b-sales-start-with-a-referral-not-a-salesperson>

Distributed marketing

Overview

Distribute quality content on social media through your local partner networks.

Benefits

- Run more efficient and effective marketing campaigns.
- Align national and local social media marketing
- Optimise programme with centralised data and reporting.

CASE STUDY

Post Office

Supporting Postmasters to develop a more personal and relevant relationship with customers on social media

A managed advocacy programme enables the Post Office to support Postmasters sharing content on social media while also protecting the Post Office brand. By sharing content about products and services, the Post Office believes it will deepen engagement with the community and increase footfall into branches.

2x

Training colleagues/franchisees in basic social media skills would cost 2x what it costs to run an advocacy programme.⁵

⁵ Togethr client data

