Echo70

Leveraging Employee Advocacy to Grow Your Business

Echo70

EMPLOYEE ADVOCACY IS THE PROMOTION OF A BUSINESS BY ITS EMPLOYEES ON THEIR PERSONAL SOCIAL MEDIA CHANNELS.

What We Do

Echo70 helps businesses leverage their employees' social networks to create a trained team of authentic brand ambassadors.

We develop and execute successful Employee Advocacy programs by creating tailored incentive programs, delivering Employee First content, customized training on social media in the workplace, and technology selection and deployment.

Contact

+1 248.479.2130
www.Echo70.com
Mark Fisher mark@echo70.com
Julie Fisher julie@echo70.com

in Echo70

f Echo70group

🐦 @Echo70group

📷 @Echo70group

Employee Advocacy

What is Employee Advocacy?

Simply defined, Employee Advocacy is the online promotion of a company by its employees who share their support for a company's brand, product, services, culture, and thought leadership on their social networks.

Since 98% of employees already use at least one social media site for personal use and 50% of them are already posting about your company[1], it's in your best interest to provide them with traning, incentives, and content that will encourage them to share and share in a way that benefits you both.
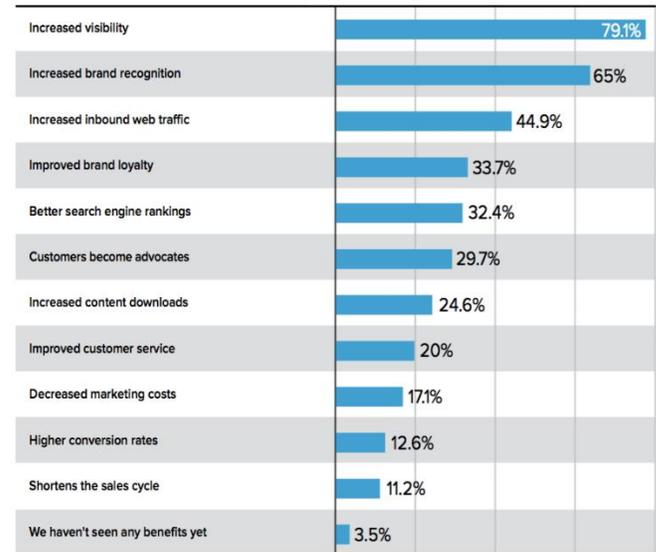
What can an Employee Advocacy Program do for my business?

- Increase brand awareness
- Improve brand authenticity and trust
- Improve results in recruiting by gaining access to new talent pools, increasing diversity, reducing costs, and improving retention rates
- Increase sales leads and conversion
- Increase employee engagement and reinforce culture
- Protect your brand's reputation

WIIFM

Employee Advocacy programs often fail because employees have not been trained on WIIFM (What's In It For Me). Echo70 explains the short and long-term benefits of sharing work-related messages so that your employees understand what's in it for them.

Benefits Firms Receive from Employee Advocacy [4]

Benefit	Percentage
Increased visibility	79.1%
Increased brand recognition	65%
Increased inbound web traffic	44.9%
Improved brand loyalty	33.7%
Better search engine rankings	32.4%
Customers become advocates	29.7%
Increased content downloads	24.6%
Improved customer service	20%
Decreased marketing costs	17.1%
Higher conversion rates	12.6%
Shortens the sales cycle	11.2%
We haven't seen any benefits yet	3.5%

Digital Engagement Policy

What is a Digital Engagement Policy?

A Digital Engagement Policy (DEP) is a corporate policy that establishes how a business and its employees should conduct themselves online.

Why does my business need one?

Remain Legally Compliant: the FTC, NLRA and copyright laws all impact your company's digital activities. Having a DEP ensures that you and your employees understand what is and isn't permissible and reminds them what to do when they are unsure.

Protect You: it is designed to help employees reflect your organizational values through their online behavior and spells out what is and isn't appropriate for employees to post about your company.

Define Professionalism: your employees need to understand where the guideposts are when it comes to representing your business online. A DEP establishes what's private or confidential and shouldn't be shared, who can speak on behalf of your business, and your company's expectations regarding professional online behavior.

The Numbers

Brand Awareness

Content shared by employees receives **561% more reach** and **8x more engagement** than content shared by brand channels.[2]

People are **16x more likely** to read a social post from a friend than a brand.[3]

When brand messages are shared by employees, they get re-shared **24x more often** than when they're shared by the brand.[3]

Increased Sales

Business that have content enabled for sales average **69% more revenue growth** YOY than those who do not.[4]

Leads developed through social marketing convert **7x more frequently** than leads from other sources.[5]

Sales Reps using social media **outsell 78%** of their peers.[5]

Recruiting

Candidates referred by existing employees are **5x more likely** to be hired than those found by recruiters for a fraction of the price.

Content shared by employees gets **twice** the click-through rate as that shared by a company and **40%** of candidates are more likely to apply for a position when they're familiar with a company.[6,7]

Referral hires report increased job satisfaction and tend to stay with the company longer, reducing turnover.[8]

Social sharing by employees is a great way to showcase company culture.

Employee Advocacy Math

HOW ORGANICALLY INCREASING YOUR REACH THROUGH EMPLOYEE ADVOCACY IS MORE COST-EFFECTIVE THAN SOCIAL MEDIA ADS

Suppose a company with 100 employees has 2,000 followers on their Facebook business page. Their potential total reach is 2,000.

Follow Us

If every employee in that company has an average of 338 friends on Facebook, the total reach of all of those employees combined is 33,800, which translates to a 1,590% increase in reach. Even if only half of the employees participate, their reach exceeds the company's by 780%!

*Combine that increase in reach with the fact that employees' social media posts generating **8x more engagement** than company posts and it's easy to see the value an Employee Advocacy program provides.*

Source: Bambu

HOW ECHO70 BUILDS YOUR EMPLOYEE ADVOCACY PROGRAM

SUCCESSFUL PROGRAMS INVOLVE 5 STEPS

1. Strategy Development and Goal Setting
2. Policy, Technology, and Content Creation
3. Training
4. Deployment
5. Review and Improve

Strategy Development and Goal Setting

We start by meeting with your company's senior leadership to establish roles, review your company's current efforts off and online, and set goals. Creating your customized Employee Advocacy program requires capturing your company's culture and voice and, so we survey your employees to get their input as well.

Policy, Technology, and Content Creation

Next, we build-out the foundational elements of your program. We finalize your Digital Engagement Policy so that everyone knows the rules. We select and configure the technology tools that your employees will use so that they're ready to go when you are. Finally, we work closely with your content creation team to develop Employee First content *(explained on the next page)* that your employees will be comfortable and willing to share.

Training

Training on what, how, when, and where to share is critical to a successful Employee Advocacy program. We adapt your training for different groups (Management, Marketing/Content Creation team, Sales team, and more). Because we know that overcoming employee reluctance is the single most important obstacle to success, we focus our training on WIIFM in each group.

Deployment

Armed with proper content and trained on how to act as ambassadors, your Employee Advocacy program goes live. We remain on-call to help as needed: converting company content into Employee First content, posting frequency reminders, or general trouble-shooting.

Revise and Improve

We combine anectdotal feedback with powerful technology using data analytics to measure your program's success and learn where to improve. Like your company culture, your Employee Advocacy program will benefit from analysis and continuous revision.

Most company content is created to appear on the company's social media pages, primarily LinkedIn, without regard to its suitability for sharing by employees on their personal social media networks such as Facebook, Instagram, Twitter, Snapchat and YouTube.

Employee First Content is company-created content that is designed to appeal to your employees.

We'll teach you how to adapt and re-position your company content in a way that employees see it as valuable and interesting to them and their online friends. After employees view your content as relevant, helpful, and interesting, asking them to share it with their personal networks is easier and more successful.

EMPLOYEE FIRST CONTENT

Company Post vs. Employee First Post Examples

LinkedIn post from a company page

company LinkedIn post as Employee First shareable content for Instagram

Facebook post from a company page

company LinkedIn post as Employee First shareable content for Facebook

Why You Need Echo70

Social media must be a key component in any strategic business plan. Most businesses have not looked beyond the obvious, and only think about interacting online directly with customers via their company's social media pages.

Echo70 takes a more expansive approach when it comes to how you can and should use social media to grow your business, improve your culture and hiring rates, increase employee engagement, and unlock your hidden salesforce.

1

Customization

Our solutions are NOT one size fits all. We work WITH you to design a custom program that considers your goals, industry, employees, and culture.

2

Experience

Our experience in employee advocacy, risk management, social media practices and guidelines, technology, legal considerations, training, and sales allows us to deliver a successful and individualized program.

3

Training

We have over 25 years of expertise in training and designing custom curriculum. We individualize all training sessions for each client to ensure that they're specific and relevant to your business goals and your team.
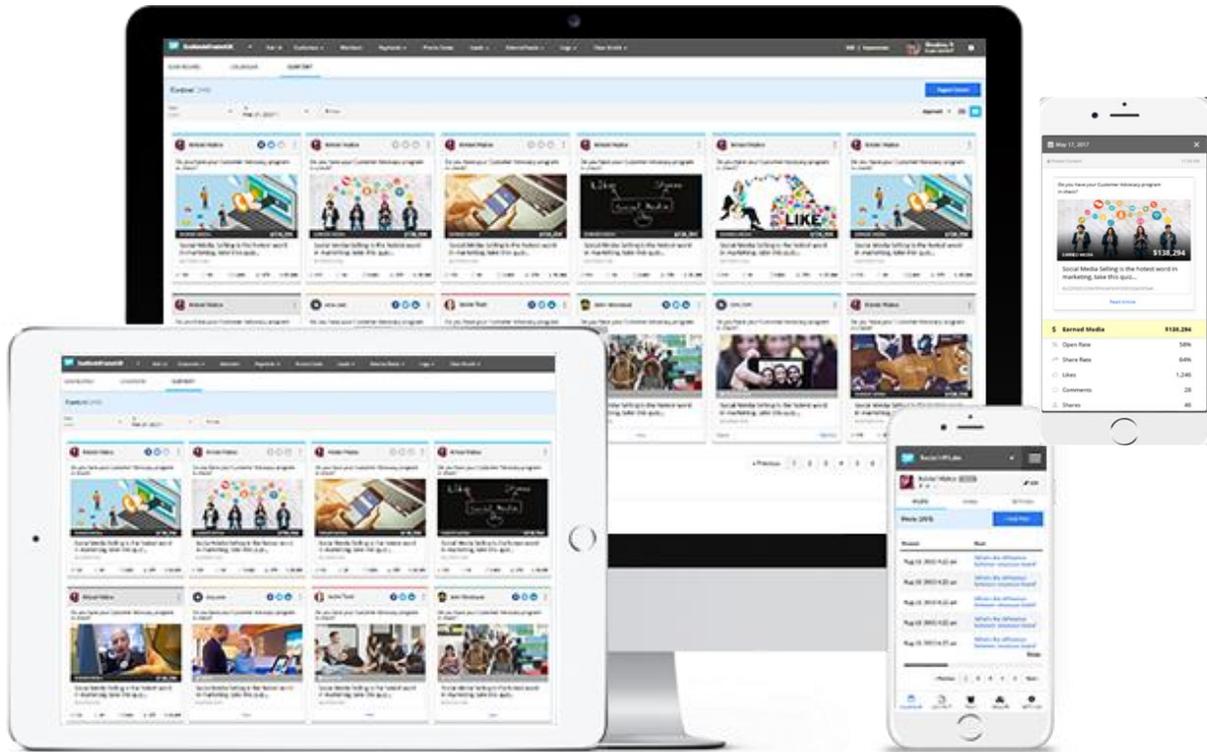
4

Support

We believe in supporting our clients. We pride ourselves on always being available to provide further training or support whenever necessary, in addition to providing weekly check-ins to make adjustments if needed.

Technology

Sources

1. "Employee Activists Spark a New Social Movement in the Digital Age, According to Groundbreaking Global Study from Weber Shandwick." *Weber Shandwick*, www.webershandwick.com/news/employee-activists-spark-a-new-social-movement-in-the-digital-age/.
2. Dunay, Paul. "From Employee to Advocate: Mobilize Your Team to Share Your Brand Content." *Social Media Today*, 29 May 2014, www.socialmediatoday.com/content/employee-advocate-mobilize-your-team-share-your-brand-content.
3. Jackson, Dominique. "What Is Employee Advocacy & How Does It Really Work?" *Bambu by Sprout Social*, 20 Apr. 2018, getbambu.com/blog/what-is-employee-advocacy/.
4. Team, PostBeyond. "The Definitive Guide to Employee Advocacy With Top Statistics." *PostBeyond*, PostBeyond, 9 Jan. 2020, www.postbeyond.com/employee-advocacy-guide/#benefits-employee-advocacy.
5. "5 Stats That Prove Employee Advocacy Is Crucial." *WeRSM*, 18 Mar. 2015, wersm.com/5-stats-that-prove-employee-advocacy-is-crucial/.
6. "LinkedIn Presents the Future: Employee Advocacy Edition." *LinkedIn Marketing Blog*, business.linkedin.com/marketing-solutions/blog/-employee-advocacy/linkedin-presents-the-future--employee-advocacy-edition?zd_source=hrt&zd_campaign=1988&zd_term=andrewseel.
7. "Newsroom." *Glassdoor About Us*, www.glassdoor.com/about-us/press/.
8. Austen. "The Employee Advocacy Program: Your Secret New Employee Recruitment Weapon - SocialToaster: Automating Content Marketing." *SocialToaster*, 19 Nov. 2019, www.socialtoaster.com/employee-advocacy-program-job-recruitment/.
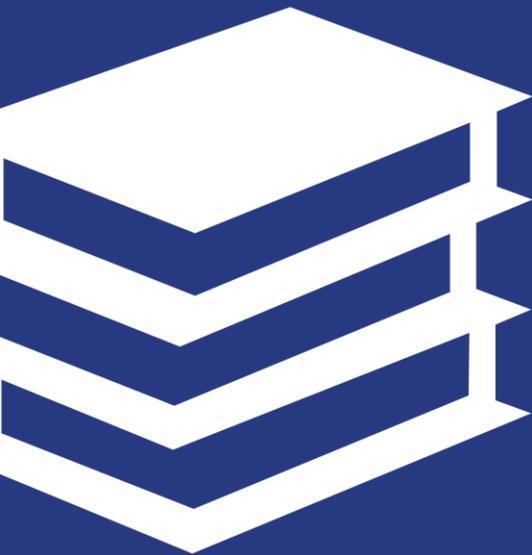
Echo70

Contact

Mark Fisher mark@echo70.com   M: +1 248.990.0907
Julie Fisher julie@echo70.com   M: +1 248.792.1279
www.Echo70.com

Echo70

Echo70group

@Echo70group

@Echo70group