Humanizing Your Brand with Internal Influencers
Employee Advocacy 2.0
Dean DeLisle

• Founder and CEO of Forward Progress, Inc.
• Creator of Social Jack™ - Influencer Development System
• Started at Merrill Lynch 1982, Brand Auditor for 5 years, Systems Implementation, CRM, Digital Marketing, Employee Advocacy, Influencer Development & Marketing - 30 years+ experience.
• Trained and Coached over 120,000 in Influencer Development
• Host of Webcast/Podcast “Influence Factory”
• Author of FIRST – The Street Guide to Digital Business Influence
• Third Degree Black Belt
• Family, Friends, Community Theater, Music, Entertaining..
Our Capabilities

MONETIZE DIGITAL THOUGHT LEADERSHIP

DIGITAL BUSINESS INFLUENCE SERVICES + DIGITAL BUSINESSS INFLUENCE EDUCATION

We bring a full set of capabilities to Monetize Your Digital Thought Leadership
MONETIZE DIGITAL THOUGHT LEADERSHIP

Increase Market Share | Build Thought Leadership | Attract Top Talent | Impact Culture
Increase Customer Loyalty and Retention | New Customer Acquisition

RELEVANT CONTENT
Thought Leadership is recognized by the content that our brand and people share and start conversations with. We take existing content, build content or a blend of both.

DEVELOP AND ACTIVATE

EMPLOYEE ADVOCATES
We activate your employees. We share quality content and engage with current accounts and new prospects. Humanizes your brand for people.

OUTSIDE INFLUENCERS
We have customer partnerships and industry experts all around us. We take our messages and connect them to amplify your brand.
Quick Stats to Know

76% of individuals surveyed say that they’re more likely to trust content shared by “normal” people than content shared by brands. (Adweek)

Brand messages reached 561% further when shared by employees vs the same messages shared via official brand social channels (MSLGroup)

Peer-to-peer marketing is the leading driver behind 20-50% of all purchasing decisions. (McKinsey)

Content shared by employees receives 8x more engagement than content shared by brand channels. (Social Media Today)

Sales reps using social media as part of their sales techniques outsell 78% of their peers. (Forbes)
Benefits of Employee Advocacy

Average ANNUAL impact of having your employees engaged in an employee advocacy program.*

500 Employees:

- Social media posts shared or engaged with by employees: 69,012.
- Potential reach of those shares: 83,507,674.
- Clicks generated from the content: 25,929.
- Social interaction (Like, Comments, etc.) on content: 16,376.

Based on 2018 GaggleAMP client data.
Benefits of Employee Advocacy

Average ANNUAL impact of having your employees engaged in an employee advocacy program.*

1,000 Employees:

- Social media posts shared or engaged with by employees: 138,025.
- Potential reach of those shares: 167,015,347.
- Clicks generated from the content: 51,857.
- Social interaction (Like, Comments, etc.) on content: 32,751.

Based on 2018 GaggleAMP client data.
Social Networks - Where Do You Stand Now?
Definitions
What is Community Marketing?

**Community Marketing** is a strategy to engage an audience in an active, non-intrusive prospect and customer conversation. Whereas marketing communication strategies such as advertising, promotion, PR, and sales all focus on attaining customers, Community Marketing focuses on the perceived needs of existing customers. This accomplishes four things for a business:

- Connects existing customers with prospects
- Connects prospects with each other
- Connects a company with customers/prospects to solidify loyalty
- Connects customers with customers to improve product adoption, satisfaction, etc.

There are two types of community marketing:

- Organic or natural marketing occurs without the assistance of the company. Organic marketing is word-of-mouth marketing and is one of the most effective marketing methods
- Sponsored community marketing is promoted by company through activities like investments in the local community improvement initiatives or corporate social responsibility.

What is Thought Leadership

**Forbes Definition:**

Definition—Part One
A thought leader is an individual or firm that prospects, clients, referral sources, intermediaries and even competitors recognize as one of the foremost authorities in selected areas of specialization, resulting in its being the go-to individual or organization for said expertise.

Definition—Part Two
A thought leader is an individual or firm that significantly profits from being recognized as such.

Source: FORBES
What is Employee Advocacy?

A method used to promote your brand and initiatives through people who work for your organization in an authentic and trusted way, typically on social media or other digital channels.

Source: GaggleAMP
Real Challenges
The Changing Landscape

- Culture
- Market
- Data
- Employees
- Clients/Customers
Employee Advocacy

Why it does not work for organizations?

MINDSET!
The Issue with Social Networks - Organizational

FEAR

- What about productivity?
- How can we control this?
- Can this really help us?
- Does the risk outweigh the benefits?
- Why is this in my department?
The Issue with Social Networks - Individual

FEAR

• “I don’t have enough time”
• “I don’t know what my voice should be”
• “I worry about negative comments”
• “I don’t know what to post”
• “I’m worried about what people will think”
Humanizing Your Brand Online – 7 Key Steps
7 Steps to Advocacy

Plan and Policy
Establish KPI's
Team Selection
Platform Selection
Team Training
Content Activation
Launch and Measure

Humanized Brand
Structure of an Online Humanized Brand

- **Employee Access.** First of all, your corporate social media policy should specify what sites employees are allowed to use at work
- **Use of Official Accounts**
- **Conduct, Oversight, and Enforcement**
- **Security Guidelines**
- **Disclaimers**
- **Rules of Engagement**

Source: PowerDMS
Goals

Get Real with the Numbers!

• Identify your target audience
• Select a platform(s)
• Set your budget
• Current business objectives
• Establish Key Performance Indicators (KPIs).

Tie to what Management is Measuring for Success
## Goals

### Outcome and Purpose Driven

**Outcome/Purpose of Campaign:**

<table>
<thead>
<tr>
<th>Brand Story</th>
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<tbody>
<tr>
<td>Product/Service</td>
<td></td>
</tr>
<tr>
<td>Definition</td>
<td></td>
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<tr>
<td>Destination</td>
<td></td>
</tr>
<tr>
<td>Why?</td>
<td></td>
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</tbody>
</table>

Tie to what Management is Measuring for Success
**Target**  
**Ideal Customer/Prospect**

**Target Influencer:**

<table>
<thead>
<tr>
<th>Category</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Generation (age range)</td>
<td></td>
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<tr>
<td>Location</td>
<td></td>
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<tr>
<td>Language/Ethnicity</td>
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</tbody>
</table>

Tie to what Management is Measuring for Success
# Sample Timeline for Your Plan

## Digital Transformation Program - Rapid Launch

<table>
<thead>
<tr>
<th>Phase 1 (20 Days)</th>
<th>Phase 2 (15 Days)</th>
<th>Phase 3 (5 Days)</th>
<th>Phase 4 (Every 30 Days)</th>
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</thead>
<tbody>
<tr>
<td>Rapid Launch Plan</td>
<td>Build Social Media and Network</td>
<td>Launch the Program</td>
<td>Operate and Measure</td>
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</tbody>
</table>

### Activities

<table>
<thead>
<tr>
<th>Activities</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
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</thead>
<tbody>
<tr>
<td>Establish Goals, Metrics and Performance</td>
<td>List of activities</td>
<td>List of activities</td>
<td>List of activities</td>
<td>List of activities</td>
</tr>
<tr>
<td>Build Audience Social Personas</td>
<td>Build and Optimize Social Media Sites</td>
<td>All Accounts Activated</td>
<td>Coaching of Team</td>
<td></td>
</tr>
<tr>
<td>Competitive Analysis - Lite Touch</td>
<td>Enhanced Digital Recommendations</td>
<td>Train the Team</td>
<td>Review Results</td>
<td></td>
</tr>
<tr>
<td>Map Ideal Network by Named Account</td>
<td>Review and Approve Messaging</td>
<td>Initial Content Deployed</td>
<td>Track CRM to Pipeline (Vincere®)</td>
<td></td>
</tr>
<tr>
<td>Agreement on Recommendations</td>
<td>Build Content Calendars</td>
<td>Wake Up Social Network</td>
<td>Discuss Adjustments</td>
<td></td>
</tr>
<tr>
<td>Schedule Launch and Training</td>
<td>Activate Engagement and Appointment Setting</td>
<td>Metrics and Reporting</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Outcomes

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
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<tbody>
<tr>
<td>List of Outcomes</td>
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<td>List of Outcomes</td>
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</tr>
<tr>
<td>Mutually Agreed Plan</td>
<td>Updated Social Media Accounts</td>
<td>Social Media Growth</td>
<td>New Sales Appointments</td>
<td></td>
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<tr>
<td>Content Engagement Map</td>
<td>Agreed Content Calendar</td>
<td>Social Media Engagement</td>
<td>New Referrals</td>
<td></td>
</tr>
<tr>
<td>Ideal Target Account Network Map</td>
<td>New Accounts</td>
<td>Conversion of New Appointments</td>
<td>New Partners</td>
<td></td>
</tr>
<tr>
<td>Digital Recommendations</td>
<td>Final Launch and Training Plan</td>
<td>Trained and Activated Team</td>
<td>Social Media Growth</td>
<td></td>
</tr>
</tbody>
</table>
Plan and Policy

- Code of Conduct
- Use of Social Media
- Employer Rights
- Employee Rights
- Confidentiality
- Copyright Laws
- Behavior and Respect
- Accuracy and Honesty
- Personal vs. Business Accounts
- Retaliation Rules
- Legal Liability

Social Media Policy

- Websites and applications that enable users to create and share social networking, for the purposes of the policy, social media includes any website or forum that allows users to post comments and/or limited to:
  - Social Networking Sites (LinkedIn, Facebook)
  - Microblogging Sites (Twitter)
  - Blogs (Including company and personal blogs)
  - Online Encyclopedia (Wikipedia)
- All views and presentation of websites (Twitter, FB)
- Thinks Before Posting: Employees should think twice because most online social platforms are open for all to see. It cannot always be sure who will view, copy or archive the info posting anything, employees should remember that they are online.
- Employees should consider the risks and view employees should remember that any conduct, online or offline impacts the employer’s job performance or conduct, the job that involves or affects clients, customers, colleagues, and legitimate business interests may not be disciplinary action.
- The employee may have a job assignment to post online. It is typically difficult to read the employee’s best judgment and exercise personal responsibility.

Using Social Media on the Job:

- Employees should strive to be working hours on any equipment provided by SCA Modular and authorized by the employer of SCA Modular. Employees should provide email addresses to register or access social media (Facebook, Instagram, etc.). Employees should note that this provision is not entitlement to engaging in content protected activity which is lawful under this policy.

Employer’s Right to Monitor - Where applicable, the right to monitor the employee use of any social media, as respect to inappropriate or unlawful postings, in monitoring in the right to review any employee rights under Section 7 Act.

Employee’s Use of Social Media: Employees should expect only personal opinions, not be represented as a spokesperson for SCA Modular unless given explicit permission or approval by the employee. Employees should avoid posting anything to an Internet or SCA Modular in a way without prior written consent.

Employee of SCA Modular or other providers, clients, customers, colleagues, who work on behalf of or are associated with SCA Modular. An employee’s online content relating to SCA Modular, the employee should make it clear speaking on behalf of SCA Modular. Any online activity relating to the employer should be communicated by a disclaimer stating that “the postings on this website are my own and do not necessarily reflect the views of SCA Modular shall be visible and easy to understand.

On-Line Anti-Confidential Information - Employees should be aware that online posting of confidential information such as liabilities, and proprietary information. (A Modular) is a “social networking” entity that involves or affects clients, customers, colleagues, and legitimate business interests may not be disciplinary action.

Employees should keep in mind that it communicates or provides any information in respect to the employer’s best judgment and exercise personal responsibility.

Mistakes of Copyright and Intellectual Property Laws: Employees should be aware of any copyright, trademarks, and intellectual property laws.

Act Appropriately - Employees should act appropriately while posting any behavior should be consistent with the employee’s job performance and exercise confidentiality, discrimination, and harassment.

Employee’s Right to Monitor - Employees should be aware of any statement, regardless of whether it is made on or off duty, that is not in compliance with the employer’s policies.

Personal vs. Business Accounts:

- Personal accounts should be used for personal use and should be separated from personal accounts.
- Business accounts should be used for business purposes and should be separated from personal accounts.

Retaliation Rules:

- Employees have the right to report illegal or unethical behavior without fear of retaliation.
- Employees who retaliate against persons who report illegal or unethical behavior will be subject to discipline.
- Employees who engage in illegal or unethical behavior will be subject to discipline.

Legal Liability:

- Social media can be a liability for a company or an individual. The law may be different depending on the jurisdiction.
- Employers should review their policies and procedures to ensure compliance with all applicable laws.

Forward Progress
Growing your business beyond the vision
SocialJack
It’s all about you
Structure of an Online Humanized Brand

- Audience Reach
- Impressions
- Views (platform dependent)
- Engagement Rate (ER)
- Click-Through Rate (CTR)
- Increase in Connections (GAIN)
- Referrals and Appointments (Leads)
- Net New Pipeline
- Increased Revenue
Measure the Success

Key Performance Indicators:

- Audience Reach
- Impressions
- Views (platform dependent)
- Engagement Rate (ER)
- Click-Through Rate (CTR)
- Increase in Connections (GAIN)
- Referrals and Appointments (Leads)
- Net New Pipeline
- Increased Revenue
Structure of an Online Humanized Brand

- **Executive** – Knows the business mission
- **Finance** – Knows the money
- **Marketing** – Brand Champion
- **Sales** – Knows the objectives for new business
- **Account Execs** – Knows the current customers
- **Customer Service** – Knows what needs fixing
- **Operations** – Knows what makes the business run
- **HR** – Knows the people and policies
- **Compliance** – Knows the boundaries
Brand Influencer Team Champions

- **Internal Trusted Advisor Departments**
  - Executive – knows the business mission
  - Sales – Knows the objectives for new business
  - Account Execs – Knows the current customers
  - Customer Service – Knows what needs fixing
  - Operations – Knows what makes the business tick
  - Others?

Social Teaming
Brand Influencer Team Champions

- **Internal Trusted Advisors**
  - Business – knows what your business
  - Brand – knows and is a champion of the brand
  - Digital – knows your digital business strategy overall
  - Social – knows your social channels
  - Analytics – knows the numbers and metrics online and offline
  - Financial – knows the goals and numbers of the business
Identifying the Right Advocate/Influencer for Your Brand

- Do Your Research! This person is representing our brand
- Check out all their Social Media platforms (and Google)
- Discuss topics that could undermine the value of your products or services
- Ensure they are polite, articulate, write well-researched posts
- Don’t base decisions solely on followers or willingness
- Are they trained in basic social media and communication skills?
Score Influencers – Lets Find and Quick Score One!

NAME: 

Quick Rank (ABCD):

Personal Brand
☐ Are they relevant to your audience?
☐ Are they a fan of the Brand?
☐ Does their audience know their mission?
☐ Are they current?
☐ Are they consistent?
☐ Are they personal (or all business)?
☐ Are they genuine and authentic?

Digital Self
☐ Are profiles current and up to date?
☐ Are findable profiles consistent (Google)?
☐ Do they reveal their personal self online?
☐ Does all media online reflect their current mission?
☐ Does their social network know all the above?
☐ Do they connect with those whom you want to serve (outside of social)?

Social Media Accounts
☐ Instagram
  ☐ Do they have a public account?
  ☐ Do they have more than ______ followers?
  ☐ Is the audience relevant?
  ☐ Percentage of engagement?

☐ Facebook
  ☐ Do they have a public account?
  ☐ Do they have more than ______ followers?
  ☐ Is the audience relevant?
  ☐ Percentage of engagement?

☐ LinkedIn
  ☐ Do they have a public account?
  ☐ Do they have more than ______ connections?
  ☐ Is the audience relevant?
  ☐ Percentage of engagement?
Choosing an Influencer

• Score them
• Do a hashtag search to find out who is already posting about your brand or trend (attach to influencer to attach to trend)
• Do keyword research
• Use a listening and tracking tool like GaggleAMP (great tagging/grouping)
• Ask others for recommendations – use your network
• Ask the Influencer to show any positive past results (references) they have for similar work. This helps you both see their success and be sure that they are able to communicate.
• Have an agreement – update Code of Conduct/Social Media policy!
Structure of an Online Humanized Brand

Where does your audience engage and consume content?
- LinkedIn
- Twitter
- Facebook
- Industry Blogs
- Private Groups
- Forums
- Webcast/Podcast
Selecting Platforms and Tools

- GaggleAMP
- Socialbble
- Everyone Social
- Hootsuite Amplify
- Smarp
- Bambu
- Post Beyond
- SocialToaster
- CommandPost
Structure of an Online Humanized Brand

- **Plan and Policy**
- **Establish KPI’s**
- **Team Selection**
- **Platform Selection**
- **Team Training**
- **Launch and Measure**
- **Content Activation**

### Key Components
- **Policy** - Review of policy
- **Guidelines** – the boundaries
- **Objectives** – Brand level business goals
- **Social Teaming** – working together online
- **Building Influence** – What’s in it for them
- **Advocacy** – How to be a brand champion, rewards, etc.
- **Functional Social Media/Digital Basics**
- **Social Selling** – Sales Team ++
- **Measuring Success**
**Structured Training**

- Goals
- Target Audience
- Brand Identity
- Personal Branding
- Brand Alignment
- Social Teaming
- Content Basics
- Engagement
- Measure Success
- Advance to Team Lead!
- Career Advancement..... And beyond

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<tr>
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<th>Brand</th>
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<td>Powerful Network</td>
<td>Recruiting Engine (SR)</td>
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<tr>
<td>Increased Skills</td>
<td>Social Team Leaders</td>
</tr>
<tr>
<td>More Income</td>
<td>Increased Market Share</td>
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</tbody>
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Structure of an Online Humanized Brand

- Content
  - Blogs/Press Releases/Print
  - Video/Images
  - Live Stream
- Distribution
  - Social Media Channels
  - Website/Blog
  - Newsletters/Email Communication
  - Advertising – thought leadership
Humanized Brand Plan and Policy

Launch and Measure

Establish KPI’s

Team Selection

Content Activation

Team Training

Platform Selection

Structure of an Online Humanized Brand

- Audience Relevancy
- Impressions
- Views (platform dependent)
- Engagement Rate (ER)
- Click-Through Rate (CTR)
- Increase in Followers (GAIN)
- Signups (Leads)
- Sales
  - Commercial
  - Consumer
- Employee Satisfaction
- Recruiting is Easier!
Measure the Success

Key Performance Indicators:

• Audience Reach
• Impressions
• Views (platform dependent)
• Engagement Rate (ER)
• Click-Through Rate (CTR)
• Increase in Connections (GAIN)
• Referrals and Appointments (Leads)
• Net New Pipeline
• Increased Revenue
Case Study 1
Centrust Bank
1. The consumer considers an initial set of brands, based on brand perceptions and exposure to recent touch points.

2. Consumers add or subtract brands as they evaluate what they want.

3. Ultimately, the consumer selects a brand at the moment of purchase.

4. After purchasing a product or service, the consumer builds expectations based on experience to inform the next decision journey.
Challenge: No Real Online Brand Presence
Solution: Advocacy & Influencer Marketing

- Spotlighting the team from the inside out
  - Employee’s – enhanced LinkedIn Profiles/Video
  - Executives - thought leadership
  - Employee Spotlight (hosting online events)
  - Employee Advocacy
  - Goal: Humanize Brand

- Featured Business Clients
  - Loyal Clients
  - New Client Welcome
  - Startup Spotlight

Note: Added Employee Advocacy

Source: Nielson
Community Marketing

• Spotlighting local businesses
  • New businesses
  • Featured business
  • Veteran owned
  • Recognition
  • Business events
    • online/in person
• Featured charities
  • Centrust charities
  • Other local efforts
• Featured Employees
  • New Hires
  • Anniversary's and Milestones
Results

- Commercial Loans Increased – 20%+
- Deposits Increased – 15%+
- Active Online Community – Social Media
- Expanded Digital Search Footprint
- Email List Grew 4x in 6 months
- Recruiting Solely from Employee Network
- Employees having fun online (and behaving)
- Now moving on to Nurturing Ads (CTN)! 😊
7 Steps to Advocacy

- Plan and Policy
- Establish KPI's
- Team Selection
- Platform Selection
- Team Training
- Content Activation
- Launch and Measure

Humanized Brand
## Benefits

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<td>Recognition</td>
<td>Market Share</td>
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Is it Your Turn?

1. Plan and Build Policy
2. Establish KPI’s
3. Team Selection
4. Platform Selections
5. Team Training
6. Content Activation
7. Launch and Measure

_Celebrate the Results!_
ACCELERATE THOUGHT LEADERSHIP, GENERATE NEW BUSINESS, BUILD COMMUNITY AND FILL EVENTS

ASK US TO PLAN, BUILD AND TRAIN YOUR TEAM TO BECOME POWERFUL INDUSTRY INFLUENCERS

START TODAY
Thank You