

TECH COMPANY SEES EXPONENTIAL SOCIAL ENGAGEMENT GROWTH

challenge.

This IT solutions provider had challenges engaging followers on social media, increasing brand reach and collaborating with their employees to make them company advocates by sharing and IT thought leaders. They were posting content but it brought them little value in the form of engagement. Plus, employees wanted assistance creating content that kept them top of mind with their own social networks in order to capitalize on opportunities.



I see tremendous value in easy posting from my phone while I'm on the road. The posts are relevant and optimized for engagement. It gets our company name out there and helps me be seen as a thought expert to my followers. I love it!

—VP sales, client

solution. amp-up social ambassadors

"Amp-up Social Ambassadors" program is a turnkey, automated method for employees to share thought-leading social media content within their networks—anywhere, anytime, from any device. A combination of customized company-branded, supplier and industry content is delivered via a mobile-based app that pushes social media posts to each participant. It encourages brand advocacy, using individual social connections to effortlessly promote content and build engagement with the IT community.

For the first step Leadarati collaborated with marketing to recruit ambassadors and launch the program quickly and painlessly. Virtually overnight, employees began sharing optimized social content that supported the company's message. Customers, partners, and prospects took notice and began engaging, on a much higher level than ever before. After several months, Leadarati added gamification for a fun way to reward posters with assorted prizes.

outcome.

Through the "Amp-up Social Ambassadors" program, the company leveraged the power of employee advocacy using social media, which increased brand reach by > 1000%. Importantly, the program drove more engagement such as content views, likes, comments, and shares than any of the company's previous social efforts. By removing all social posting barriers, ambassadors no longer had to worry about mastering social media, writing content and participating consistently. Employees even began suggesting their own social posts for fellow ambassadors to repost.

Participants reported satisfaction with the content they received because it provided thought expertise that they wanted to share with their customers, prospects and colleagues. One average month included 265K impressions (opportunities to be seen), 225 reactions (likes, comments, retweets) and over 500 click-throughs. After two quarters, reach topped a whopping 1.3M, unprecedented for a company in this space.

Everyone was a winner: the company saw a significant brand boost that rivaled costly digital marketing programs, employees received relevant, thought-leading content to grow their social media engagement, and the sponsoring supplier benefited from an increase in share for their syndicated content.

why leadarati?

We believe that working in sync with a company's sales process is the key to meaningful digital marketing. Instead of standard, one-size-fits-all agency programs, Leadarati offers custom activities that provide opportunities. Our consultative, high touch approach gives you an expert marketing partner that works with you every step of the way.