

A close-up portrait of a young woman with dark hair, smiling broadly and resting her chin on her hand. She is wearing a blue and white striped button-down shirt. The background is softly blurred with warm, bokeh-style lights.

# Boost your Reach and Engagement with Employee Advocacy

Achieve your business objectives in marketing, sales, HR, and recruitment more quickly.



## Table of contents

<b>1. About Apostle</b>	<b>3</b>
<b>2. Harness the human capital within your organization</b>	<b>3</b>
<b>3. The approach: Social Reach Optimization (SRO)</b>	<b>4</b>
<b>4. Marketing &amp; sales</b>	
What are the benefits of SRO, and how do you earn back the investment? Grow faster than your competitors and activate your sales department with a distinctive social selling approach.	5
<b>5. HR &amp; Recruitment</b>	<b>6</b>
Harness the power of personal networks to strengthen your employer brand and attract new personnel.	
<b>6. Legal &amp; IT</b>	<b>7</b>
Learn more about the terms of our SaaS agreement, Apostle's GDPR compliance, and how we process your data.	
<b>7. References</b>	<b>8</b>

## About Apostle

Apostle is a software supplier of employee advocacy software and developer of the SRO Activation program in collaboration with the Cialdini Institute. This successful formula activates employees to become effective brand ambassadors for the organization.

The software primarily consists of employee advocacy functionalities, allowing all company and employee social media profiles to be managed from the marketing department's in the central dashboard. The goal is to facilitate employees in posting work-related social media content to achieve business objectives in marketing, sales, recruitment, and HR.

The accompanying SRO activation program was developed in collaboration with the Cialdini Institute and is entirely based on behavioral science and years of practical experience in activating brand ambassadors.

## Leverage the human capital in your organization

Active brand ambassadors often experience a deep connection with both the organization they work for and their colleagues. This engagement strengthens the human capital of the organization. Through their role as ambassadors, they not only align with the company's mission and values but also with the broader purpose the organization pursues. They become an integral part of the brand identity and take pride in embodying this identity.

The collaboration within the brand ambassador program also enhances the bond between colleagues and contributes to human capital. By working together to promote the organization and its message, a sense of fellowship and teamwork emerges. This shared sense of dedication contributes to a positive work environment and encourages collaboration, further enhancing the company's human capital.

## The SRO-methodology

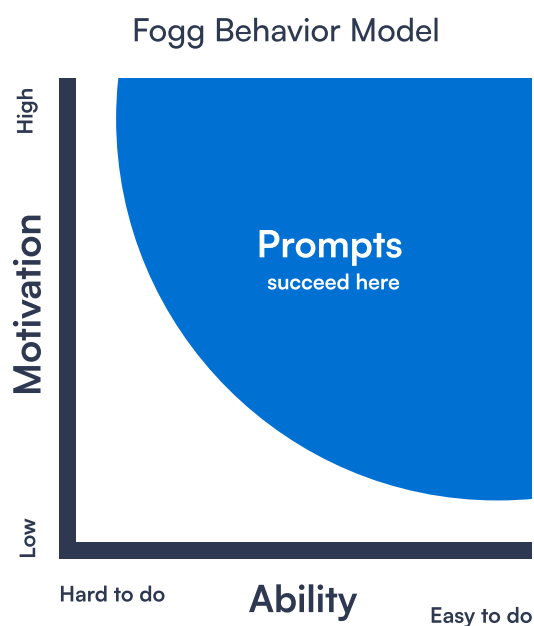
### What is Social Reach Optimization (SRO)?

Social Reach Optimization is a marketing method next to SEO, SEA, and social advertising to increase your organic reach by activating brand ambassadors on social media and achieving business goals in marketing, sales, HR, and recruitment. By strategically disseminating personal and branded content within the networks of your brand ambassadors, you expand the organic reach and engagement with your organization or brand and attract more leads, customers, and applicants.

With SRO, the marketing department serves as the starting point for your brand ambassador program. Involving colleagues from other departments as brand ambassadors enhances internal cohesion. Besides, you achieve business goals collectively and efficiently.

### With SRO, you transform your employees into engaged brand ambassadors

The Behavior Change Model by B.J. Fogg provides insight into the mechanics of behavior change and asserts that three factors are necessary for behavior to occur: motivation (M), ability (A), and a prompt (P) [1]. These same three factors are essential for activating brand ambassadors on social media. Research indicates that 67% of your engaged colleagues are already motivated (M) to post work-related content on social media [2]. Providing employees with employee advocacy software and an activation program makes it very easy for them to post on their social media accounts (A). Using notifications (P), you prompt them to share a suggested post.



## What are the benefits of SRO, and how do you earn back the investment?

### Marketing & Sales

#### **Algorithms reduce organic reach and engagement on LinkedIn company pages**

Social media platforms are designed to facilitate peer-to-peer communication, and therefore algorithms limit the reach of company pages, leading organizations to invest more in expensive advertisements. By adjusting the algorithms, company page posts have lower online reach and engagement (2-7%) [3] compared to personal posts (25-30%) [3a]. Furthermore, 92% of people trust messages from their personal network more than company page posts.

#### **Online advertisements are becoming increasingly expensive**

The prices of digital advertisements are rising by 45% on average [4]. As a result, more marketers are shifting a share of their advertising budget to Social Reach Optimization. This strategy boosts your organization's organic reach without requiring an additional advertising budget.

#### **Suggesting social media posts via mail for colleagues consumes significant time**

Through efficient employee advocacy software like Apostle, you can spread and post content with your colleagues up to 71% faster than usual (Apostle research, August 2023). This software empowers your colleagues to easily and quickly post work-related content on social media.

#### **Reposting is ineffective**

Reposting company page posts results in 10-15% fewer views than other forms of engagement, such as comments [5]. Posts on personal channels generate, on average, five times more engagement than those on company pages [6]. Therefore, when your colleagues post a message on their personal social media accounts, engagement is higher, and your reach can grow up to 561% [7].

#### **Advertisements are less effective due to ad fatigue and high competition**

Leads coming via your brand ambassadors convert up to 7 times faster [8]. Additionally, organizations engaged in social selling through brand ambassadors create more opportunities. They are up to 51% more likely to achieve their sales goals [9].

#### **Cold acquisition has become less effective**

When your sales reps and other colleagues post relevant messages, they generate more interaction with prospects [9], a crucial part of the sales funnel. This way, prospects, and customers come to you instead of the other way around.

## HR & Recruitment

### **Challenging recruitment due to labor market scarcity**

76% of job seekers find employment through their personal network [10]. Moreover, you receive ten times more applications for vacancies compared to traditional channels via your employees' social media channels [11]. They often have highly relevant networks. That former colleague, classmate, or acquaintance might be your next potential candidate.

### **How do you differentiate your employer brand from competitors?**

You strengthen your employer brand by consistently appearing in front of your target audience through social media with branded and authentic content on employer branding. A strong employer brand increases your chances of receiving 50% more applications [5]. Additionally, 84% of job seekers consider switching jobs if another company has a better employer brand [5].

### **The recruitment process takes a long time**

With brand ambassadors regularly posting work-related content about the company, you can receive applications for vacancies up to 69% faster [5].

## How secure is the software?

### Legal & IT

Learn more about the terms of our SaaS agreement, Apostle's GDPR compliance, and data processing.

Our SaaS (Software as a Service) agreements represent a legally binding contract between Apostle as the software provider and you as our valued customer. This contract outlines the rules surrounding software usage and typically includes aspects such as the scope of service, payment terms, contract duration, and the obligations of both parties. It also covers matters like software maintenance and support, protection of intellectual property, and the handling of data and personal information.

#### GDPR

Gain insight into Apostle's GDPR compliance and our data processing practices.

[Read more](#)

#### Data Processing Agreement

A data processing agreement that outlines terms for handling personal data and ensuring privacy safeguards.

[Read more](#)

#### Terms & conditions

This agreement describes the terms between Apostle and the customer for using our SaaS platform.

[Read more](#)

#### Privacy policy

Learn how Apostle collects, uses, and safeguards personal data, as well as the rights users of Apostle have regarding their personal information.

[Read more](#)



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