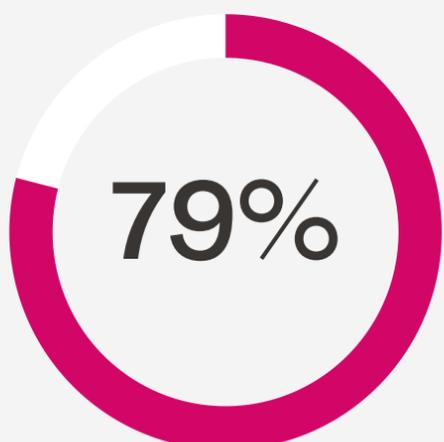




Powell Software

# EMPLOYEE ADVOCACY MARKETING'S SECRET WEAPON



## Increased brand visibility

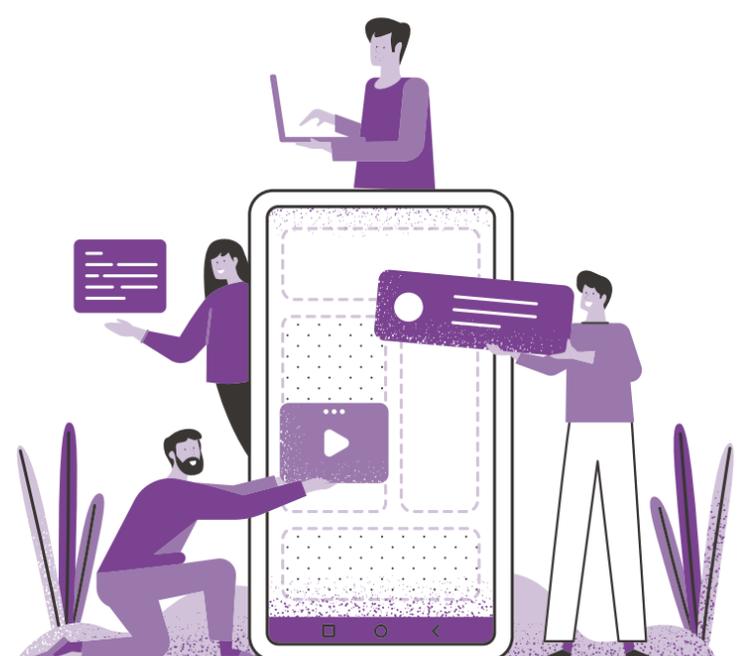
Marketing is charged with building brand awareness and visibility but every department can help. In fact, better visibility the **number one benefit** companies with employee advocacy programs realize.

Source: Hinge Marketing

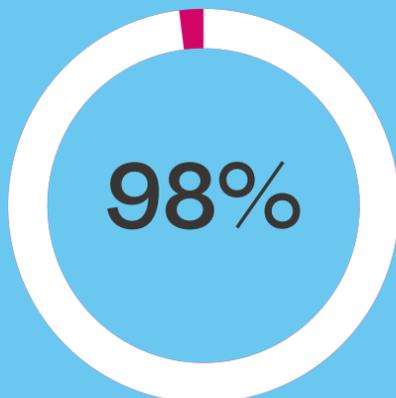
**“Word-of-mouth marketing (WOM) is one of the most effective marketing strategies”**

92% of people **trust recommendations** from friends and family over every other form of advertising. Employees are a great source of WOM.

Source: Nielsen

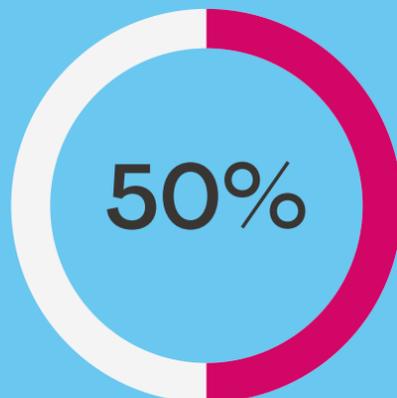


**Employees with at least one social media account**



Source: Weber Shandwick

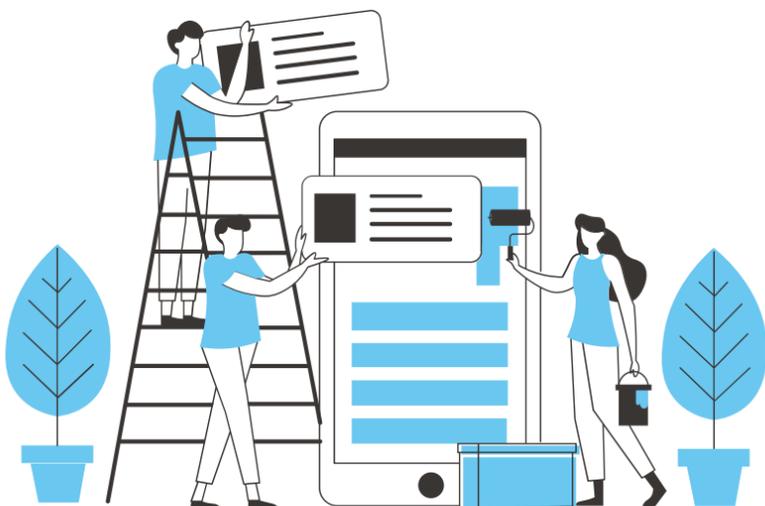
**Employees already posting about their company**



Source: Weber Shandwick

## Employee advocacy program best practices

Here are some tips to help turn employees into internal influencers.



Curate content

Give guidance

Share tips & tricks

Encourage ideas

Reward sharing

**Top tip:** Start with the right platform, like Powell Software's advocacy tool, and the rest is easy.



[www.powell-software.com](http://www.powell-software.com)

