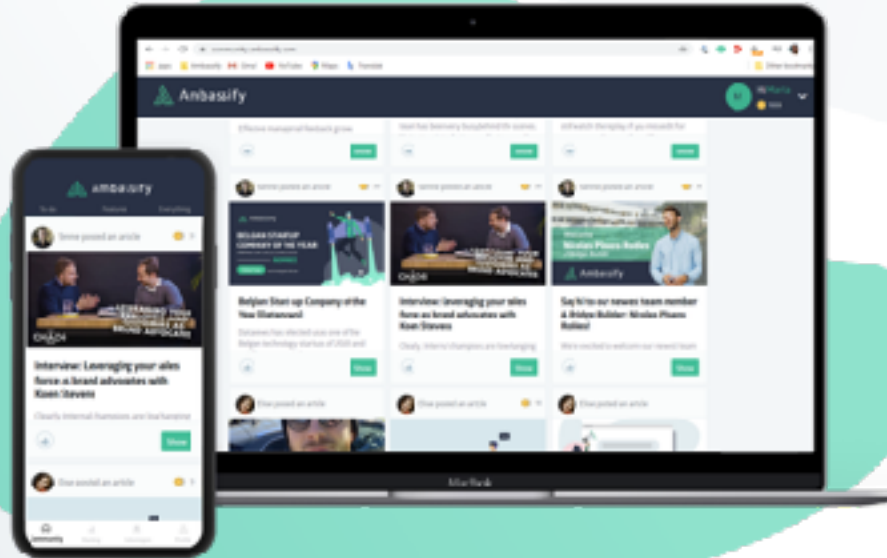


Babeltalk 50 - Social Media Tools



BabelTalk 50

Koen Stevens // Word-Of-Mouth
Director & CEO at Ambassify





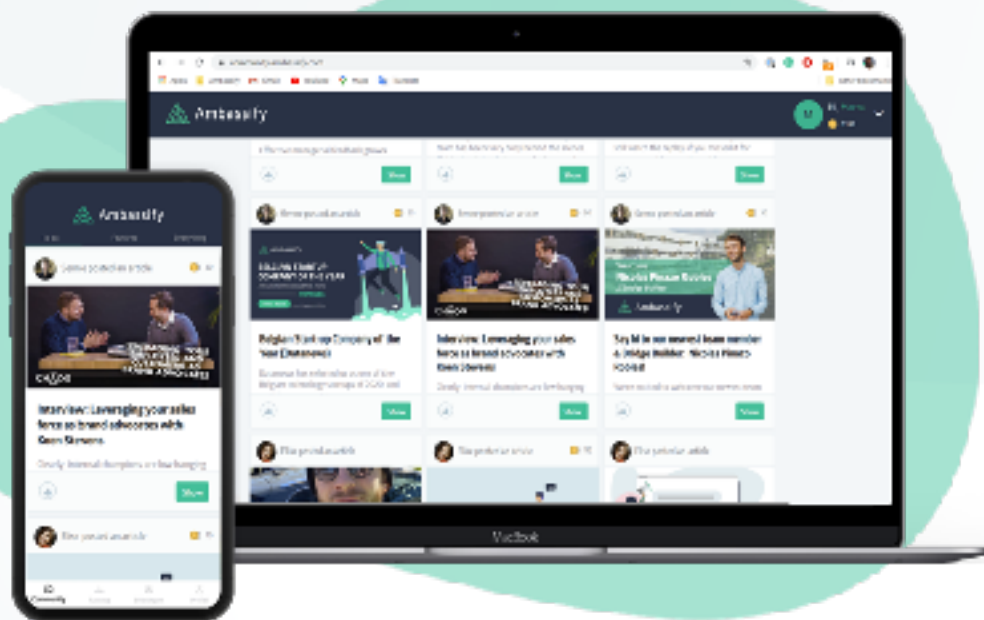
People

are your secret weapon



It's your **people** and how close they are to you as a company

Build **genuine and lasting connections** with people who move the needle inside your company





Competition

Let me tell you a little secret
(hint: data)



People are what makes the difference between you and every other company out there.

- ⊗ Not your product or service, which can be copied.
- ⊗ Not your culture, which can be influenced top-down.
- ⊗ Not your brand, which can be bought.



People are (and always have been) your secret weapon and only dominant USP these days

The impact of **disengaged employees**



Decrease in productivity



Kills the moral



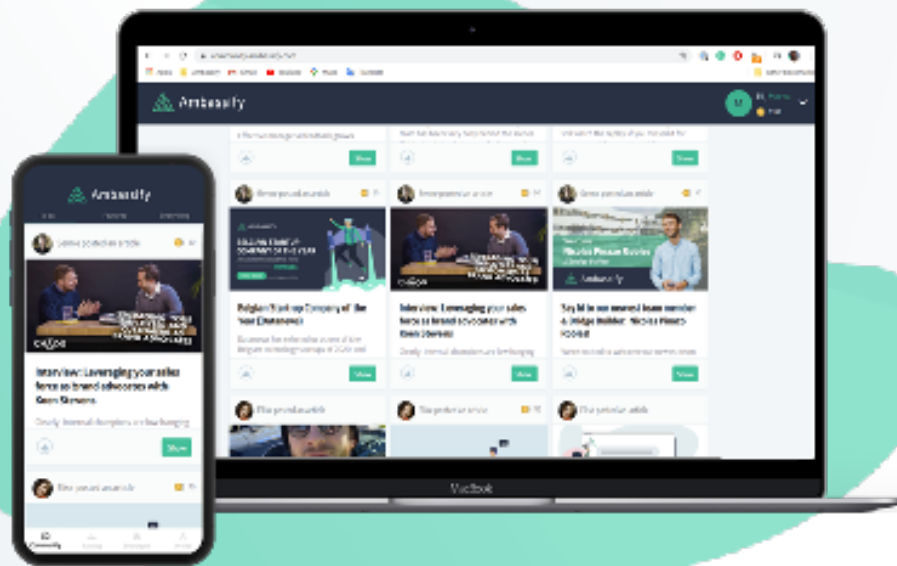
People leave your
company more quickly



This affects customer
satisfaction

The future of marketing is community





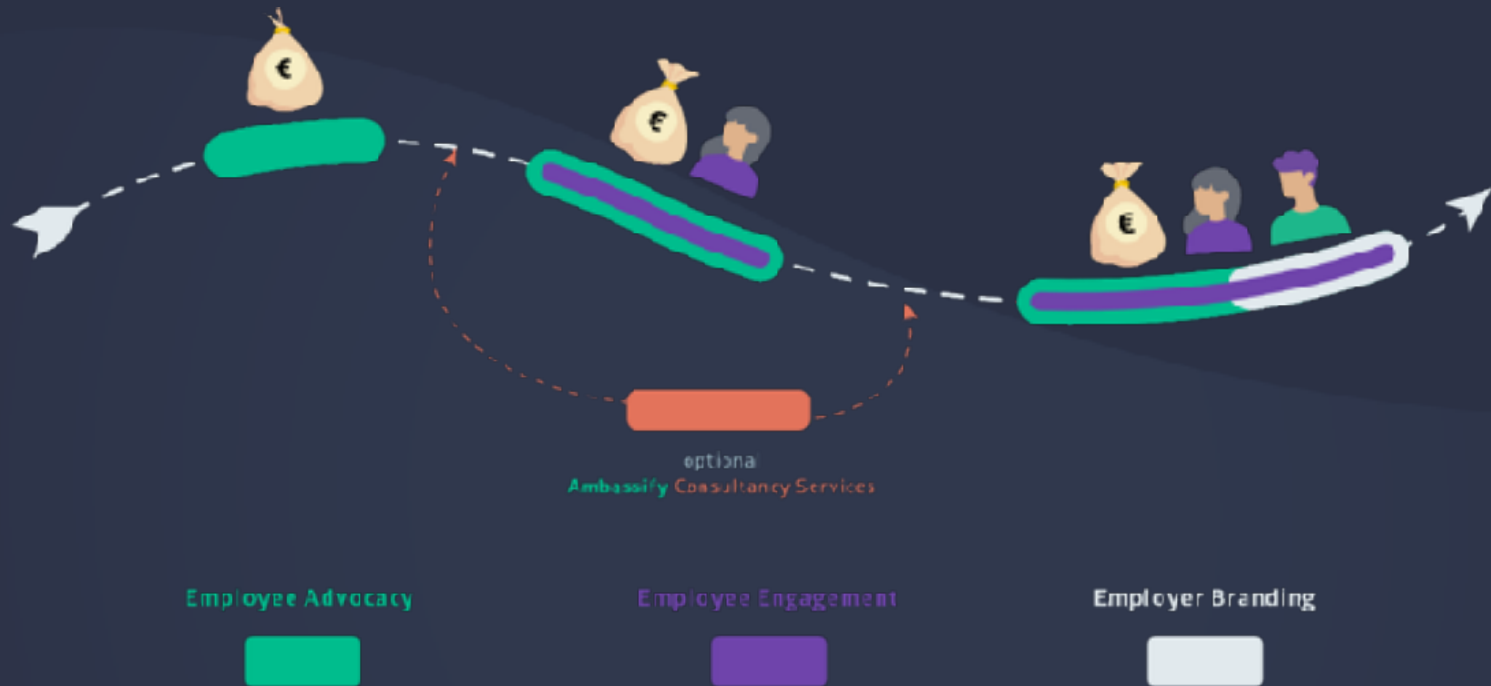
Whether your goal is to instantly create value with a dedicated platform...



Employee Advocacy



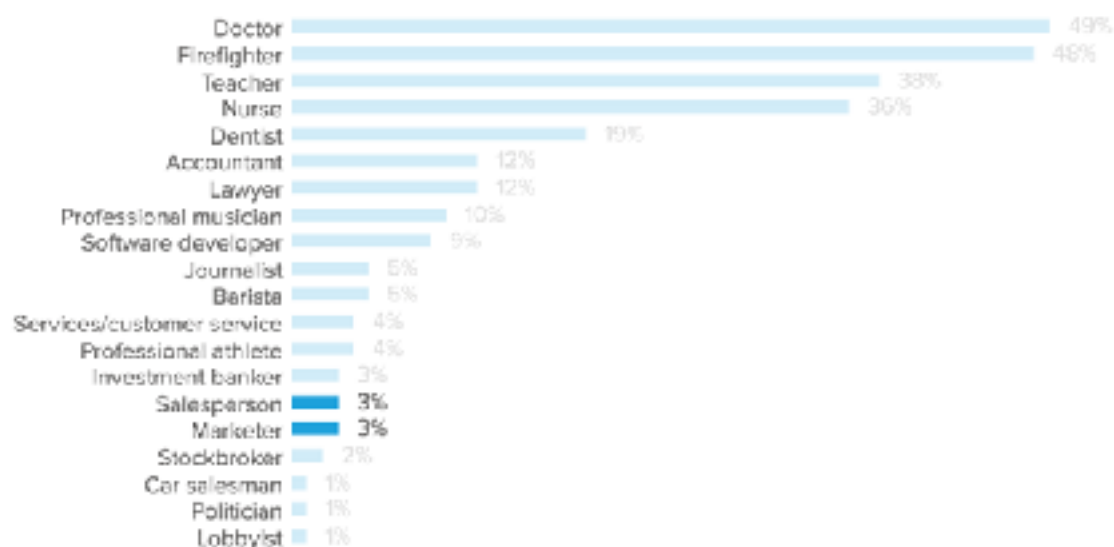
... or set an attainable starting point to grow towards an advocacy & branding solution ...



TRUST IS KEY



Who do you consider to be trustworthy?



Data: 959 Global respondents (up to 3 selections accepted)

Source: HubSpot Global Jobs Poll Q2 2018



Employees are a **trusted source**



SOURCES: DYNAMIC SIGNAL, NIELSEN, FEW INTERNET

@JWTINSIDE | #INSIDEinsights

Employee Advocacy

Let your employees share trustworthy content



Number of active
employee advocates

504



Number of clicks
generated



23 596

Best performing
advocate (clicks)



482



71% webinar sign
ups



760 idea submissions



914 000 business
leads



363 posts



105 posts



265 posts



31 posts

**506**

Total members

342Members with
7 or more introductions**All ★
Stars**A Barco tool
A Rewards Program**4.7M**

Estimated reach

+25%

Total impressions

105,2K

saved in media spent

**18,2K**

Generated traffic

+35%

Total engagements

+29%

Engagements per post

**in****112**Best performing
LinkedIn post**84**Best performing
Twitter post

Watch out!

There's a pitfall



Push



Instead of **pushing** your advocates to **consume your content** - and hopefully engage with it

Pull



You need to **build** sustainable **relationships** and **involve** them in your strategy so they look forward to be involved

Employee Engagement

Gather feedback and give your community a voice



61%



39%





Revival[®]
Animal Health

65

Employees



52

Advocates



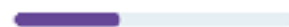
Revival[®]
Animal Health



 SNS Barbeque BBQ Sandwiches w/ beans and potato salad

15

38%



 Mexican taco/nacho bar

14

35%



 Shoppe Chefs Catering turkey or roast beef meal with sides

11

28%





Revival[®]
Animal Health

Nominate your good cause for charity

20
Suggestions





Revival Animal Health, Inc.

4.6 ★★★★★ 20 reviews

15

New reviews



300%

Increase in reviews



Revival Animal Health, Inc.

4.6 ★★★★★ 20 reviews

1-800-000-0000

Get updates for new jobs from this employer

Snapshot

Why Join Us

20
Reviews

Salaries

Photos

2
Jobs

5
Q&A

Working at Revival Animal Health, Inc.

What is it like to work at Revival Animal Health, Inc.?

- 4.8 ★ Work/Life Balance
- 4.4 ★ Compensation/Benefits
- 4.3 ★ Job Security/Advancement
- 4.3 ★ Management
- 4.6 ★ Culture

5.0



Love Revival

Written by Sales Manager (Current Employee) from Chicago City, IL on October 9, 2019

This is a great place to work. The team here is focused on employees and employee satisfaction. The culture is absolutely family first, with a fantastic work life balance. The departments work together in a collaborative environment and are truly customer insight focused.

Pros

HYD 22K in the break room. MOWW! :)



Purpose of internal ambassadors

- ✓ Create content together with your employees
- ✓ Your current employees will become your brand advocates/ ambassadors
- ✓ They will share company messages, initiatives, vacancies, ... via their social media network



These ambassadors or brand advocates

- ✓ Are more engaged (**engagement**)
- ✓ Are your high-performers (**performance**)
- ✓ Will stay longer with the company (**retention**)

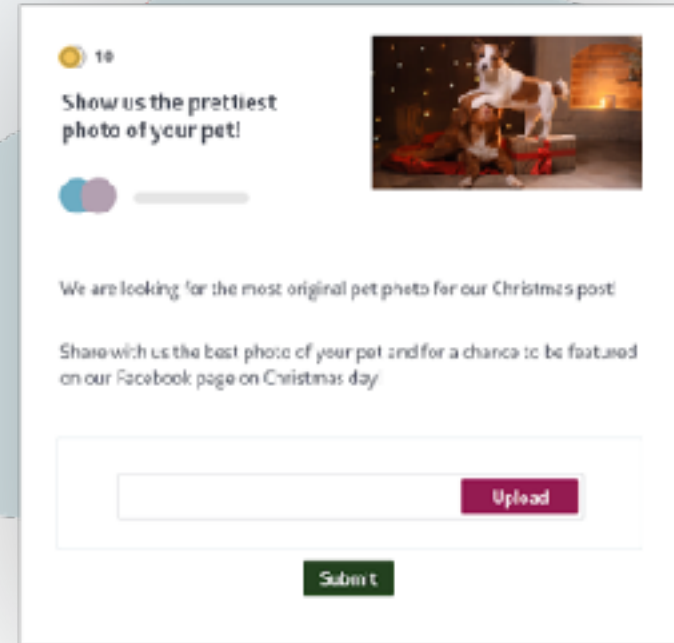
Campaign Example

Content Creation Campaign

Versele-Laga was looking for a creative and fun photo of a pet, to be featured on their Christmas Facebook post.

With a 'Give a Comment' campaign, they asked their advocates to post their pets Christmas photos in the comments of their FB post, thus **gathering lots of UGC** that is not only highly relevant for the company and their values, but also shows the **high level of engagement of its employees**.

In the end, **20%** of their advocates engaged with the post and they collected over 80 comments on their FB post.



The image shows a mockup of a Facebook post interface. At the top left, there is a gold coin icon followed by the number '10'. To the right is a square image of two dogs, one white and one brown, sitting on a red gift box in a festive setting. Below the image, the text 'Show us the prettiest photo of your pet!' is displayed. Underneath this text is a blue and purple toggle switch followed by a horizontal progress bar. Further down, the text reads: 'We are looking for the most original pet photo for our Christmas post!' and 'Share with us the best photo of your pet and for a chance to be featured on our Facebook page on Christmas day!'. At the bottom, there is a white rectangular input field with a purple 'Upload' button to its right. Below the input field is a green 'Submit' button.

Referral Recruitment via Social Media : 3 important elements



More qualitative candidates

Employees only refer people they know and trust. They will also know if there is a cultural fit.



Speed up the hiring process

Referred candidates are 55% faster to hire.



Lower costs

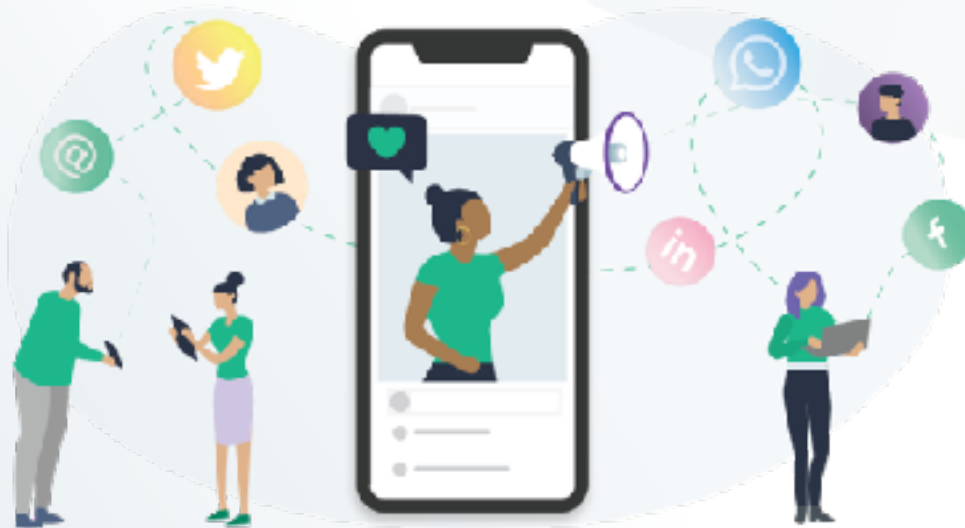
No cost of external firms. The retention rate is also higher which lowers the offboarding costs.



of employers said that **referrals** are **the #1 best source** for above-average applicants



Referral/Affiliate Recruitment Campaigns




















Affiliate (links) campaigns

Vacancy example

View your Affiliates in the backend

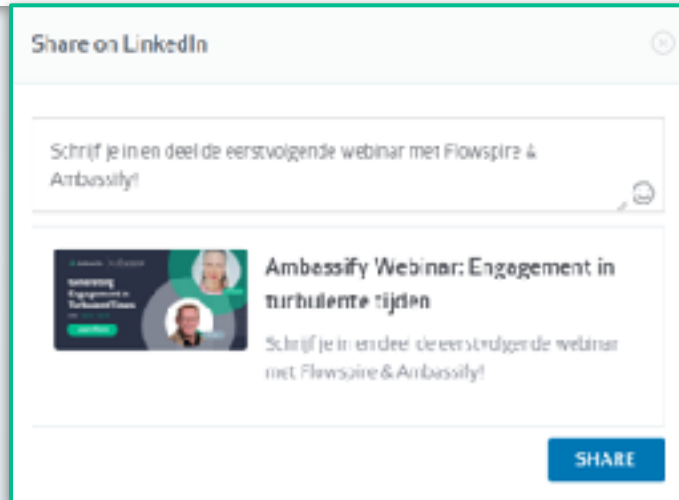
21 Affiliates Export All

<input type="checkbox"/>	Member	Shared as	Mystery reward	Actions
<input type="checkbox"/>	 Tera Kragon 1174	 Link	<div>No</div> <div>Yes (1:00)</div>	Details
<input type="checkbox"/>	 Aarón Van Gorp 1910	 Link	<div>No</div> <div>Yes (1:00)</div>	Details
<input type="checkbox"/>	 Koen Stevens 14.2k	 Twitter 	<div>ACTIVATED</div>	Details
<input type="checkbox"/>	 Roline Vahlhoff 159	 Link	<div>Caused by</div> <div> Koen Stevens 14.2k</div> <div> Koen Stevens 14.2k</div>	
<input type="checkbox"/>	 Lauren Bobbaers 1553	 LinkedIn 		
<input type="checkbox"/>	 Sander Decuyper 1425	 LinkedIn 		

View your Conversions in the backend

Affiliate (links) campaigns

Share the Affiliate link(s) in the frontend



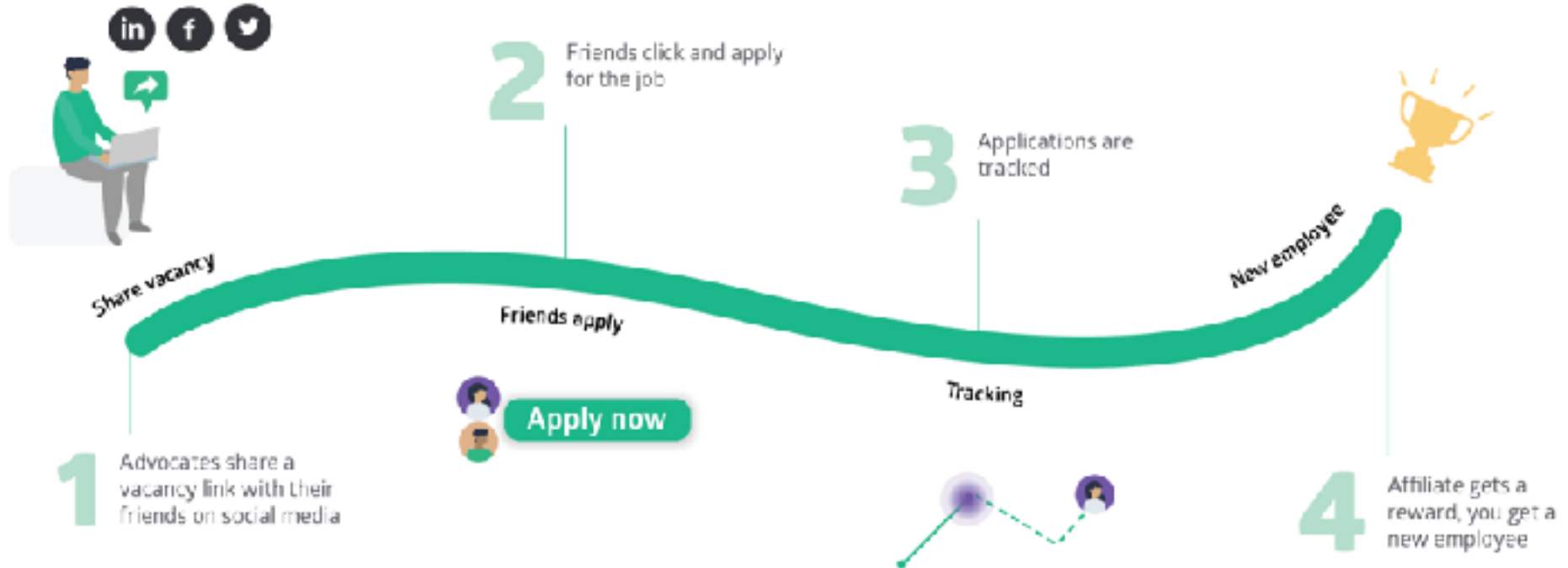
Webinar example

Like, comment, share, ... on the shared post



Affiliate (links) campaigns

Vacancy example



109

Ambassadors



78

Targeted



5

Campaigns

16

Average referrals



Community Marketing: **DIY tips**

1

Invite your employees or fans into a Mailchimp group

2

Manually send them 3 challenges over a period of time (f.e. ask them to share something on social, to like your IG page and an open question)

3

If you see they're open to work with you, only then start thinking about an **automated, scalable, integrated, measurable and centralised** way to do this: an advocacy marketing program.



INFRABEL



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**BNP PARIBAS
FORTIS**

Allianz



NIPRO

KPMG

SGS


Computacenter

**vd
ka** Vlaams
netwerk van
ondernemingen



BRIDGESTONE



helvetia



Thank you!



Koen Stevens - CEO

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koen@ambassify.com

Get your free 2022 **Content Calendar** here



<https://bit.ly/AmbassifyCalendar>

