



The Business Case for Employee Advocacy

How Hootsuite Amplify builds your brand, generates leads, and expands social beyond marketing



You're a social pro. You've got your content calendar prepped for the next month, your posts scheduled for the next week, and you just jumped into the conversation around today's trending topics. Your social marketing works.

But you know it would work better if you could just emphasize the *social* in social media. And you know that employee advocacy is the best way to do that. Now you need to convince your boss, too.

We've got you covered.
Here are your top five talking points to build the business case for employee advocacy.





Employee advocacy boosts your brand

The challenge Your social team works hard to produce great content—but no matter how good your posts, they only reach about 5% of your followers.¹ Want to get your message to more of your existing fans and reach a whole new audience? First you'll need to overcome the social platforms' reach-limiting algorithms.

The facts Your employees have 10 times more social connections than your brand has social followers.² No wonder companies say that increasing reach is their top reason for building employee advocacy programs.³ And it doesn't hurt that people trust their friends and family more than any other source of information about brands and products.⁴

The solution Hootsuite Amplify uses your employees' personal networks to get your brand messages to more people, and leverages interpersonal trust to help those messages make a bigger impact.

The result When your employees share your brand messages through Hootsuite Amplify, they improve your reach, engagement, sentiment, brand awareness, and brand affinity.

THE PROOF:

Hootsuite Amplify can tell you how much brand reach your employee posts created.

Hootsuite Insights can tell you how much engagement and positive sentiment your employee posts created.

Hootsuite Hootsuite survey partners like SurveyMonkey can tell you how much brand awareness and affinity your employee posts created.



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Employee advocacy creates a powerful sales funnel

The challenge Want to improve the return on your investment in social? The fact is, every company needs more sales—and every marketing team needs to help drive those sales. But that’s especially true if you work in social marketing: Not only do most social managers say they can’t prove the ROI of social marketing,⁵ but most of their CMOs agree.⁶

The facts Not only are people twice as likely to click on a brand post when it’s shared by your employees⁷ but leads generated by employee advocacy are seven times more likely to close.⁸ Little surprise, then, that nine out of ten of top-performing salespeople say social platforms are important to them for closing deals.⁹

The solution Hootsuite Amplify turns all your employees into salespeople. Amplify puts your products and offers in front of new audiences, then tracks who has the greatest impact on sales so you can learn from their best practices and help your whole company do better.

The result When your employees share your brand messages through Hootsuite Amplify, they increase your site traffic, leads, sales, and revenue.

THE PROOF:

Hootsuite Amplify can tell you how many clicks your employee posts created.

Hootsuite analytics partners like Adobe Analytics and Google Analytics can tell you how many site visits, leads, and sales your employees’ sharing created.

Hootsuite CRM partners like Salesforce and Microsoft Dynamics can tell you how many sales and how much revenue your employees’ posts created.



3

Employee advocacy recruits great talent

The challenge If you're like most companies, you struggle to recruit high-quality job applicants. More than two-thirds of US employers say they can't find the talent they need,¹⁰ and more than a quarter of new hires don't last a full year with the company.¹¹

The facts A job application from an employee referral is 20 times more likely to lead to a new hire than an application from the leading job board.¹² Add that to the fact that employees prefer to share job listings more than any other type of branded social content¹³ and it's no surprise more than half of new hires come from employee referrals.¹⁴

The solution Hootsuite Amplify turns all your employees into recruiters. Not only do your existing employees have more social connections than your brand accounts—their networks also include the types of qualified professionals you want to hire.

The result When your employees share job listings through Hootsuite Amplify, they increase your applications, interviews, hires, hire quality, and hire tenure.

THE PROOF:

Hootsuite Amplify can tell you how many clicks your employee posts created.

Hootsuite analytics partners like Adobe Analytics and Google Analytics can tell you how many job listing page views and job applications your employee posts created.

Recruiting software platforms like iCIMS and Workable can tell you how many applications, interviews, and hires your employee posts created—as well as how well those hires perform and how long they stay with your company.





Employee advocacy keeps your employees engaged

The challenge Just one-third of US workers are engaged with their jobs¹⁵—and it matters more than you think. In the short term, employee engagement saves you thousands: On average, it costs \$15,000 to replace an unhappy employee.¹⁶ And in the long run, employee engagement makes you millions: Companies with highly engaged employees post four times higher earnings than their competitors.¹⁷

The facts When employees share work-related content with their friends, they feel significantly more connected to and enthusiastic about their employers.¹⁸ One reason: They enjoy being in the know. In fact, 92% of employees say working for executives who communicate transparently with employees is important to them staying at their jobs.¹⁹

The solution Hootsuite Amplify offers two ways to keep employees engaged. First, it gives your workers a chance to represent the company and feel involved with its success. And second, it offers your executives a way to broadcast crucial information to employees.

The result When employees sign up for Hootsuite Amplify, they become more engaged by sharing your brand's posts and reading your internal notifications, which increases their job satisfaction and your employee retention rate.

THE PROOF:

Hootsuite Amplify can tell you how many employees have signed up as advocates, how many have shared your posts, and how many have read your internal announcements.

Hootsuite HR partners like TK and TK can tell you how employees who use Hootsuite Amplify compare to the average employee in job satisfaction and employee retention.



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Employee advocacy helps you demonstrate thought leadership

The challenge Most companies want to demonstrate social media thought leadership—but most companies' thought leaders are scared to post on social media. In fact, less than half of employees report that their company's executives use social platforms.²⁰

The facts Companies whose leaders post to social media are perceived 23% more positively.²¹ And in some categories, up to three-quarters of customers would trust a company executive who uses social more than one who doesn't.²² No wonder the CEOs of America's most likeable companies are three times more likely to use social than the CEOs of America's most hated companies.²³

The solution Hootsuite Amplify builds your thought leaders' brands and uses their personal networks to improve people's perceptions of your company. Amplify makes it easy: You can even create a gated content category with exclusive content for your thought leaders to share and promote.

The result When your leadership team shares thought-provoking content through Hootsuite Amplify, they improve your reach, engagement, sentiment, brand awareness, brand affinity, and overall corporate perception.

THE PROOF:

Hootsuite Amplify can tell you how much reach your thought leaders' posts created.

Hootsuite analytics can tell you how much engagement and positive sentiment your thought leaders' posts created.

Hootsuite CRM partners like SurveyMonkey and TK can tell you how much brand awareness and affinity your thought leaders' posts created, and how your thought leaders are perceived as a result.

To learn more about how Hootsuite Amplify can boost your brand, sales, and employee engagement, contact your customer success manager or our sales team at sales@hootsuite.com



Endnotes

- 1 **Hootsuite and We Are Social.** [Digital 2020: April Update.](#)
- 2 **LinkedIn.** [The Official Guide to Employee Advocacy.](#) 2016.
- 3 **Altimeter.** [Social Media Employee Advocacy: Tapping into the power of an engaged social workforce.](#) 2016.
- 4 **Kantar.** [Dimension 2020: Building Better Advertising.](#)
- 5 **Hootsuite.** [Social Media Barometer 2018.](#)
- 6 **The CMO Survey.** [CMO Survey February 2020.](#)
- 7 **LinkedIn.** [The Official Guide to Employee Advocacy.](#) 2016.
- 8 **The Marketing Advisory Network.** [2017 Employee Advocacy Impact Study.](#)
- 9 **LinkedIn.** [The State of Sales 2018.](#)
- 10 **ManpowerGroup.** [Closing the Skills Gap: What Workers Want.](#) 2020.
- 11 **Society for Human Resource Management.** [SHRM Customized Talent Acquisition Benchmarking Report.](#) 2017.
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- 15 **Gallup.** [Employee Engagement on the Rise in the U.S. 2018.](#)
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- 19 **Brunswick Group.** [2021 Connected Leadership.](#)
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- 21 **Hootsuite.** [The Social Executive.](#) 2017.
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- 23 **Kerpen, Dave.** [The Social CEO Is More Successful.](#) 2017.

