

Data insights uncover the huge  
impact of an employee advocacy  
program





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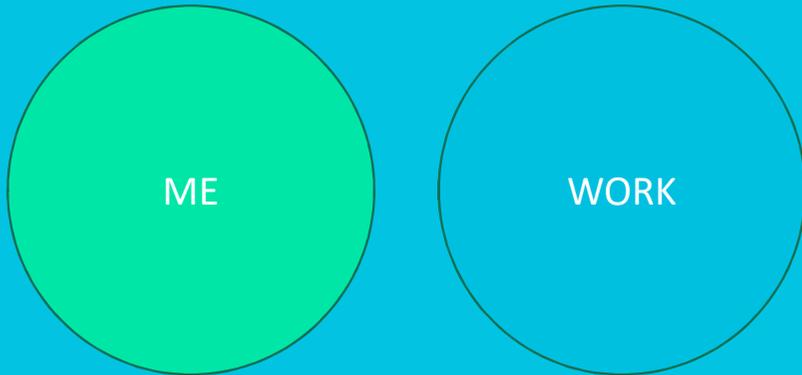
Yesterday



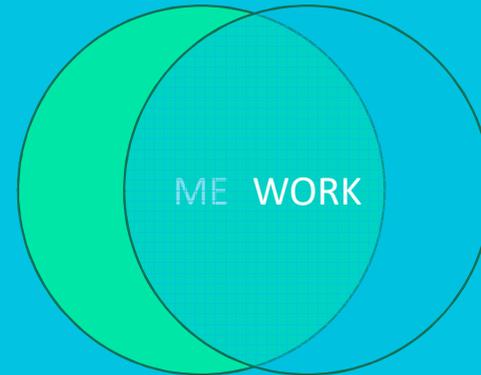
Today



Yesterday



Today



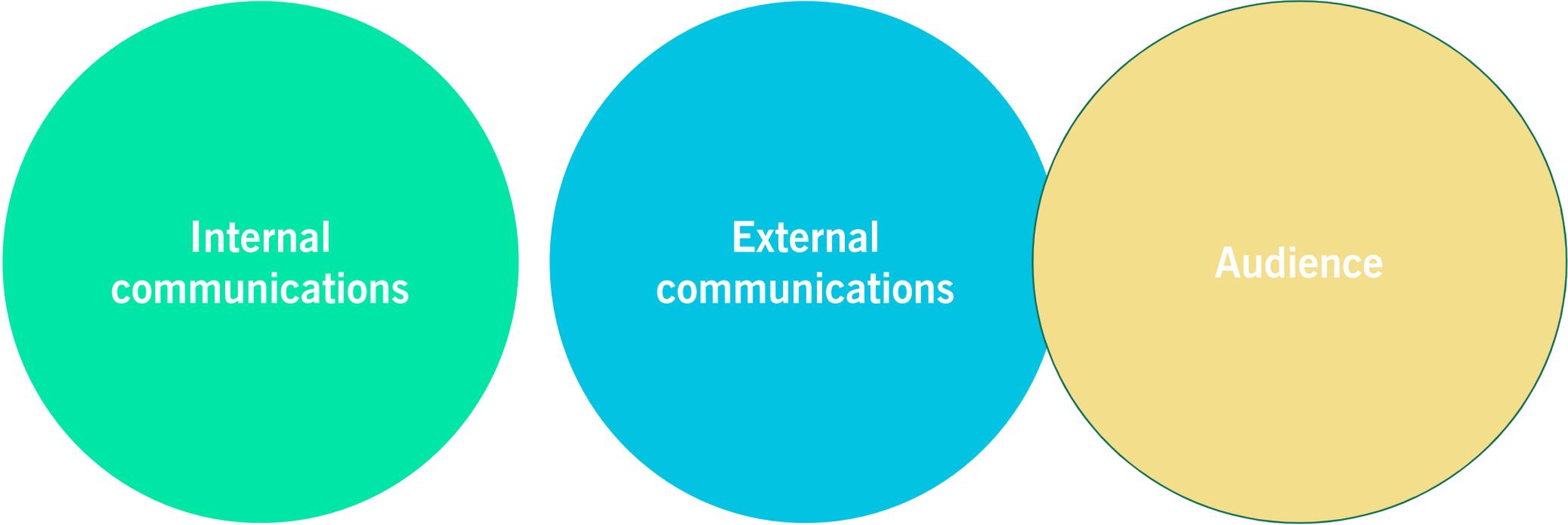
... and the war for  
talent



A LEGO Superman minifigure is positioned on a dark, weathered wooden log. The background is a soft, out-of-focus sunset with warm orange and yellow tones. A bright blue rectangular box is overlaid on the lower half of the image, containing white text.

**Companies need to stand out more  
than ever**

# The Old Way

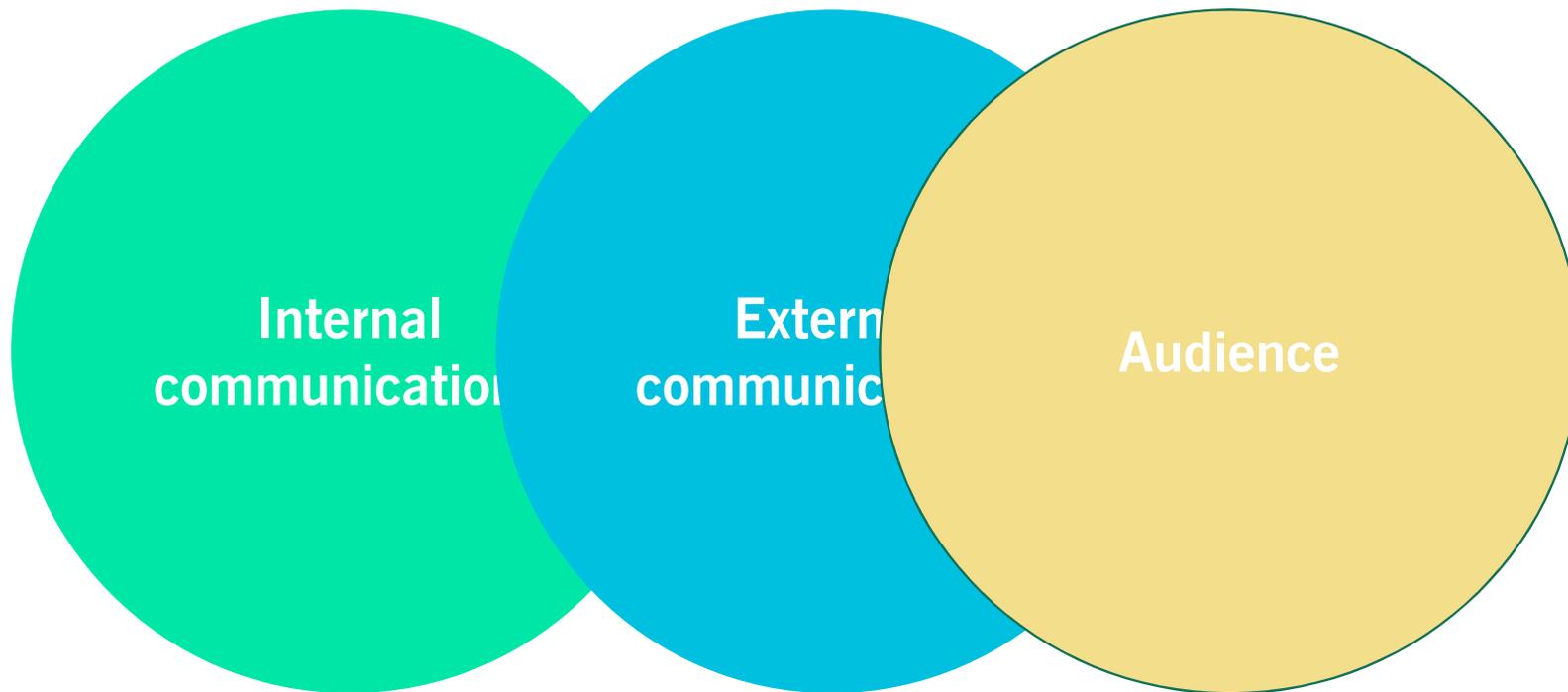


**Internal  
communications**

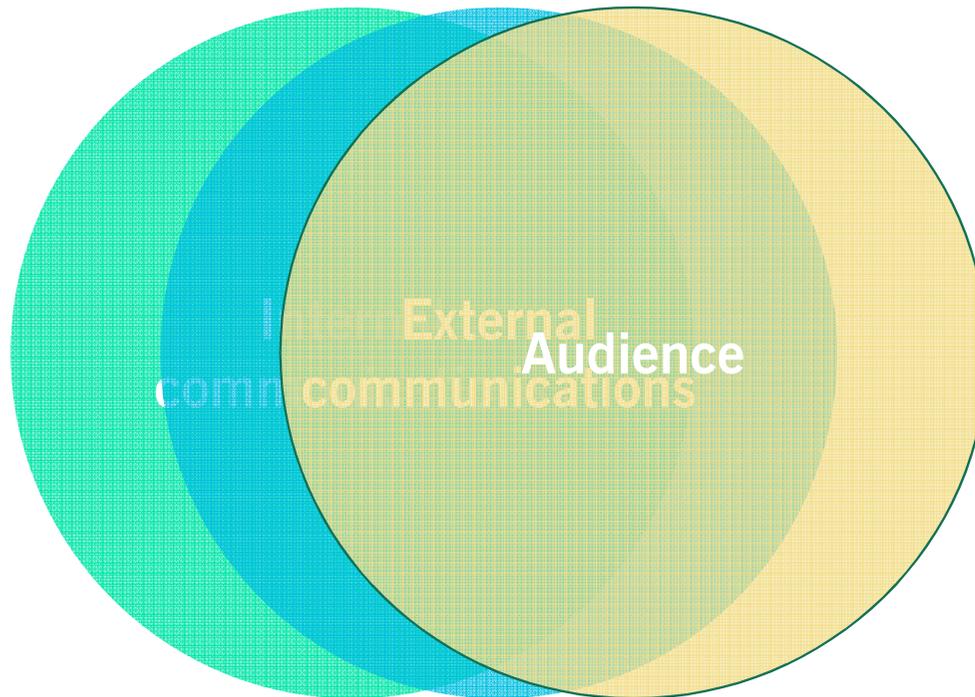
**External  
communications**

**Audience**

# Recently... things started to change



# Since Covid



# **AUTHENTICITY CREATES RELEVANCE**

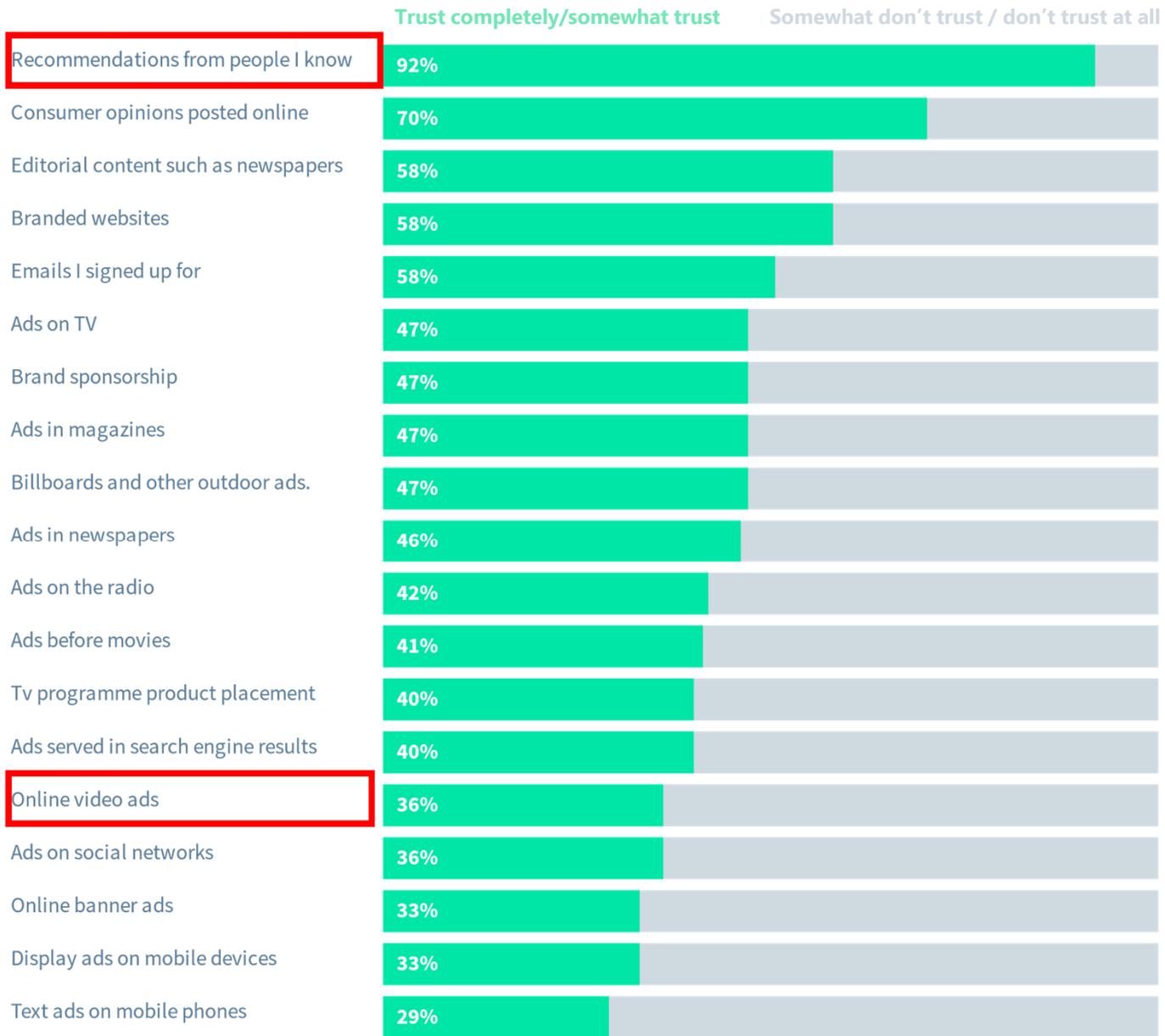
(pure business content also, but far less)

A close-up photograph of an open, dark brown wooden box. The box is filled with numerous old, black and white photographs and documents. Some photos are clearly visible, showing portraits of men in suits. The box is placed on a wooden surface, and the background is slightly blurred, showing more of the same box and its contents. A blue text box is overlaid on the left side of the image.

**92% of people trust suggestions from family and friends.**

Source: HubSpot

# The power of Word of Mouth



Source: Nielsen

# The 1 % rule....



# **Employee Engagement is not the same as Employee Advocacy**



**The ambassador side  
of the story.**



# What is an ambassador?

An ambassador is someone who truly believes in your organization.

Whether they are your *employees, loyal customers, or your brand's*

*true fans*, ambassadors are your most powerful spokespeople on

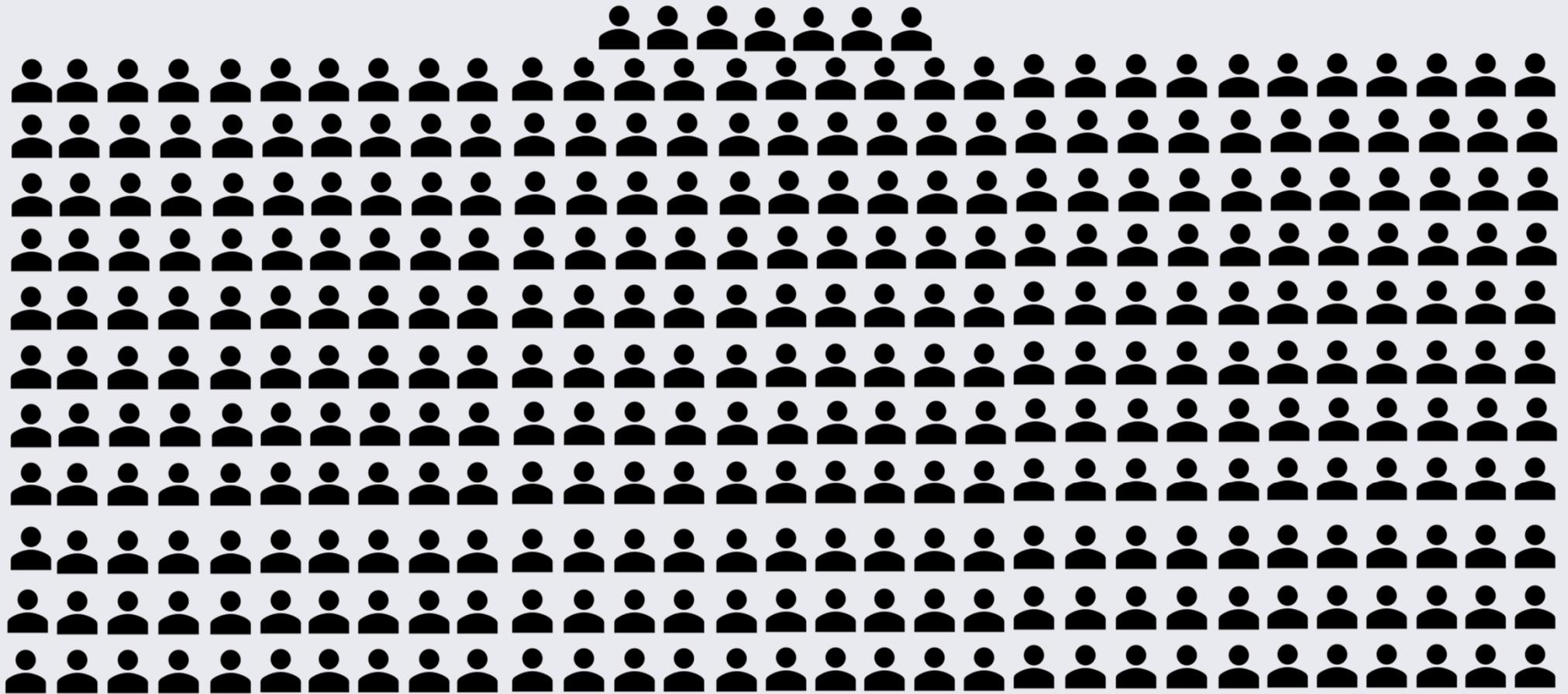
social media and the main drivers of your company's conversation

online.

**They do so on a voluntary basis.**



1 AMBASSADOR HAS AN AVG ORGANIC REACH OF  
317 PEOPLE (400 during Covid 19)



WHEN YOUR **ORGANISATION** SHARES CONTENT ON THEIR SOCIAL MEDIA



1,000 Followers  
3% Organic Reach



30 people  
reached

WHEN YOUR **AMBASSADORS** SHARE YOUR CONTENT ON THEIR SOCIAL MEDIA

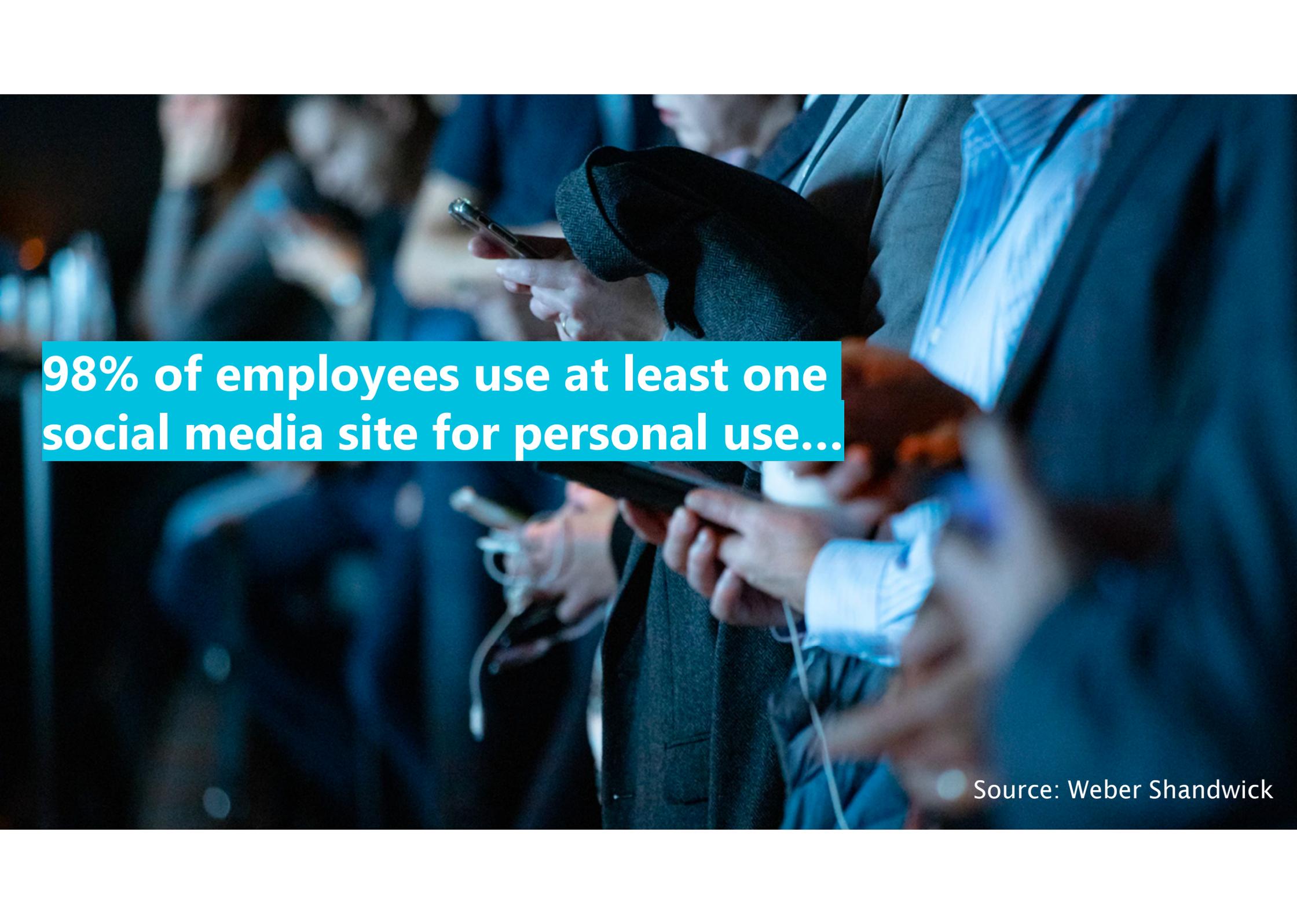


10 Ambassadors  
317/400 organic reach per ambassador



3170/4000  
people  
reached

Covid 19 Effect

A photograph showing a group of people, likely at a social event or conference, looking at their smartphones. The scene is dimly lit with blue and white light sources, creating a bokeh effect in the background. The people are wearing business suits and jackets. The text is overlaid on a semi-transparent blue rectangular background.

**98% of employees use at least one social media site for personal use...**

Source: Weber Shandwick

A woman with dark hair in a braid, wearing a grey sweater, is looking at a computer monitor in an office. She is sitting at a desk with a keyboard and mouse. In the foreground, the back of a man's head and shoulders is visible, wearing a blue patterned sweater. The office has large windows in the background.

**Brand messages are re-shared 24 times more frequently when distributed by employees.**

Source: LinkedIn

A photograph of two women with blonde hair sitting at a wooden table, smiling and looking at their laptops. The woman on the left is wearing a white top, and the woman on the right is wearing a striped shirt. There are two laptops on the table, and a glass of coffee is visible on the right. The background is a white brick wall with a wooden panel.

**Content shared by employees gets more than 8 times more engagement than content shared by brand channels.**

A photograph showing the backs of several people at a social gathering. They are holding wine glasses, suggesting a toast or a party. The background is slightly blurred, showing an indoor setting with warm lighting and structural elements like beams and lights.

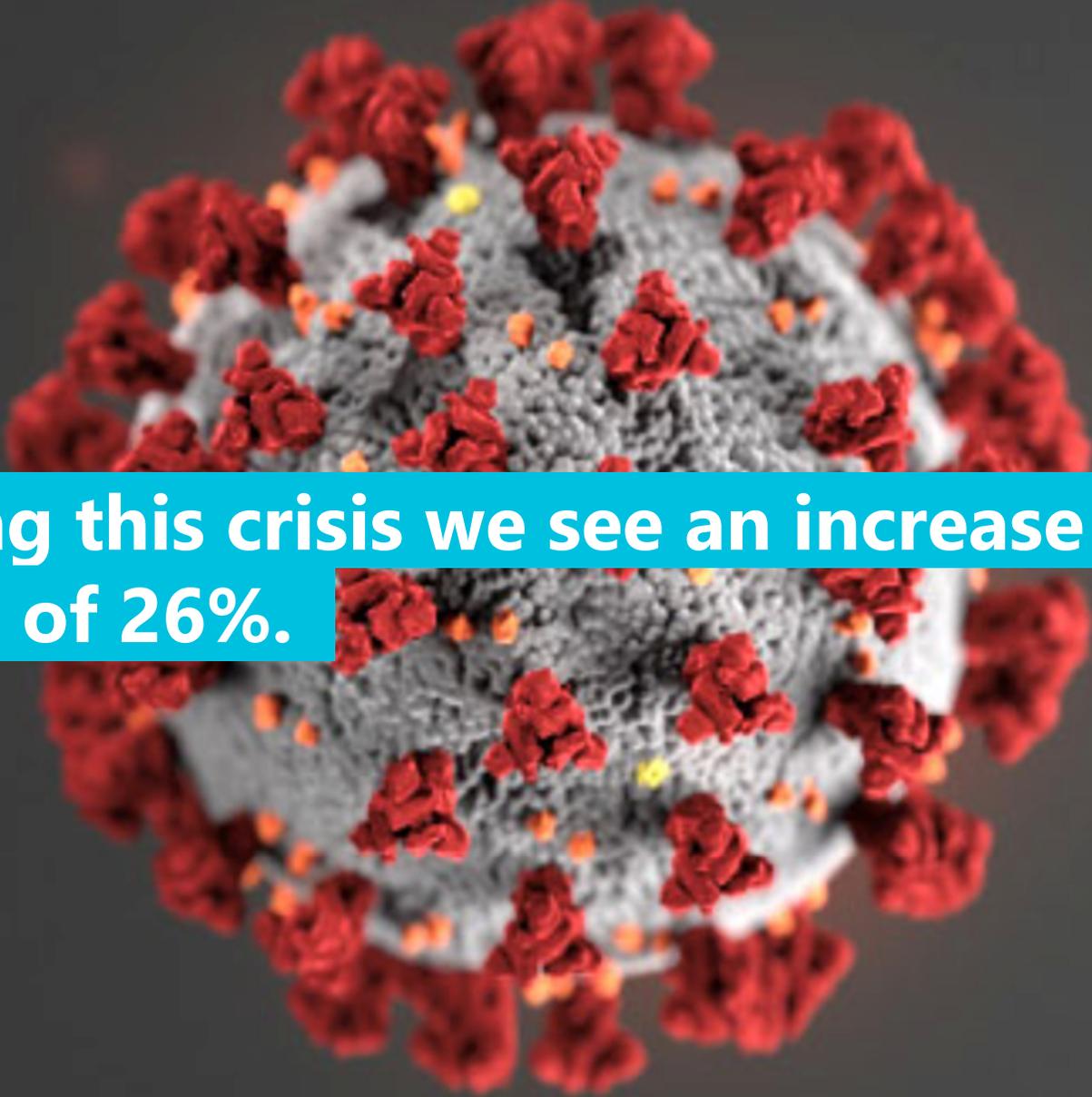
**Leads developed through employee social marketing convert up to 7 times more than other leads.**

Source: IBM

A photograph of a group of people in a social setting, possibly a party or gathering. The lighting is warm and soft, creating a cozy atmosphere. In the foreground, a woman with blonde hair tied back is seen from the side, wearing a dark, textured, chunky knit sweater. She is looking towards the right. In the background, other people are visible, including a woman with dark hair and a man with a beard, all appearing to be engaged in conversation. The overall scene suggests a friendly and social environment.

**Customers referred by advocates have  
a 37% higher retention rate.**

Source: Deloitte



**During this crisis we see an increase in reach of 26%.**

Source : Social Seeder



**...and 10% more ambassador activity**

Source : Social Seeder



Insights based on 150.000 campaigns

With a **GOOD** story :

1 ambassador sharing 1 story creates  
10 visits

With a **NOT SO GOOD** story :

1 ambassador sharing 1 story creates 2  
visits

Source: Social Seeder



Insights based on 150.000 campaigns

With a **GOOD** story :  
1 ambassador sharing 1 year creates  
200 visits to your content

With a **NOT SO GOOD** story :  
1 ambassador sharing 1 year creates  
20 visits to your content

Source: Social Seeder



**But it all starts with you  
(and management 😊 )**



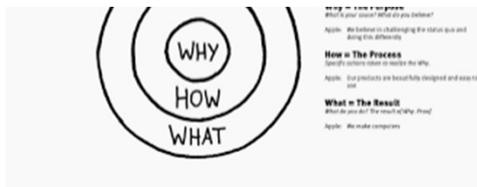
**Look for your power  
ambassadors  
(remember.. The 1%)**



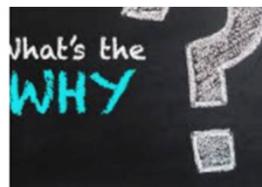
**A salesperson is not  
an accountant**



How Do You Find the Why of Your Busin...  
keyholemarketing.us



Een goede WHY voor je webshop - Yuluma  
yuluma.nl



What's The Why - Simon Sine...  
slidesho.com.au



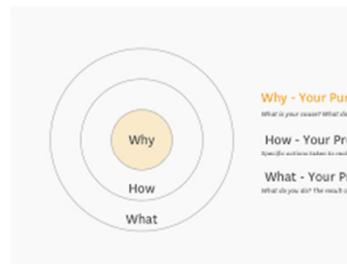
Start with the  
nl.pinterest.com



Why: Inside the issues that matter for Greater Philadelphi...  
rg



THE WHY: Waarom een summit? - K&S Werkplaatsen  
werkplaatsen.kessels-smit.com

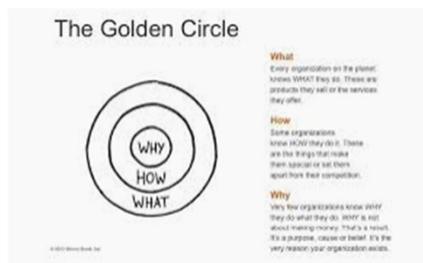


A 12-Minute Summary of "Start With Why"  
freshworks.com

# Explain the "WHY"



Watch films by The Why  
thewhy.dk



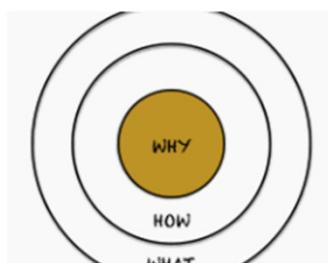
Tool: How to create your organizations WHY - Blo...  
blochoestergaard.com



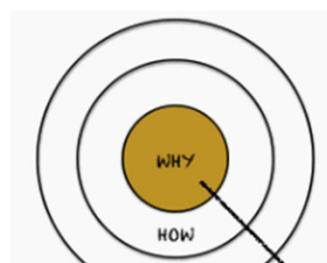
bol.com | The Why Cal  
bol.com · Op voorraad



ira action (golden circle)



The Power of Starting with Why - Las



The Power of Starting with Why - Lead



Answering the "WHY?" Questions

**KEEP**

**CALM**

**'CAUSE TOGETHER**

**WE CAN**

**DO IT**

**Share the results**

## Community



25% → 80%

## Gamification



Back to ...1%



**Make it Simple!**

# SOCIAL SEEDER CANVAS

DESIGNER: [Name]

DATE: [Date]

ADDRESS: [Address]



**GOALS**  
What challenges do you want to overcome?

**HARVEST**  
Define which KPIs you will use to measure the effectiveness of your campaigns?

**RECRUIT**  
Who are your ambassadors?  
How will you recruit them?  
Segmentation?

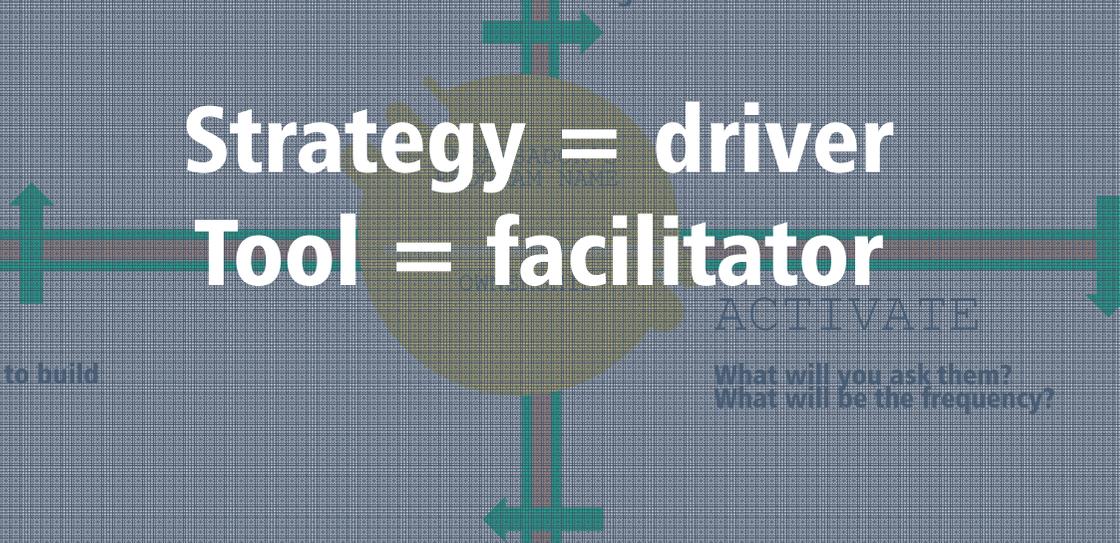
**ENGAGE**  
What kind of relationship do you aim to build with your ambassadors?  
What will you give them and when?

**ACTIVATE**  
What will you ask them?  
What will be the frequency?

**PARTNER/AGENCY**

**CYCLE**  
Poc/Year 1/Year 2/ + Year 2

**Strategy = driver**  
**Tool = facilitator**



# SOCIAL SEEDER CANVAS

DESIGNED BY:

DATE:

ATTENDEES:

Insert logo

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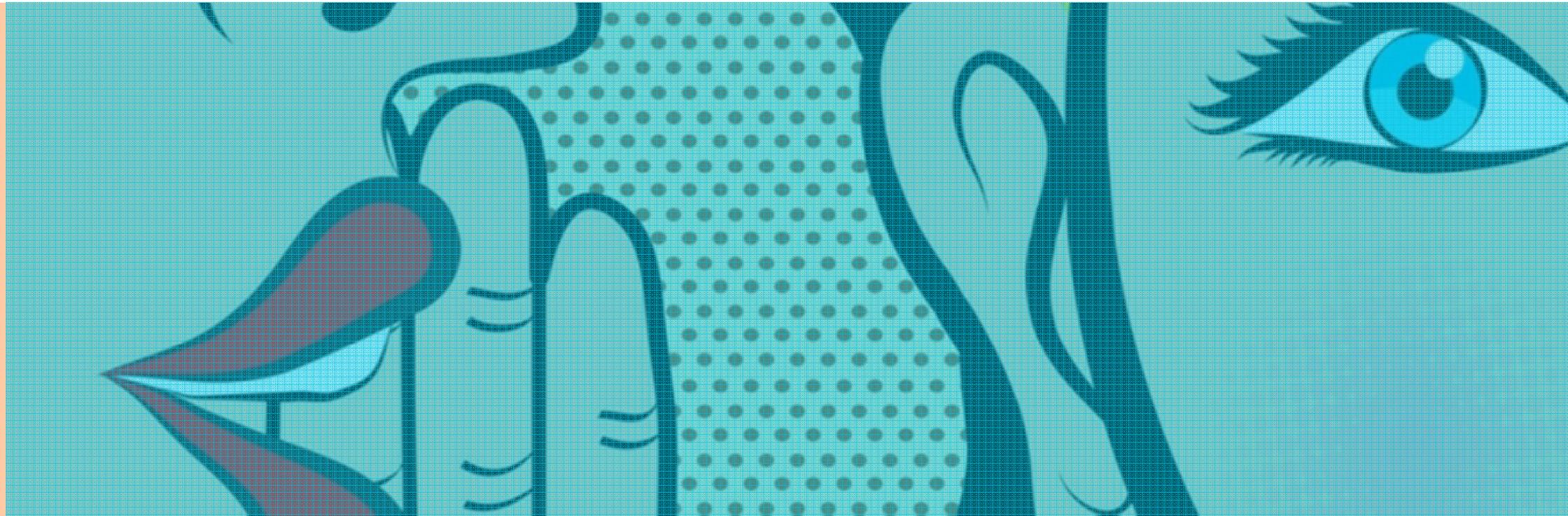
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PARTNER/AGENCY

CYCLE

Poc/Year 1/Year 2/ +Year 2



Questions?



[www.socialseeder.com](http://www.socialseeder.com)

