

Unleash Your Best Brand Advocates

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Steps for a Successful Program



The average employee has 900 followers & connections between Facebook, Twitter & LinkedIn.





Making the Case and Getting Executive Buy-In

- ✓ Identify your supporters
- ✓ Educate your opponents
- ✓ Define their challenges
- ✓ Set the vision



Employee Participation

- ✓ Create guardrails
- ✓ Identify your digital natives
- ✓ Look for rising stars
- ✓ Share the vision



Keeping Employees Engaged

- ✓ Understand their goals
- ✓ Stimulate competition
- ✓ Reward involvement
- ✓ Share leader boards



Incentivize Your Advocates!

Top 10 Leader Board - Lifetime

	Name	Department	Reach	Posts (P)	Clicks (C)	C/P
1	Michael Hunter	Marketing	9,363	551	5904	10.72
2	Gregory Jenkins	Sales and Services	1,339	599	4598	7.68
3	Paul Sokol	Sales and Services	1,526	656	3413	5.20
4	Heather Dopson	Marketing	5,437	429	2663	6.21
5	Ramon Ray	Business Development	15,891	141	2565	18.19
6	Evan Samurin	Social Sales Pilot	5,248	869	1886	2.17
7	Bill Hoffman	Social Sales Pilot	3,064	519	1717	3.31
8	Joseph Manna	Marketing	6,312	233	1571	6.74
9	Tracie Rollins	Marketing	791	589	1350	2.29
10	Derek Solomon	Sales and Services	2,563	494	1255	2.54



Program Benefits for Employees

- ✓ Direct involvement
- ✓ Growth of personal brand
- ✓ Ease & efficiency
- ✓ Expansion of their reach



Program Benefits for Infusionsoft

- ✓ More employees reading and sharing company blog
- ✓ Increase in social activity overall by employees
- ✓ Increased engagement with the brand
- ✓ Increase in traffic to brand websites
- ✓ Direct positive impact on revenue

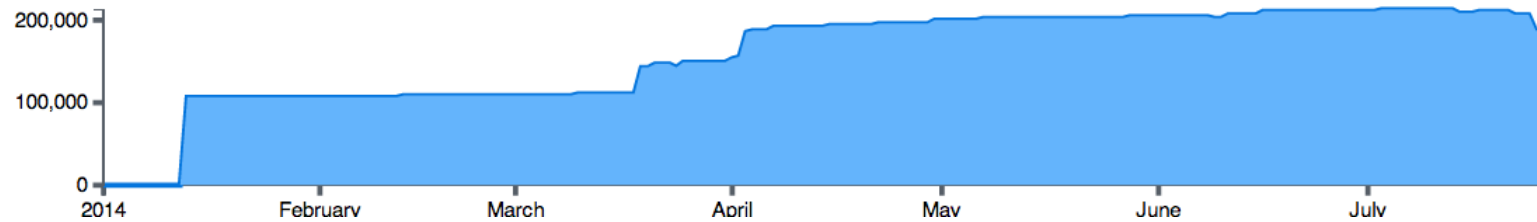


everyoneTM social

Reach

188,968

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- Foundation
- Platform
- Advocates
- Measurement
- Growth
- Innovation





- Create guardrails
- Metrics guide you to the right platform
- Celebrate your advocates
- Identify patterns
- Continually grow
- Share your story

