CONTENTS

About the author xi Foreword by Daniel Newman xiii

Introduction: your people are your brand, by Russ Fradin 1

PART ONE Setting the groundwork 9

01 Employee advocacy: making a believer out of you 11

Rewind: the whole social business thing 11
Digital transformation requires a need for positive business outcomes 16

Present day: modern-day business requirements 17
Calculating the numbers and understanding what ROI means 21
Case study: How Sales for Life used social selling to drive new leads and revenue 23

02 The future of work: the new office, inside and out 26

Empower the whole workforce 26
Really, real employee engagement 28
Innovate at faster speeds 30
Engage in multistakeholder conversations 32
Humanize your brand 34
(Truly) embrace the rise of the individual 36
Insight: Jacob Morgan, CEO of Chess Media Group 38

PART TWO The business case for employee advocacy 39

O3 Contextualizing the marketplace for employee activation 41

Yes, in 2018, social media is still critical 42 Understanding the 1:9:90 model and how it affects the market 44 PESO: no, not the currency 46
Employee-driven content > branded content 50
Case study: how Adobe integrates social media
into its business 53

O4 The psychology of 'what's in it for me?' and how it affects employee advocacy 57

What employees want, really, really want 59 What employees need, really, really need 62 Let us not forget millennials 65 Beyond the psychology fluff 66 Insight: Carlos Gil, Head of Social Media at BMC Software 68

O5 For brands, employee advocacy is a business imperative 70

Employee advocacy multistakeholder value model:
building shared value for all 70
Relevant content: the struggle is real 74
Organic reach: the struggle continues 76
The impact employee advocacy has on website traffic 80
Social selling and employee advocacy = same, or no? 83
Insight: Jim Keenan, CEO of A Sales Guy 84

06 Employee advocacy as a business model 89

Driving brand awareness, internally 90
Shifting brand perception 94
Educating customers the right way 97
Filling the sales pipeline 99
Solving customer support issues 101
Providing insights for innovation 102
Influencing peers to purchase 104
Insight: Lauren Friedman, Head of Social
Business at Adobe 106

PART THREE Blueprint: launching your employee advocacy programme 109

O7 Employee advocacy: a model for disruption 111

Customize the employee experience 112
Establish your measurement framework 117
Storytelling: developing and leveraging content 124
Insight: Koka Sexton, Industry Principal at Hootsuite 129

O8 Building your employee activation plan: who is responsible for what? 131

Define your goals and business purpose 132 Logistically, how do all the pieces work together 136 Insight: Vince Golla, Director of Social Media at Kaiser Permanente 153

09 Identifying, segmenting and training the workforce for brand engagement 156

Connecting your curriculum with employee's learning styles 157
Considerations for executives, subject-matter
experts and ambassadors 163
Creating custom training experiences 168
Insight: Susan Emerick, IBM Marketing 173

10 Bringing employee storytelling to life 176

Audience intelligence must be the foundation

of all storytelling 177
Revisiting PESO: again, not the currency 183
Integrating employee-driven content into brand campaigns 188
Maximize your content, media and digital assets 193
Activating the real-time, newsroom model to employee advocacy 194

Follow these marketing leaders who exemplify employee advocacy 197

Insight: Michael Brenner, CEO at Marketing Insider Group 200

11 Choosing the right employee advocacy technology 203

Why dynamic signal is the leader in enterprise employee advocacy 204

Distinctly dynamic: key features and differentiators 207 Insight: Jay Baer, President at Convince & Convert 221

References 227 Index 235