

# Advocacy Marketing and Gamification to Stimulate Education and Certification

April 17, 2015





# Agenda

- Advocacy marketing concepts
- Live demo
- How it has performed
- Q & A

# Ultimate Goal: Leverage Advocate Marketing Through Each Stage of the Customer Lifecycle



A customer advocate is much more powerful than a customer reference, since potential customers are looking for a solution and reaching out to their network even before the sales cycle starts.

As a result, advocates who are active on social media and can help get your company on the short list, are critical.



# Why Advocacy Marketing?

- Word of mouth is the primary factor behind 20% to 50% of all purchasing decisions. (McKinsey)
- 63% of consumers search for help from other customers online. (Lithium)
- Brand advocates are 70% more likely to be seen as a good source of information by people around them. (BzzAgent)
- Leads generated by B2B advocates are four to 10 times more valuable than regular leads. (Influitive)
- Organizations are changing their focus from ownership to access; from transactions to relationships; and from having anonymous customers to really knowing their top advocates. (Influitive)
- We are in a membership economy
  - Companies like Uber, Pinterest, Facebook, Pandora



# User Generated Content (UGC)

- Popular for the past few years
- The five main benefits of UGC
  1. **Quantity:** An higher amount of content is being produced by consumers than a single marketing team could ever produce itself
  2. **Authenticity:** Only a small percentage of UGC content is of high quality, but that content connects with consumers in a completely different and more authentic way than anything company-produced.
  3. **Diversity:** The variety of UGC formats and styles available will push your brand to new heights.
  4. **Performance:** UGC can far outperform professional content, as measured by engagement and conversion rates
  5. **Versatility:** A great piece of UGC has legs

Source: <http://www.marketingprofs.com/articles/2015/27179/b2b-and-ugc-three-success-stories>



# Live Demo

- Our advocacy hub
- Other examples



# Q & A