

A pixelated city skyline with various buildings of different heights and colors (blue, green, yellow) against a dark blue background.

# LEVEL UP YOUR ADVOCATE MARKETING GAME

10 CUSTOMER ENGAGEMENT TIPS AND TRICKS

PRESS



Imagine a world full of eager, enthusiastic advocates; fun and fascinating asks and amazing, motivating rewards. A world in which advocates show their love for your brand by readily submitting online reviews, referring high-quality leads, and acting as references for those on the verge of purchasing – all in return for just a little love back from you.

With advocate marketing, the power to mobilize and engage has never been greater.

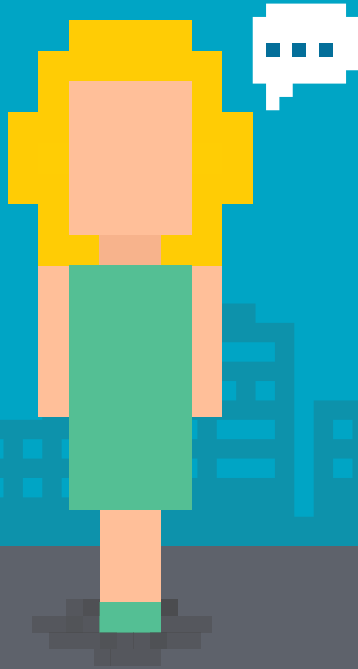
## THE QUESTION IS: ARE YOU UP TO THE CHALLENGE?

Whether you're just starting out and need help finding your way, or you're a seasoned admin ready to take your advocate marketing strategy to the next level, this guide is for you.

With advice on how to think more strategically, the importance of good storytelling and ways to mix up your challenges, this guide can help you get the most out your advocate marketing program – long after your first challenge has faded from memory.



## 1. SURPRISE AND DELIGHT (WITHOUT EXPECTING ANYTHING IN RETURN)



“Never underestimate the value of getting your advocates to your hub. We do birthday perks for advocates, and though at first it felt a little funny giving them to people who weren’t engaged, in some cases that’s all it took to get them engaged! They just needed to be reminded what was in the hub for them.”

**Katie Yeigh**, Customer Programs Senior Specialist at **Data.com**



### THE ADVOCATE MARKETING EXPERTS SAY:

Katie is spot-on in her thinking that, sometimes, you have to give a little before you can expect people to engage in your program. Remember, your advocates have a choice in where to spend their time and energy, so it’s up to you to make it worth their while to put your company at the top of their list. Even simple gestures like a birthday card, handwritten note or a public thank you will help your advocates understand that [there’s a human behind your company](#) who cares as much about them as they do about your brand.



## 2. UNLEASH YOUR CREATIVITY

“Tailor your approach to the audience, but don’t forget that they’re people just like you. Including as much of yourself within the hub as you deem fit via a sense of humor, wit and creativity will make your audience feel less like they’re responding to a machine, and more apt to become involved and provide timely feedback.”

**Ryan Quackenbush**, Corporate Communications Specialist at **Apprenda**



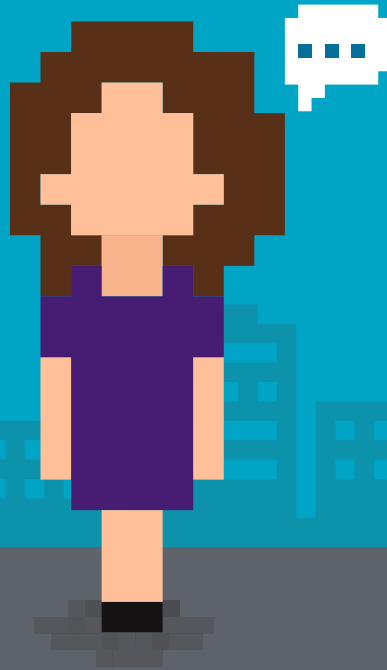
### THE ADVOCATE MARKETING EXPERTS SAY:



We couldn’t agree more. Within our own advocate marketing program, Influitive VIP, we run personal, wacky, fun campaigns to engage our advocates and make them feel like they’re part of our brand. Not sure how to get started? Take some inspiration from this [campaign we recently ran in our AdvocateHub.](#)



### 3. ALIGN ADVOCATE ACTIVITIES WITH YOUR COMPANY'S OBJECTIVES



“My biggest tip is to align your hub challenges with your company’s strategic initiatives. Whenever a press release goes out, we put it in Mitel Champions right away for employees and partners to share in their social channels. If there’s an event or important HR initiative coming up, we have challenges around those events. Employees and partners know that Mitel Champions is the place to go to stay connected with what’s happening at Mitel!”

Liz Pedro, Director Customer Content and Advocacy at Mitel



#### THE ADVOCATE MARKETING EXPERTS SAY:

We love to involve our advocates in every big announcement that we make. Most recently, we engaged our advocates in our Series B Funding announcement, asking them to submit videos about why they are investing in advocate marketing. The result? [A collection of cool videos](#) that helped make our announcement that much more thrilling!



## 4. MAKE IT PERSONAL AND RELEVANT TO YOUR ADVOCATES

“Strive for the right balance between scalability and personalization for a successful AdvocateHub. A great way to do this is through challenge targeting. If you do three to five challenges per week, why not have some targeted to your general audience, and others tailored to specific verticals, products or people?”

**Michael Beahm**, Customer Advocate Marketing Manager at **Blackbaud**



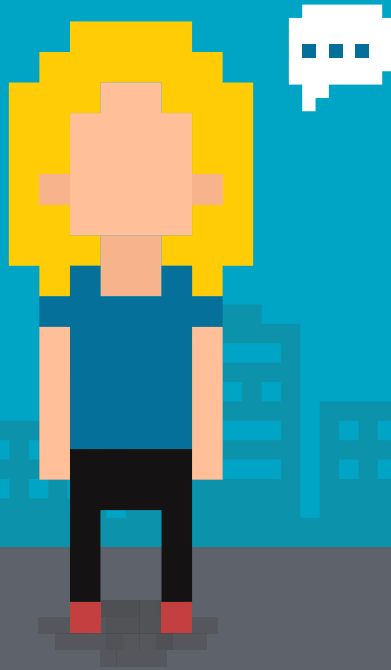
### THE ADVOCATE MARKETING EXPERTS SAY:



Personalization sounds great, but it's not always easy. Check out the [Hierarchy of Advocate Needs](#) to help you better understand what motivates your advocates. Do they want recognition, thought leadership status or a conversation with your executive team? Once you know, you can more easily come up with relevant challenges that appeal to more people, and get higher participation.



## 5. IDENTIFY AND WIN OVER YOUR INTERNAL CHAMPIONS



“Start with an executive advocate who is excited about this initiative and get them to help you sell it upstream. Then meet with the person who has the best personality on each team – marketing, sales, engineering, support – and get them excited by telling them about the initiative and how it will benefit them. Make it as easy as possible for them, and you will get the long-term support you need.”

Jenni Adair, Director of PR, AR and Social Media at **Aerohive Networks**



### THE ADVOCATE MARKETING EXPERTS SAY:

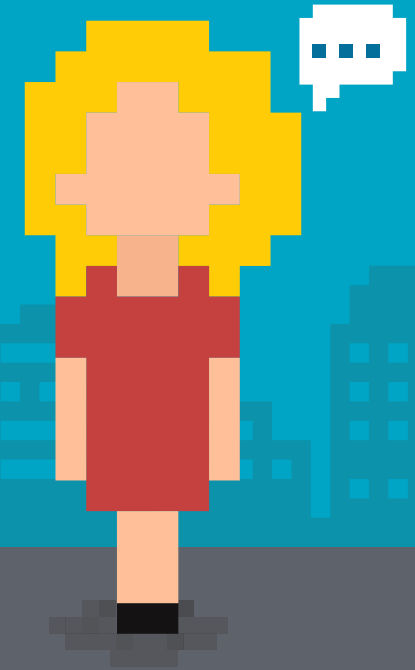
Getting internal buy-in is key to building a sustainable advocate marketing program. However, you need to go about it in a way that guarantees support from executives and peers across the organization. By clearly spelling out what's in it for them and backing this up with data, you can more easily gather this support and begin seeing results more quickly.



## 6. TALK LESS, LISTEN MORE

“Always put yourself in your advocates’ shoes and ask for and implement their feedback. This enables you to develop personal relationships with your customers and better understand what they want to get out of the program. Listening to your advocates keeps them engaged so they come back every day to advocate on behalf of your organization. It’s a win-win for everyone!”

**Heather Pepe**, Sales Enablement Manager at **PGi**



### THE ADVOCATE MARKETING EXPERTS SAY:

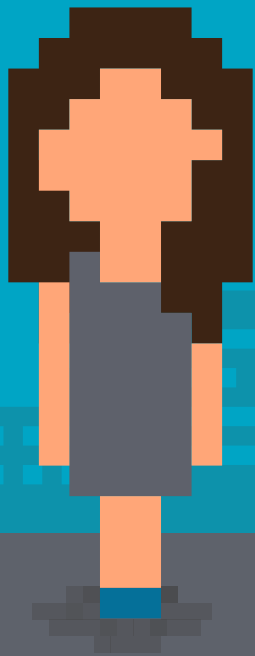


Your experienced advocates and employees are great resources to call on when you need some help listening to your customers. In Influitive VIP, we use our community to facilitate these conversations. Each department at Influitive jumps in to answer questions or provide insight. One of our customers, Brightpearl, also showcases this perfectly by listening attentively to their advocates. [Find out how they do it.](#)





## 7. MIX IT UP AND KEEP THEM GUESSING



“Be sure to ask questions, diversify challenge types and asks and offer a wide variety of rewards. From there, take a look at the results and identify what’s worked, what hasn’t, who your audience is and what motivates them. Compare these results to your program goals and continually adjust.”

**Sarah Rolfing**, Demand Marketing Specialist at **Five9**



### THE ADVOCATE MARKETING EXPERTS SAY:

Here at Inluitive, we agree that variety in your program keeps things interesting. When it comes to creating challenges, remember [The Rule of Thirds](#) and mix it up to include ask challenges, education challenges and fun challenges.



## 8. TELL A GOOD STORY

“The biggest tip I could give is to create really good headlines and use storytelling when describing your challenges. I’ve found a lift in the amount of people that take on a challenge when you engage them through interesting content.”

**Kevin Lau**, Senior Customer Retention Marketing Manager at **Netbase**



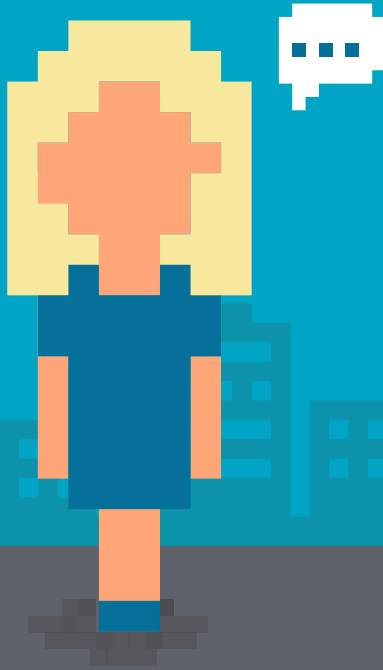
### THE ADVOCATE MARKETING EXPERTS SAY:



The message here is pretty clear: Don’t bore your advocates. With so many other interesting sites to visit, why would they spend their time on anything that is less than exciting? In one of Kevin’s former roles, he asked a simple question – [Star Trek or Star Wars?](#) – and the results were out of this world. After turning the focus on his customers, he saw higher engagement, more customer reviews and more references.



## 9. ACTIVATE YOUR EMPLOYEES



“Have different members of your company respond to advocates in your hub. If it’s a product question or feature request, ask a member of your development team to respond. If it’s a tech complaint, bring in a member of your support team. By bringing the right people to the table, customers will feel valued, and that their voices have been heard by the people who have the power to make things happen. Getting your team members on board from day one and allowing them to see how these customer insights can benefit their own team is key!”

**Taylor Moore**, Marketing Communications Specialist at **TouchBistro**



### THE ADVOCATE MARKETING EXPERTS SAY:

When your whole team is onboard, your community will thrive. Why? Because if your employees are happy and engaged, they’ll make your customers happy. Try it, and you’ll see that over time, your community will grow organically thanks to enthusiasts who are highly active in your community.

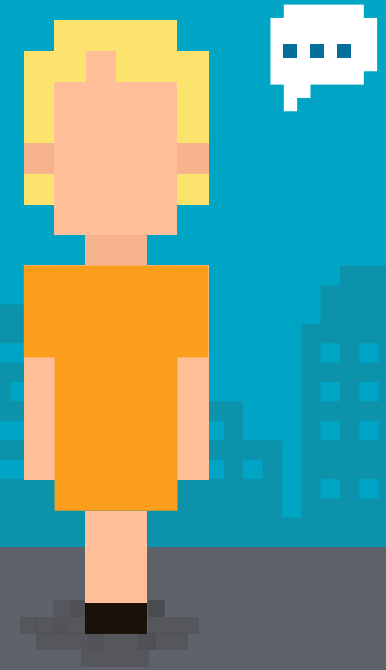
[Take a look at how Hootsuite has achieved this](#) with their Ambassador program!



## 10. TAP INTO YOUR SATISFIED CUSTOMERS

“Talk to your support team about getting copied in on ‘satisfied customer’ surveys that come in after a support interaction. It’s a great way to find new advocates!”

**Angela Higgins**, Manager, Customer Engagement at **Code42**



### THE ADVOCATE MARKETING EXPERTS SAY:



Digging into numbers like customer satisfaction (CSAT), [customer effort score \(CES\)](#) or [Net Promoter Score \(NPS\)](#) can provide you with a nice list of possible customers willing to advocate for your brand. Start slowly by inviting them into your program and giving them ways to help build their personal brands. Rewards like higher customer satisfaction, loyalty and increased value over the lifetime of those customers will soon follow.

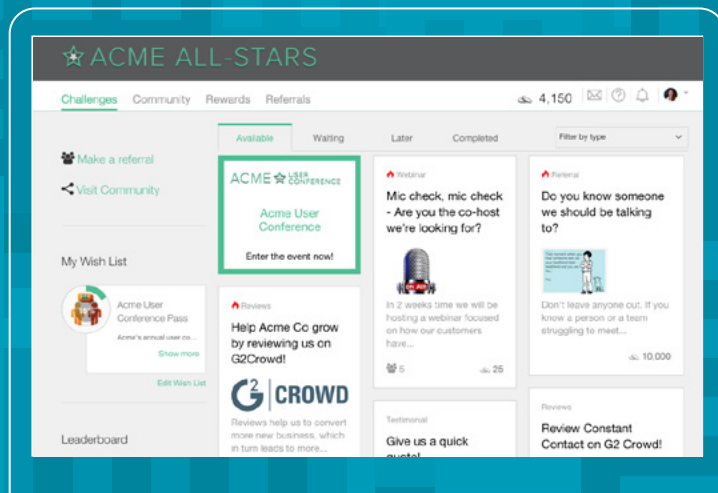


## WHAT ARE YOU WAITING FOR?

Building a successful advocate marketing program takes a lot of work, so the sooner you get started, the better. Try out just one of these tips every couple of weeks, and you'll begin to see a significant difference in your advocates' engagement levels.

If you're looking additional help and inspiration to level up your advocate marketing game, you can find even more tips, tricks and strategies in Influitive's VIP Community. Learn from other marketers who are just like you and have loads of fun in the process.

# TRANSFORM CUSTOMER LOVE INTO BRAND AWARENESS, ASSOCIATION AND ADVOCACY



Influitive's AdvocateHub software is a complete advocate marketing management platform that helps B2B marketers capture customer enthusiasm, and use it to turbocharge marketing and sales efforts. With AdvocateHub, B2B marketers build advocate communities where customers, fans and evangelists can complete high-impact activities, such as referrals, product reviews, social sharing and more.

Visit [influitive.com](https://influitive.com) to learn more.