EMPLOYEE **ADVOCATE MARKETING**

HIGHLIGHTS

- 344% ROI cost per click

- $300,000 annually saved in traditional advertising costs

CLIENT

A multinational, publicly-held corporation headquartered in New York City, ranked one of the largest independent software corporations in the world reporting $4.4B in revenue for 2014.

SITUATION

AGS was tasked with branding our client as a top-of-mind employer in the technology industry. We already developed and managed world-class careers and culture-focused social media channels on behalf of the company; now we needed to accelerate the reach and engagement of that content.

CHALLENGE

The client was experiencing slow growth in targeted audiences, despite publishing top quality content —only a tiny fraction of the annual new visitors to our career site were being engaged.

OUTCOME

ROI: When comparing the market value to our program costs, we saw a 344 percent ROI in CPC (cost per click) and a 2329 percent ROI in CPM (cost per mille [per thousand people]).

SAVINGS: We estimate approximately $300,000 annual savings compared to traditional advertising costs.

METRICS: 1000+ percent increase in audience growth, 33 percent increase in total audience reach, and a 70 percent boost in total clicks.

INNOVATION

Implementation of the talent acquisition employee advocacy strategy, along with the accompanying technology solution from QUEsocial, began with a pilot test to assess best practices at a low cost. The test encompasses four steps:

1. EVALUATE THE NEED:

We chose QUEsocial as our solution provider due to their expertise in employer brand marketing and their standard functionality meeting our requirements: We started with 80 seats on the platform, which is a little less than one percent of our global headcount, but allowed a wide range in advocates. Seats were divided amongst a mix of recruiters, HR leaders, executives, marketers and externally influential tech leaders.

2. OPTIMIZE ADOPTION AND ENGAGEMENT:

After the list was finalized and approved by key stakeholders and an email distribution list was set up, a "coming soon" announcement, crafted with a compelling impact message, was sent to all identified participants. Securing executive advocacy of the program between the first announcements and launch was key to building interest and buy-in among participants as we prepared and executed key implementation processes.

3. CREATE OPERATIONAL STANDARDS AND CONTENT STRATEGY:

Our content strategy consisted of posting one piece of content per region, per workday. A section for QUEsocial was added to our content calendar to ensure platform-optimized scheduling and copy. Timing for push notifications was considered to maximize prime time awareness for each region: Americas 12pm EST/9am PT, EMEA 10am GMT/UTC (5am EST), India 10:30am/ Australia 4pm (12am EST). The content mix considered business objectives for the client's employer brand, using a 5"Gives": 1"Ask" ratio. - 40% Interview/Resume/Career tips - 20% Diversity in tech - 25% Tech industry news/ highlights - 15% Job posting or client news.

4. IMPLEMENT AND TRAIN:

With our content loaded and strategy in place, we scheduled and prepared for the program launch, which included three online training sessions (one for each region), which were recorded and loaded into the QUEsocial application for future reference.

5. CONTINUOUS IMPROVEMENT

Throughout the pilot test, we sent periodic emails to the user base, giving them an update on the user scoreboard results and hiring wins and asking them for feedback on the program. Between this feedback and a post-pilot survey, we were able to identify some opportunities to improve and implemented solutions quickly. The most impactful of these improvements was the effort to diversify content source by region, rather than using the same global content for each region. Overall, users loved the advocacy program and gave high ratings of satisfaction for all categories.

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