Advocacy Marketing

Developing your brand story through the power of advocacy

Summary:
• What is Advocacy marketing?
• The Advocacy marketing model
• Creating an ecosystem
• Leading with your P’s: People and Purpose
• Case studies
• Creating the tools for Advocacy
• The value of Advocacy marketing
• How can you help drive advocacy?
Out With the Old...

The Advocacy Model

1:1

Personal Influence

Ripple Influence

Waste

Target

“Reach Many to convert a small Percentage”

#FOLLOWME ME ME ME!

MY EXPENSIVE BILLBOARD

MY EXPENSIVE TVC

“Reach Few to convert Exponentially”
Creating an Ecosystem

Leading With Your P’s

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**Why do we exist?**

**Who do we do it for?**

**Why/Who**

**Motivation**

The Thing Under the Thing

**What’s your mission? What makes you different from competitors? Why would people choose you?**

**What void do your consumers have that needs to be filled?**
Why Trust Matters

<table>
<thead>
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<th>68%</th>
<th>88%</th>
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<tr>
<td>of people <strong>buy products and services from companies they trust</strong></td>
<td>of customers will be <strong>more loyal</strong> to a company that aligns with what they care about.</td>
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59% of consumers would **recommend a company they trust to a friend**. So businesses should be paying attention to the fact that **high-trust companies are 2.5x more likely to be high performing revenue organizations.**

Source: Edelman Trust Barometer 2016

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**People Still Don’t Like Their Cable Companies, CR’s Latest Telecom Survey Finds**

Larger cable providers once again take a beating for perceived value—even when it comes to bundled plans

By Laura S. Reck</br>Aug. 23, 2016

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Case Study

Hey Riley,

I appreciate your concern and how spent the last 2 days thinking about what we can do to help. Unfortunately, we are limited with what kind of help we can offer.

I want to make sure you can have some money to get whatever you need. So I am going to send you a $20 at Cray St and you'll get one of the first kids to get the Cray St. Surely, we have 4000 kids on the list! This is how it works... If you write to me, we can have a Cray St. Don't forget to give the money to get the Cray St. Surely, we have some time to get there. If you write to me, we can have a Cray St. Don't forget to give the money to get the Cray St. Surely, we have some time to get there. If you write to me, we can have a Cray St.

Thank you for helping us get better. We will get you!

Miles ToCure

12/22/2019, 8:13 PM
Advocacy Comes to Life

We reach out to thank Amy for including us in her Instagram story.

Amy has 23K followers, all of whom may see her post.

Amy Posts on Instagram to thank us for our surprise!

Her friends talk about us & she directs them to buy our products.

Case Study: Patagonia

DON'T BUY THIS JACKET

30% Increase in Sales
Case Study: So Delicious

The result was a 52% reduction in negative Share of Voice

The Tools for Advocacy
Influencer Advocacy

- 8k followers → 30k+
- Featured us in 46 Instagram stories and 51 photos
- Total impressions: 1,552,000
- Total cost: 2 bread boxes and lots of love ❤️💕💓💖

The Value of Advocacy

Social media presence smashes the competition continuously and built real advocates for the brand

Began Building Holistic Advocacy Marketing Strategy across the organization

Driven by velocities

<table>
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<tr>
<th>Facebook Weighted Engagement Rate</th>
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<tbody>
<tr>
<td>Brand “X”</td>
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<tr>
<td>0.3</td>
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<table>
<thead>
<tr>
<th>Brand “X” Sales</th>
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<tr>
<td>2008</td>
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<td>1</td>
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Brand “X” smashed the competition and built advocates for the brand.
What Can You Do?

• Every decision matters
• Follow your brand!
• Create your culture
• YOU be the advocate

“Awareness is fine, but **ADVOCACY** will take your business to the next level.”

Joe Tripodi, CMO, The Coca-Cola Company