



Social Media Advocacy Programs

- Social media enables consumers (advocates) to be a part of an online forum
- In the past word of mouth was the only tool supporters had to influence potential buyers
- In the digital era it is easy to utilize social media as a way to voice support

Why should companies encourage social advocacy?

- Consumers are 70% more likely to trust an advocate's opinion about a brand
- 50% more likely to have an influence over potential customers than other current customers

Source: Social Media Examiner





- - Encouraging posting about products
- Microsoft's LinkedIn discussion threads
- O Qdoba's Facebook Contest





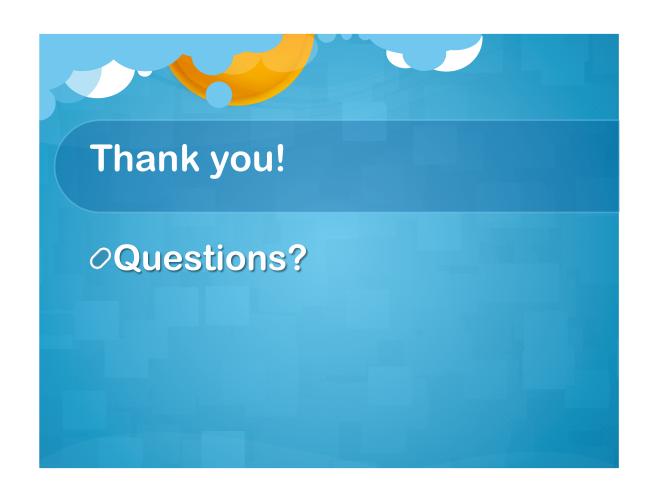
Disadvantages

- Companies must maintain relationships with their advocates to keep them happy
- Companies have to invest time and effort
- Not everyone is reachable through social media channels

Recommendations

- Must have a strategy
 - O Locate your biggest supporters
 - O Have clear communication
 - ⊘ Reward your advocates to keep them engaged
- Monitor social media comments and be quick to react





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