

Power of Brand Advocates

WHO ARE ADVOCATES?



Of your customer base who are most **passionate about your brand**, products, services and solutions

They fill many roles by:



Creating valuable **user-generated content (UGC)**



Amplifying content along the decision journey



Driving traffic and community membership



Serving as the **customer's voice** across the cloud



Performing **peer-to-peer** customer support function



Testing community experience and providing feedback about engagement, UI and preferences



Collaborating with peers, partners, influencers and brand experts on real-world solutions



Driving product and service innovation

FOUR ADVOCATE PERSONAS



- Review products
- Provide input on product quality, customer experience, marketing approaches, etc.



- Create and share brand stories
- Serve as voice of customer throughout the cloud



- Share content
- Drive word-of-mouth



- Aggregate and curate content
- Organize groups and supporters

ADVOCATES BRING SIGNIFICANT BUSINESS VALUE



60% + **cost reduction** of overall product support

70% more likely to be seen as a reliable source of information

83% more likely to **share information**

50% more likely to create content that **influences a purchase**

166% **conversions increased** through content amplification and referrals

ADVOCATES INFLUENCE THEIR NETWORK

Peer recommendations impact purchase behavior:

74% more **favorable perception** of a product

70% more likely to **choose a product**

77% women **more likely to look for a product** in a store

Up to 50% purchases **involve a peer recommendation**

ADVOCATES IMPACT ENGAGEMENT

40% to 60%

of all visits to a campaign page are **directly influenced** by influencers—those who share campaigns with a social graph

87%

consumers **trust a friend's recommendation** versus a critic's

60%

U.S. social network users **likely to take action** based upon a friend's post

