



Powell Software

WHY YOU NEED AN EMPLOYEE ADVOCACY PROGRAM

STATS SUPPORTING ADVOCACY PROGRAMS

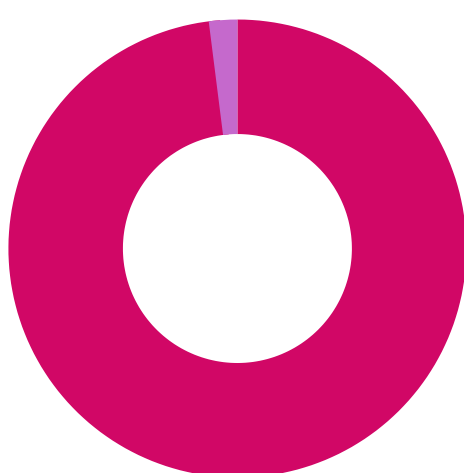


84%

OF PEOPLE TRUST RECOMMENDATIONS FROM PEOPLE THEY KNOW MORE THAN ADS

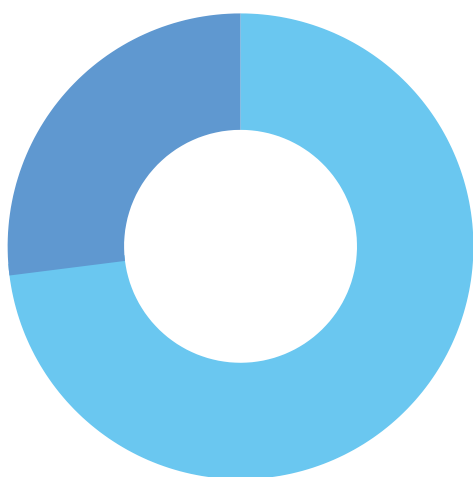
SOURCE: NIELSEN

98%



OF EMPLOYEES USE AT LEAST 1 SOCIAL MEDIA PLATFORM.

SOURCE: WEBER SHANDWICK

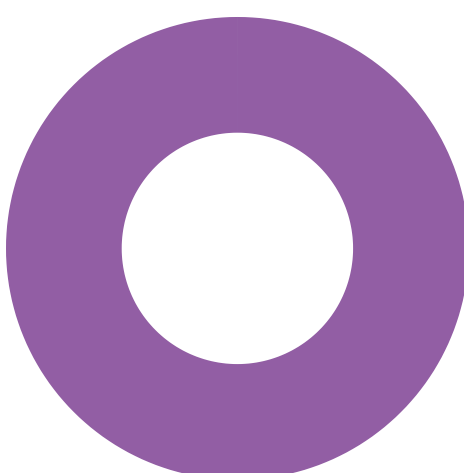


73%

OF SALESPEOPLE THAT USE SOCIAL SELLING OUTPERFORM PEERS & EXCEED QUOTAS

SOURCE: ABERDEEN GROUP

7x



LEADS FROM EMPLOYEE SOCIAL MARKETING CONVERT 7X MORE OFTEN THAN OTHER LEADS

SOURCE: MARKETING ADVISORY NETWORK

POWELL SOFTWARE EMPLOYEE ADVOCACY TEMPLATE

For the digital workplace

Employees want to

Our template provides

Feel engaged & recognized

Challenges, reward & recognition

Limit search & selection

Curated content

Avoid wasting time

Ready to share content & best practices

Have fun & feel enthusiastic

Gamification & playful approach

Suggest their own content

Space for suggestions & approvals