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[Infographic] Say No to Silos: Why Advocacy Marketing Demands Integrated Teams

This infographic is focused on why employee and customer advocacy rely on the integration of departments to be successful. While the marketing department is the catalyst of any advocacy program, it's the CMO's job to enlist help from the head of sales and human resources to drive the best return on investment.

[Learn how to successfully integrate your advocacy efforts here.](#)



Why Advocacy Marketing Must Include Employees

Michael Brenner, CEO of Marketing Insider Group, defines advocacy marketing and explains the role of employees in a brand's advocacy program.

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The Power of Voice: The Art and Science of Influencer Marketing

As a reminder of why building advocates is critical, this eBook explains how to find influencers who share the same values, visions and interests as your brand.

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How to Prove the ROI of Your Voice of the Customer (VoC) Program

Learn how to leverage a Voice of the Customer (VoC) program to increase retention rates, drive business value and better understand the needs of your customers.

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[Infographic] 10 Steps on the Employee Influencer Journey

Not every employee is at the same stage of advocacy. This infographic visualizes the various steps that an employee takes on the journey to becoming a brand influencer.

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Prioritize the Focus on Your Human Marketing Stack

Technology has disrupted marketing as we know it. This article warns CMOs not to forget the four groups of people worth investing in: employees, influencers, customers and agencies.

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