



ADVOCACY FOR THE EXPERIENCE ECONOMY



LEARN MORE ABOUT THE BENEFITS OF BRAND ADVOCACY

[eBook] Advocacy for the Experience Economy

This eBook serves as a guide for today's CMO on how to carry advocacy strategy across a brand's customers, employees, influencers and analysts. Learn how to leverage your advocacy efforts to better align departments and deliver true business impact.

[Learn about the elements of a successful advocacy marketing strategy here.](#)



The Role of Data, Measurement & Research in Customer Advocacy

Michael Brenner, CEO of Marketing Insider Group, discusses why incorporating data and analytics into your advocacy strategy is a recipe for success.

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Say No to Silos: Why Advocacy Marketing Demands Integrated Departments

Calling all CMOs: Discover how to leverage advocacy marketing across channels to build trust, support sales and impact recruitment.

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How Brands Can Build Authenticity and Trust with Employee Advocacy

Too many brands forget about an important group of influencers who walk through their doors every morning: employees. Learn how employee advocacy can build trust and drive success within your organization.

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How to Earn Executive Support for Your Voice of the Customer Program

A strong VoC program requires a senior leadership team that supports it. Read this article to better understand how you can showcase the impact of your program and gain approval from the people who matter most.

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2019 Survey: The Current State of Employee Advocacy

Talent pools are running thin and brands are leaning on employee advocacy for retention and recruitment. This *Social Media Today* survey evaluates the trends impacting the employee advocacy landscape.

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