

Referral & Advocacy Strategies for Revenue Growth

Get expert insights on referral marketing, customer advocacy, ambassador programs, incentives, and rewards that drive qualified leads, increase conversions, and fuel predictable growth.



How Employee Advocacy is Imperative for your Content Marketing Strategy?



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Content marketing is a new cost-effective way of marketing your brand. It is all about creating content that promotes your brand well and prompts people to do more business with you. Theoretically, this is the best marketing strategy in the [world of social media](#).

But practically, content marketing is a tough job to do. While polished content can improve the credibility of the firm, how do you ensure it reaches the intended audience, is the question?

Making the most of your content is quite challenging

It isn't just one single factor that works towards making your brand's content visible online. It can be challenging to spread the content, although it can be easily through if you fully utilize the SEO function available.

- Maximize the use of keywords
- Make an eye-catching heading
- Fill it with necessary information
- Optimize the media of your choice with appropriate titles, alt tags, and keywords.

The restrictions imposed on **online marketing** are a more significant challenge to your content marketing plans. Even if you plan to spread your word using **email marketing**, wherein you send out emails to the mail addresses available to you, the spam option and Google's restrictions about spamming can harm your strategy.

There are laws and build lines restricting the number of emails you can thus send. Thus, it will be the end of the plan if your sole source of marketing is email.

PPC ads and content syndication are some other ways to ensure that your content reaches a broader audience.

It can help boost your brand to great audience platforms, but the costs of maintaining such platform visibilities can be a problem to firms that lack the kind of funding.

Thus, most firms turn to **content marketing** since it is considered the most **cost-effective way** to advertise the firm. It doesn't make sense to invest in content marketing, especially since you can put the money into more [effective marketing strategies such as LinkedIn](#).

An **employee advocacy program**, where the employees use their **social media connections** and accessibilities to promote the firm's content, can be the easiest way for you to push the audience's limits.

How [NextBee's Employee Advocacy Program](#) is beneficial?

Plan the **employee advocacy program** from the first step to make it more effective. When your friend recommends or refers to an excellent brand to you, you easily rely upon and trust his suggestion. The same happens when your employees recommend your business and thus [promotes it by word-of-mouth](#).

Better Performance: This active participation can improve employee's morale since now they will feel involved and appreciated. It will benefit the growth rates of your firm since the employees will perform better. The program is also as cost-friendly as it can get.

Program Dashboard and Analytics: The program dashboard offers a 360-degree view of all the important activities happening within the advocacy program. The solution projects smart data analysis that is tailor-made to each segment of users. The reporting and analytics capabilities to monitor and optimize the program always give an edge over other available solutions in the market.

How to Start a Successful [Employee Advocacy Program](#)

- A solid plan is what will make an **employee advocacy program** successful
- You need the whole workforce, right from the top levels, to understand the plans well
- Thoroughly train the employees on how and when to share the content to promote your company
- Give them all a common platform to work with and coordinate on
- You must analyze the steps taken regularly and improvise where it seems necessary.
- Also, keep in mind to offer some extra benefits, such as best employee awards or those who perform well. It will keep them motivated to do better. Gift cards, lunch coupons to restaurants, etc., will be the best way to keep them happy.

The program is the easiest way for any business to reach more people without spending a lot on it. So, implementing it will significantly do wonders for your business.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

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Learn More About Our Proven Approach

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