

HARNESSING THE POWER OF YOUR TOP ADVOCATES

Whether it's a small targeted group, or a broader base of brand loyalists, your top brand advocates matter. Let's take a look at what impact even a small group of 50 influential advocates can have, the actions your brand should take to engage them, and the positive effects their word-of-mouth has on successful marketing strategies.

SOME PERSPECTIVE



80%

The percentage of impressions on the Internet driven by just 6% of the online population.



74%

The percentage of consumers who identify word-of-mouth as a key influencer in their purchasing decision.



66%

The percentage of times Americans speak positively about a brand during word-of-mouth interactions.



54%

The increase organizations can expect to see in marketing effectiveness as a result of positive word-of-mouth.

Based on those stats alone, cultivating genuine word-of-mouth and advocacy for your brand is a no-brainer—but it isn't always easy. You need to view advocates as people, not individual comments, likes, or shares. At Crowdly, we find the best first step is to break people down into levels based on the influence they generate through their full, lifetime history of interactions and engagements specifically around a brand. The Crowdly platform ranks people automatically, but here's an inside look at our best-practice level breakdowns.

LEVEL 1

Those that have had little digital engagement with the brand. Can range from a single like on a brand post, to sporadic comments and shares.

LEVEL 2-5

There's a high bar to entry, and only one in a thousand fans (.09%) cross this threshold. These are the people who are starting to generate reaction and influence when they talk specifically about your brand.

LEVEL 6-10

A small group of constantly engaged loyalists and brand influencers, worth watching closely. They're more likely to engage a couple of times a week, vs. the level 2-5 advocate who might engage a couple of times a month.

WHAT CAN 50 ADVOCATES DO FOR YOUR BRAND?

50 advocates may seem like a small number at first glance, but the influence they can have over your brand network and their own networks has unparalleled impact. Your top 50 advocates are reaching people who see them as verified, highly credible peers who authentically love your brand, and are articulating and representing your core brand values. An individual advocate can have a fair amount of influence, but your top 50 has an exponential reach and can influence over 360K people who genuinely listen to what your advocates say.

YOUR TOP 50



POTENTIAL INFLUENCE



SMART MEASUREMENTS FOR SUCCESS

ENGAGEMENTS, GENERATED REACTIONS, AND REACH

Quantify the actions, reactions, and chain of influence generated by your selected advocates. Use this to attribute their direct earned reach.

LEVEL TRACKING

Closely monitor how often your level groupings change. Ensure that as you build your relationship with your advocates, you see that group of individuals in Levels 6-10 increase over time.

INSIGHT VALUE OF BRAND ADVOCATES

Brand value derived from advocates as a resource for internal insights. Get visibility and analysis of the actions they take, and collect, survey, preview, and solicit information from this base directly.

SUPPORT VALUE OF BRAND ADVOCATES

Brand value derived from ambassadors as an externally-facing resource to seed and amplify brand initiatives. Closely track the engagement generated specifically by these individuals.

SEGMENT TRACKING

Identify advocates in the segments that matter to your brand. Build on broad segments like positives vs. negative, but also focus on growth in smaller, more targeted segments, and track that growth.