

Turn your employees into brand ambassadors

Platform and
activation program



Supercharge your company's growth with employee-driven content creation and social media posting.

- ✓ **Activate your colleagues to brand ambassadors on social media**
- ✓ **Grow your organic reach up to 561%**
- ✓ **Increase engagement and improve your image**
- ✓ **Achieve marketing, sales, HR & recruitment goals**
- ✓ **Leads through brand ambassadors, convert up to 7x faster.**

The **online reach** is low
because of algorithms

Problem
#1

**Ads are getting more and
more expensive.**

**Problem
#2**

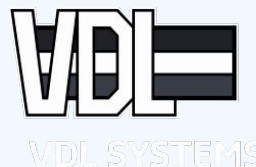
Engagement on posts on
company pages is **low**

**Problem
#3**

There is a need for **real stories from **real people** due to the rise of AI and fake news.**

Problem

#4



Discover Social Reach Optimization (SRO)

A phased plan

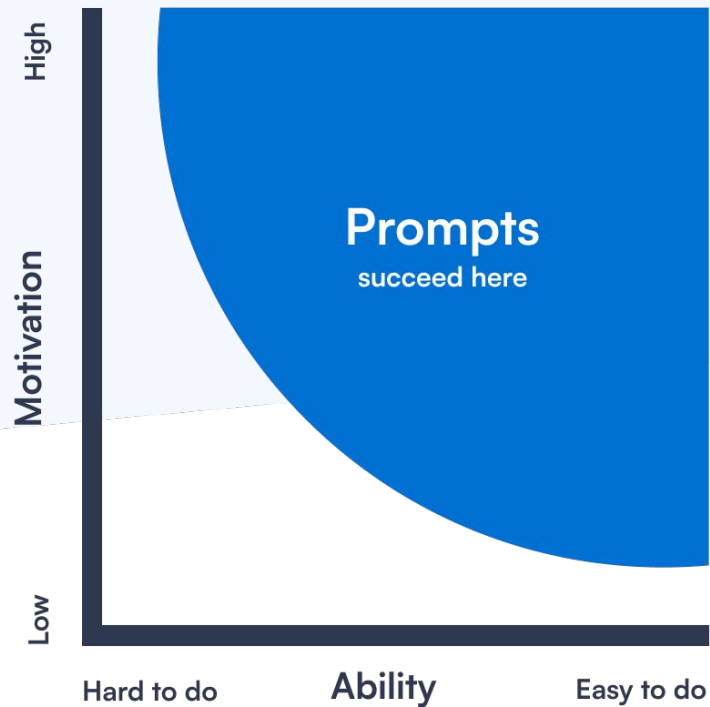
Alongside SEO, SEA, and social advertising, SRO aimed at **increasing your organic reach** by activating **brand ambassadors** on social media.

employee advocacy program

With SRO, marketers turn employees into brand ambassador on social media to **achieve business goals** in marketing, sales, HR & recruitment.

[Read more about Apostle](#)

Activate employees to become brand ambassadors



Three scientific factors:

1. **Motivation (information)**
2. **Ability (tools)**
3. **Prompts (notifications)**

resource: BJ Fogg Behavior Model

What are the *benefits* of a
employee advocacy
program and what is *return*
on investment?

For marketing & sales

Reposting company page posts results in **10-15%** fewer views

Organizations engaged in social selling are up to **51%** more likely to achieve their sales goals.

92% of people trust posts from their personal network more than company page posts.

Spread social media content through your colleagues' profiles up to **71% faster**
With efficient employee advocacy software

A post on personal profiles, engagement is higher, and your reach can grow up to **561%**.

Leads coming via your brand ambassadors convert up to **7x** faster.

Company page posts have lower online reach and engagement (**2-7%**) compared to personal posts (**25-30%**).

Digital advertisement prices are rising by **45%**.

[Resources](#)

For recruitment & HR

76% of job seekers find employment through their personal network.

84% of job seekers consider switching jobs if another company has a better employer brand.

A strong employer brand increases your chances of receiving **50%** more applications.

You receive **10x** more applications for vacancies compared to traditional channels via your employees' social media channels.

With brand ambassadors regularly posting work-related content about the company, you can receive applications for vacancies up to **69%** faster.

[Resources](#)

Why should you **care**?

Build ***strong connections*** by sharing strategic social media content through the ***personal profiles*** of your engaged employees

In sharp contrast expensive advertisements, they establish a more profound sense of ***trust and credibility***

Solution

Becoming **the best practitioner** of Social Reach Optimization with associated employee advocacy software, an activation program & training

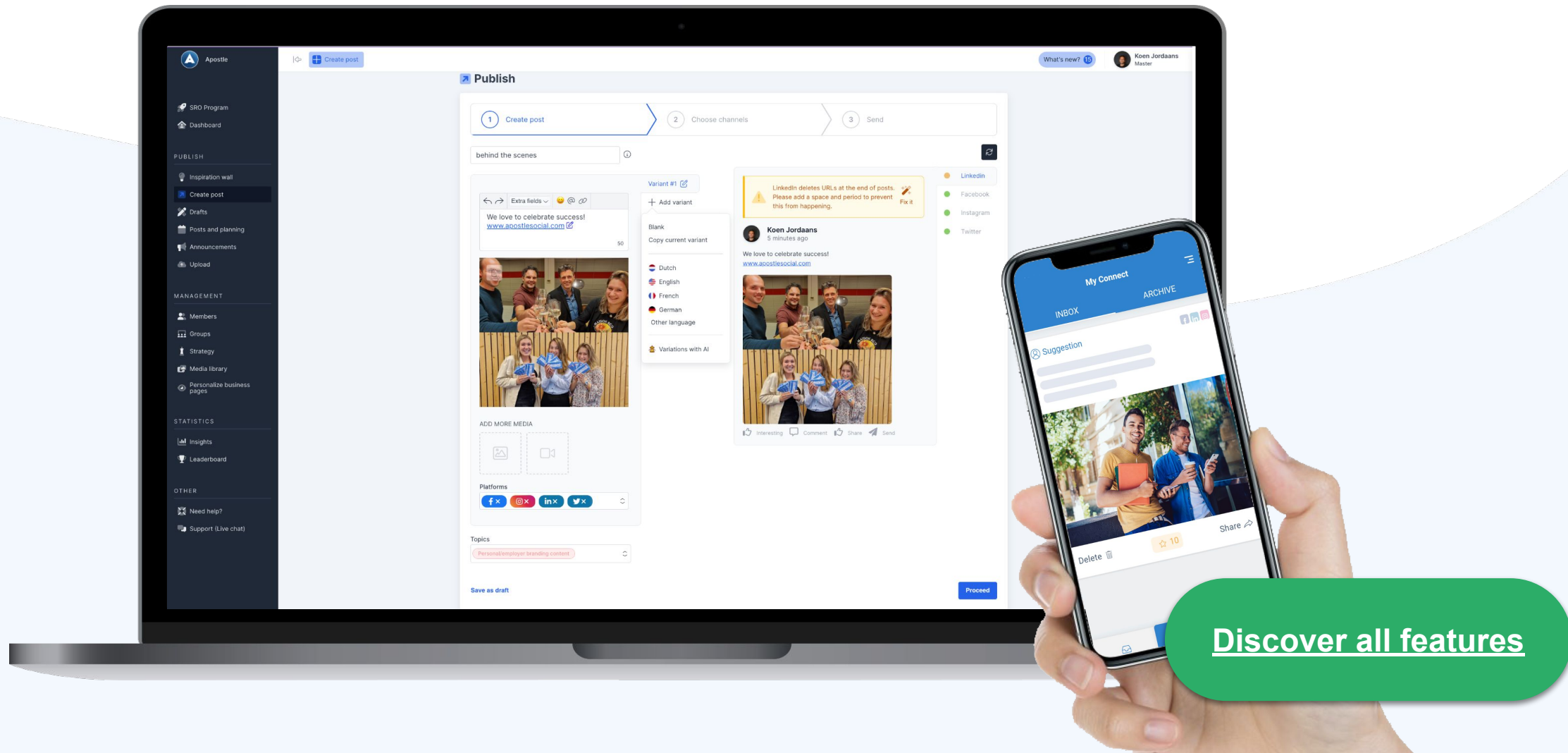
SRO activation **program**

- ✓ 80+ SRO instruction video's
- ✓ Real business examples
- ✓ Coaching of a Certified SRO Professional
- ✓ Templates
- ✓ SRO task manager tool
- ✓ SRO course & certification



[Read more about the program](#)

Our software



What makes us **unique**

#1

USP software

Scalable, features linked to the SRO program & fast response in support

#2

Why Apostle?

A scalable, behavior science-based, and international brand ambassador program
(In collaboration with the Cialdini Institute)

#3

Legal

The software is safe to use, continuously maintained, and improved

[Read more about legal & GDPR](#)

Pricing

Free trial

Take your first steps to success with employee advocacy software

[try 14 days](#)

Self-service

Seamless self-service plan

[Calculate price](#)

All-in-one

Take your brand ambassador program to the highest level

[Calculate price](#)

Enterprise

For enterprises with multiple brands or locations

Custom price

[Read more about our pricing](#)

Select your platform package ⁱ

Starter €199/mo <input checked="" type="checkbox"/>	Basic €350/mo <input type="checkbox"/>	Professional €449/mo <input type="checkbox"/>
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How many users do you need? 20 users are included in package Starter

20

Add-ons ⁱ

Additional SRO Practitioner course €999	<input type="text" value="0"/>
White label app + set-up €499	<input type="checkbox"/>
External groups (dealers, franchise, members) €1999	<input type="checkbox"/>

Monthly ☒ Annual ☐ Save 15%

€199/mo

€1499 one-time setup

[Choose annual billing for 15% discount](#)

Your products

Setup + program *
Required €1499

Starter package
20 users included €199/mo

[Talk to sales](#)

[Share calculation](#)

[Link to your custom quotation](#)



Results

- Higher employee engagement and interaction with organization
- Increased level of knowledge about social media use
- Employees share more posts about Canon due to high ease of use of the platform
- From social media shy to confident posting
- Building customer relationships has never been easier

"With employee advocacy, we really build a valuable relationship with the customer!"



Walter Young

Marketing Program Manager at Canon Europe



Results

- Employees' posts effortlessly surpass online reach of company pages
- After rebranding more brand awareness through clear communication
- Work with brand ambassadors to show knowledge-intensive organization

"Our colleagues have a lot of stories to share.

Through Apostle, our employees can very easily share posts on their own channels."



Lester Engelsman

Recruitment marketer Wyzer



Results (in 1 year)

- 606.750 reach generated
- 325 new leads
- 2000+ new followers on LinkedIn

"There are 100 million tools that allow you to schedule social media posts for company pages, but there are not as many tools that allow you to do this for 50 employees. That's kind of the unique strength that we just can't replace."



Ludo Thörig

Brand Marketing Manager at Contentoo

Results

- Increased organic reach on LinkedIn
- Continuous flow of authentic content
- More upsell opportunities
- Thought leadership

"Engagement in the organization has grown tremendously. The likes & views go sky high. Sometimes posts that employees post on their personal channels are viewed 8,000x. You really don't get that out with a company page anymore!"



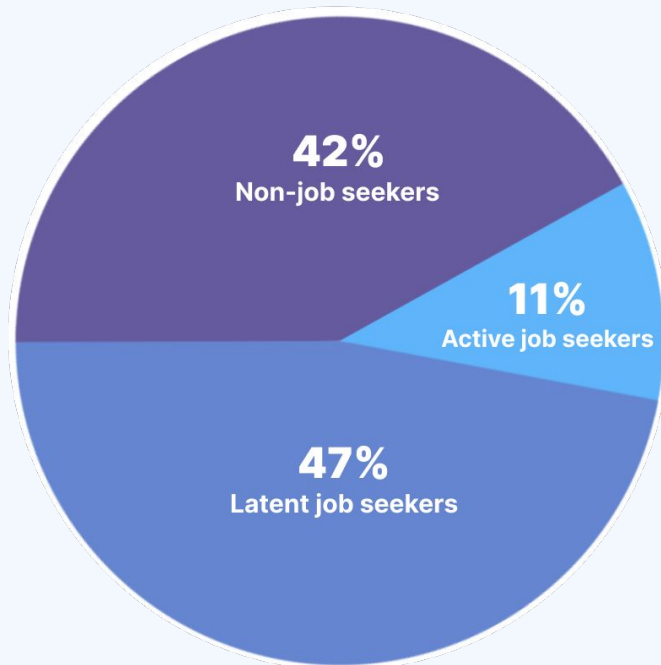
Bas van Seeters

Digital Marketing Coordinator KTBA

Results

- Over 400 posts shared
- Reached over 300,000 people
- Applications from 260+ applicants

Varietas has 35 teachers as their online brand ambassadors, who regularly post about their employer using the Apostle platform.



Employer branding

"Active job seekers constitute a small group, while latent job seekers form a larger group.

Share genuine stories of real individuals!"

Ready to **get started?**

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[Schedule a meeting](#)